



# ARIZONA Coach Talker

Newsletter of Arizona Guides Association  
Volume 18, Issue 5 ★ May 2005

## Bright Scraps of History

by Leita Tallman

Think of Hopi crafts. What comes to mind? Exquisite kachina carvings? Pottery? Perhaps fine jewelry? Or baskets?

Relax – you passed the quiz. While participation varies by mesa or village, each answer is correct.

Would you be surprised to learn needlecrafts are also prevalent?

Textile work among Hopi began as a practical pursuit – the male role of farming and growing cotton extended from planting through processing. (Think of spinning, weaving and stitching as historic equivalent of ESPN on cold winter nights!) With the introduction of sheep from the Spanish in the 1600's, Hopi men began using wool and branched into knitting. Missionaries, though, are to blame for patchwork. Their creative challenge in the 1880's was simply bringing the Hopi into church. They



A Hopi mother holding her baby in a cradleboard (c.1905-1912). The baby is wrapped in a patchwork quilt.

Photo courtesy of the Kate Cory Collection, Museum of Northern Arizona.

## Did You Know?



Oraibi Village, 1923.

Photo courtesy of C. Burton Cosgrove

The oldest continuously inhabited village in the United States is Old Oraibi. Founded around 1050 A.D., this settlement on top of Third Mesa began when the first Hopi arrived.

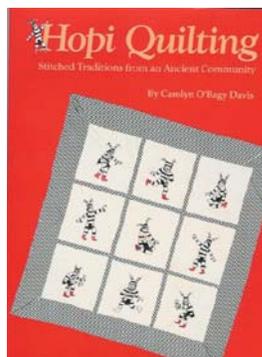
achieved this goal by handing out cloth and organizing quilting bees. The Hopi soon embraced this new tradition as an integral part of daily and ceremonial life.

Though fourth- and fifth-generation Hopi quilters are common today, vintage quilts are not. Reservation quiltmakers have always intended their work for use and enjoyment rather than special-occasion static display. Many find their modern creations (tavupu) in high demand for tipos'asni (the Baby Naming Ceremony) and other rituals.



"It's a Girl" quilt by Debra Kukuma, 1997. Debra is a third-generation Hopi quilter and basket maker who enjoys working with tiny squares of corduroy (this quilt uses over 1,000!). Her custom creations are popular for baby naming ceremonies.

Photograph by David Elliott



Historian Carolyn O'Bagy Davis shares stories, photographs and more through the eye of a needle. Hopi Quilting – Stitched Traditions from an Ancient Community (available online through Amazon or Barnes & Noble), artfully pieces past and present for a cohesive glimpse into this hidden cultural legacy.

## Web links...

Arizona Guides Association  
[www.azguide.com](http://www.azguide.com)

Arizona Office of Tourism  
[www.azot.com](http://www.azot.com)

[www.arizonaguide.com](http://www.arizonaguide.com)  
[www.arizonavacationvalues.com](http://www.arizonavacationvalues.com)

## Election information

### Vice-President/President Elect

**Leslie Ullstrup:** Member of the Arizona Guides Association since 1997 after completing the Accent Arizona Tour Guide and Convention Services Seminar, she became certified one year later. Always involved, Leslie has served on the nominating committee, 2 years as recording secretary, 3 years as co-editor of the Coachtalker newsletter, and also worked on the education committee putting together educational trips. Leslie said it has been a long term goal to be president of the AGA and envisions a more visible and active organization as well as a professional website.

### Treasurer

**Rebecca Ellison:** 25 years of travel industry experience as business owner, sales and marketing and six years of import/export experience. Affiliations include five years as a member-Arizona Guides Association and nine years as a member Four Peaks Women's Club (two-term past-President). Rebecca was born in Minneapolis, MN and graduated from University of Minnesota with a BA in communications. She has lived in Minneapolis, Denver (12 years), Phoenix (for past 17 yrs.) And traveled the U.S., Bahamas, USVI, Brazil, Peru, England, Wales, Mexico, Hawaii (11 times), Hong Kong, Bangkok, Singapore and Tokyo.

### Recording Secretary

**Lois Godward:** I am the remaining organizer of the AGA. I was influential in beginning the certification program and co-wrote the original test. My committee participation has been, Certification, Education, Historian, Public Relations and Nominating.

**Marilynne Ransom:** Arizona resident since 1969. Tour Guide in Arizona since 1992. AGA Certified. Served on AGA Board as program chairman, newsletter assistant, vice president, president, corresponding secretary, certification committee, education committee chair and historian.

### Nominating Committee

Vivian Howe, Howard Christensen, Dottie Helgeson, and Judy Kins - (membership votes for 3 )

## AGA Certification

Certification on May 21. Must have time reserved by calling Liz Schnackel at 602-641-5457. (So far no one is scheduled)

## Celebration at Verde Canyon Railroad

by Teresa A. Propeck

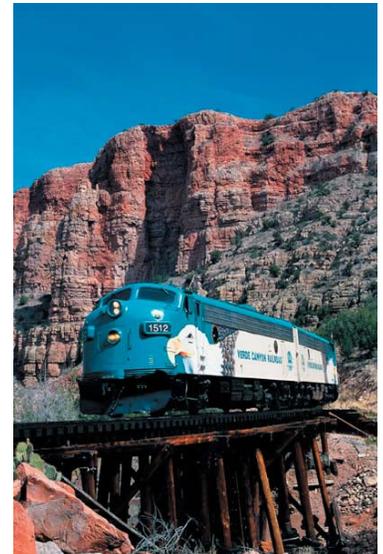
The Verde Canyon Railroad celebrated an important milestone on March 30, 2005 when its one millionth passenger stepped aboard this scenic train for a ride through the Verde Canyon. There were decorations, a giant celebratory cake and commemorative t-shirts were given to each train passenger boarding the train on this historic day.

For the past fifteen years, the Verde Canyon Railroad has reinvented the standard gauge line through the scenic north Verde Canyon. Originally built in 1911 and in continuous operation ever since, the railroad has established a permanent place in the heart of the Verde Valley.

"The Verde Canyon Railroad will continue its quest to be the most accommodating scenic tourist attraction in Arizona," says Verde Canyon Railroad owner Dave Durbano. "Our philosophy will always be to give that millionth passenger the same spectacular wilderness experience that the first passenger enjoyed fifteen years ago."

Verde Canyon Railroad acknowledges the importance of the travel partners they have teamed with over the years to promote the railway throughout northern Arizona, focusing heavily in Sedona, Cottonwood, Clarkdale and Jerome. "We are very appreciative for the support of the hotels, resorts, tour companies and travel organizations that have helped us reach the million-customer mark," said Ron Lindsey, Verde Canyon Railroad general manager. "As we embark on our fifteen years of train service, we also need to thank all of our employees for their loyal service and commitment to first-class customer service," added Lindsey.

The Verde Canyon Railroad is determined to continue to upgrade services, create new events and celebrations, and of course, continue to provide good service and a good time that all passengers have come to expect aboard the Verde Canyon Railroad.



## Side trip to Chloride

by Nancy Elkins

Returning from a trip to Death Valley to see the “once-in-a-lifetime” wildflowers, I decided to turn off the main highway and visit a small town called Chloride. A former silver mining town west of Kingman, it reminded me of a smaller version of Jerome.

My first stop was the official Visitor’s Center in the general store, run by Allen and Donna. Donna is a tour guide for Globus tours, so it was easy for us to talk for more than an hour! She told me the history of Chloride and recommended a few stores to visit. So I explored the funky little town, stopping at a gift shop at the end of the street at the top of town. I was making small talk with the owner, a delightful woman about my age with a lot of enthusiasm for life. She shared how she and her husband had lived in Phoenix for many years but moved to Chloride four years ago and just love the slower pace of life. I mentioned that I was a tour guide.

She said, “Oh, I was a guide for many years. As a matter of fact, I used to be the President of Arizona Guides Association.” Well, I squealed and said I was a member. Did she know so-and-so and when was she there, etc.?

Well, it turns out Diane Silverman had “escaped” to Chloride and is running a darling gift shop called Free Spirit Mercantile Gift. Her shop specializes in items made by women from the southwest. She also has a website: [www.freespiritmercantile.com](http://www.freespiritmercantile.com) and her email is [freespirit@azconnect.com](mailto:freespirit@azconnect.com). I am sure she would love to hear from AGA members and more than that, she would like for AGA to take a group to Chloride and see this fun town.



## Coming Events...

**May is Museum Month in Arizona!** Find out about all the events and activities going on in museums across the state by visiting [www.arizonavacationvalues.com](http://www.arizonavacationvalues.com).

**May 2 2005, Begins National Historic Preservation Week (Statewide):** For more information about the event nationwide, visit [www.nationaltrust.org/preservationweek](http://www.nationaltrust.org/preservationweek).

**May 7 2005, “Walk through History”** in downtown Tempe as part of Tempe Historic Preservation Day and National Historic Preservation Week. For more information, contact Emily Bradley at Downtown Tempe Community. Time: All day. Phone: 480-921-2300, x29

## From the President...

A special thanks to everyone who sent cards and phone calls after my recent surgery.



**Our Annual May Dinner Meeting** will be at the Broadway Palm West Dinner Theatre at 5247 E. Brown Road, Mesa, on Monday, May 2, 2005. The meeting will start at 6 p.m. with a no host bar. The price will be \$23.00. Call Betsy Todd for your reservations. Make your checks payable to the Arizona Guides Association.

Remember the May Meeting is also time to vote for your new officers for the 2005/2006 year. This is also a great time to pay your dues and save a stamp. Bring your checkbook.



**Spring Day Trip** — This year the trip will be on Tuesday, June 7, 2005. We will be the guests of the City of Mesa. Great things are happening in Mesa with the new Mesa Arts Center (MAC). Mr. Robert Briton will be our host and guide for our trip. He is the Executive Director of the Mesa Convention and Visitors Bureau.

*Sue Ellen Knorr, President*



**Dear Arizona Guide Association,**

I am very thankful for our organization! How we have grown as professional tour guides, coordinators, transportation facilitators and travel staffers. My board members and I look forward to serving you during the 2005-2006 term.

Please make every effort to attend our meetings and educational trips such as:

**Arizona Guide Association Spring Educational Tour**  
Tuesday, June 7, 2005; cost \$30

**Depart:** 8:00 a.m. PCA Parking Lot @ N.E. corner of 40th & Van Buren (Discount coupons will be issued)

**Arrive:** Mesa Arts Center at 8:30 a.m. for tour given by Michelle Zimmerman, Marketing Director for the newly opened outstanding property.

**9:30-10:00** a stroll down Main Street to check out of the shops and sculpture.

**10:00** for tour the Mesa Southwest Museum

**11:15-11:30** drive to Rancho de Tia Rosa

**11:30-12:30** Chicken/Mango Salad Luncheon

**12:45** depart restaurant with Mr. Robert Brinton, Executive Director of the Mesa Convention Visitors Bureau for a 2 hour commented tour.

Tour ends back at PCA parking by 3:30 p.m.

*Betsy Todd, Incoming President of the AGA*

# Arizona Guides Association Annual Meeting Monday, May 2, 2005

## Broadway Palm West Dinner Theatre

5247 E. Brown Road, Mesa, Arizona

S.E. corner of Brown & Higley Roads in the Alta Mesa Plaza.

6:00 p.m. reception

7:00 p.m. dinner

Checks (\$23.00) made out to AGA and send to Betsy Todd, 36 West Seldon Lane, Phx 85021. If someone didn't receive the menu choices, please call Betsy, (602) 943-2900 and she will fax them to you. If you have a photo of yourself performing during your high school or college years, please mail it to Betsy Todd to use as a part of a game during the reception. Don't show or talk about it to others before this evening.

## Grand Impressions Workshops

### SAVE THE DATE

The Arizona Office of Tourism is proud to present the FY05 Grand Impressions workshops, a full day of education and training designed to empower tourism professionals by offering:

- A certified customer service training program, developed in conjunction with Northern Arizona University's School of Hotel and Restaurant Management.
- An in-depth presentation on Arizona tourism attractions.
- A brief familiarization tour of a local attraction designed to provide firsthand knowledge of exciting Arizona destinations.

Below is a list of this year's workshop dates and host communities. Workshop details will be coming soon!

### Workshop Dates

April 29, 2005 Tucson, AZ  
May 6, 2005 Safford, AZ  
May 13, 2005 Williams, AZ  
May 20, 2005 Cottonwood, AZ



Workshop participants will receive a certificate of completion and a complimentary lunch. All workshops will be held from 8:00 a.m. to 5:00 p.m. The Grand Impressions workshops are being offered free of charge to those who wish to participate. Reservations are required and will be accepted on a first come, first served basis, as seating is limited.

For additional information or to register, please contact Sarah Martins at 602-364-3687 or at [smartins@azot.gov](mailto:smartins@azot.gov).

## *The Arizona Coach Talker*

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