

# *The Arizona Coach Talker*

Newsletter of the Arizona Guides Association

Volume 21, Issue 1

August, 2007

**FALL ARRIVES SOON!**

Here it comes again.....another exciting - and always challenging - season of tourism in Arizona! This also means our Annual Fall Meet and Greet with our Associate Members. All Regular and Candidate Members have the opportunity to introduce themselves and visit with the destination management companies, tour operators, and suppliers who support our organization as Associate Members.

## **AGA Meeting ~ September 10, 2007**

**When:** Monday, September 10, 2007

**Where:** SKYE Fine Dining ~ 16844 N. Arrowhead Fountains Center Drive

**Time:** 6:00 P.M. Meet & Greet with Associate Members and tours of SKYE Fine Dining

7:00 P.M. Guest Speakers: Lorraine Pino and Wendy Hultzman

8:00 P.M. AGA Business Meeting

**Directions:** Maps are attached to your e-mail or mailed with your newsletter.

Please RSVP to Marcia Fisher: [marciajean@aol.com](mailto:marciajean@aol.com) or 480.998.2472.

*(We) depend on learning ways to respond and adapt to the unrelenting challenges of our world. To live we must maintain ourselves – our general shape, form, functions, and identity – while all the time adapting, taking in, and releasing information from our environment to adjust to the changing flow of life.*

*To the degree that we live or think in terms of a static, separate, controllable world, our confusion sets us up for frustrations and suffering. Our harmony, health, sanity, balance and safety are not to be found in holding on more tightly, or by becoming more rigid or controlling. Our ability to control the environment is limited, and the wise ones among us have learned to stop exhausting themselves by trying to control the river of change. Rather they focus their efforts on increasing their mental, emotional, and physical capacities to harmonize with the intensity offered by their encounters with the outer world.*

*We do not want to slip into the dark side of our creation by being too rigid, too real, or by mistaking our wonderful ideas for being the absolute truth. A healthy balance is found in learning to live fluidly and to adapt.*

*From: BALANCE by Joel Levy and Michelle Levy*

***President's Notes.....from Howard Christensen***

***~ Glendale: Out of Our Past and Into the Future ~***

Hello Everyone!

Today is another overlapping of a yesterday and a tomorrow.

The people of GLENDALE have a vision for our future. Our guest speakers for the September AGA general meeting are: Lorraine Pino, Glendale Office of Tourism Manager who will inform us on Glendale's aspirations and amenities; and Wendy Hultzman, Professor, Recreation and Tourism Management at ASU West will expand on the vision that ASU has initiated in the West Valley.

Tanya Queen, Sales Manager and Chef Scott Tompkins have a vision of providing First Class dining service for the West Valley. They have a great start and we are pleased that they have offered to host our meeting at SKYE Fine Dining!

We hope to support their dreams and bring many people to experience these services and facilities.

Our November AGA general meeting will be an AIRPORT INTENSIVE. Do you have ideas, recommendations, complaints, concerns, contact info, etc. related to or about our working at Sky Harbor? Please write the information and send it to me by the September 10th AGA general meeting via mail, e-mail, or in person, in writing, please. More information will follow in the November Coach Talker.

Be prepared to sign up for the AGA Fall Educational trip: "The Road To Yuma" We are making arrangements to visit the Sahati Desert Animal Breeding Center with one of the largest camel herds in North America; the Desert Sweet Shrimp Farm; The Peanut Patch, and more, and more and more. The dates will be the last week of November. Most details should be put together by the September meeting. We have ideas and plans in the works for the 2008 Spring meetings and educational day, but now we're getting ahead of ourselves.

Trusting our future will bring us new and renewed adventures, prosperity, safety and good health...

I want to thank in advance our board members and committee people for their efforts and loyalty in helping to keep the AGA valid and I do appreciate your support.

Best wishes,  
Howard

***In case you missed it....from the Arizona Republic***

***Arizona casino revenue*** ..... crossed the \$2 billion threshold for the first time last year, fueled by an onslaught of new residents, tourists and casino amenities. The annual survey, known as the Indian Gaming Industry Report, also found that the revenue growth rate continued to climb for the state's Indian-owned and -managed casinos and bingo halls, even as it slowed elsewhere, including California. The study, which is conducted annually by Alan Meister, an economist for Analysis Group, is unique because it offers a rare glimpse at the profitability of Indian casinos. Tribes typically don't release financial information. According to the report, Arizona gaming revenue hit \$2.1 billion in 2006, which means gamblers parted with 18.4 percent more money last year than they did in 2005. Casinos raked in an additional \$195 million from non-gaming enterprises such as food, drinks and concerts. Local residents are the bread and butter of Arizona casinos, especially as the population grows. But tourists will play an increasingly important role as Valley casinos add hotels and conference centers. The report solidifies Arizona's position as the nation's third-largest Indian gaming state. It is gaining ground on Connecticut, though California is still by far the biggest player, with \$7.7 billion in gaming revenue, which is calculated after payouts, but before expenses. Fort Mojave opened a new casino last year, and Salt River opened a senior community center with bingo. Great location, facilities and managers helped increase revenue at Casino Arizona. It owns two casinos off Loop 101: one at McKellips Road and another on Indian Bend Road. Next year, it hopes to replace the facility at Indian Bend Road with an upscale casino hotel, including a spa, fine dining restaurant, swimming pool and meeting rooms.

**Gila River Reservation .....** Nearly 20,000 members of the Gila River Indian Community will start receiving quarterly payments from tribal gambling revenues after a ballot proposal passed with 63 percent approval. About 3,200 voted in the initiative election. That means that enrolled members will get quarterly payments every year of an amount yet to be determined. But payments aren't expected to begin for at least a year because it will take time to determine a payment plan. The ballot push was mainly guided by a committee of four. Proponents said that since the community has had gambling casinos for about 13 years, it was time for individuals to share in the wealth, especially the 7,000 who live off the reservation. But support in the community before the election appeared questionable. While hundreds were expected for a pro-initiative rally, only about a dozen people showed up, and others kept tearing down their fliers. Some who voted no, believe that because the payments could increase incomes for members, Social Security payments might be affected, as might the ability to qualify for certain services such as food stamps, free school lunches and medical help. The passage of the initiative makes the Gila community the largest in the state, if not the country, to give regular payments to members from gaming revenues. The smaller Salt River Pima-Maricopa Indian Community and the Fort McDowell Yavapai Nation give per capita payments. The larger Tohono O'odham Nation in southern Arizona gives payments depending on revenues, generally about every two years. It has almost 30,000 members.

**Chandler's population eclipses Scottsdale's .....** making it Arizona's fifth largest city. Scottsdale now is the state's sixth largest after Phoenix, Tucson, Mesa, Glendale and Chandler, according to U.S. Census Bureau figures released today. Census estimates as of July 1, 2006, show Scottsdale with 231,127 residents and Chandler with 240,595. When compared with figures released last year, Scottsdale lost 3,625 folks. Those figures, based on a special mid-decade population count, showed Scottsdale with 234,752 people, compared to Chandler's 230,845. The year before, Census figures showed Chandler had eclipsed Scottsdale with 223,991 people, when Scottsdale had 221,792. Harry Higgins, a Scottsdale senior planner, said the latest Census figures are "dead wrong" about Scottsdale losing population. Higgins prepares quarterly population updates for the city and said, as of April 1, Scottsdale's population was 239,630.

**Loop 101 corridor .....** Business parks along a 9-mile stretch within the Salt River Pima-Maricopa Indian Community are emerging between Via Linda and McKellips Road. As much as 10 million square feet of development is under construction, according to the tribe's economic-development department. Near Pima Road and Via de Ventura, Opus West Corp. and MainSpring Capital Group are developing Pima Center, a \$700 million project that will be one of the largest commercial developments on tribal land. The mixed-used development will offer 3.5 million square feet of buildings for business parks, hotels and retail. Within Pima Center, three new projects will be under way within six months. Improvements to Pima Road and Via de Ventura are under way and will ease traffic at Pima Center. The \$2 million road project is expected to be complete by the end of the year. Expansion at Chaparral Business Park is also under way. Texas-based Lincoln Property Co. signed a 65-year ground lease with the Santeo family and Salt River Devco, a tribal-based developer, to build on land north of the Chaparral Business Center. Windstone, a \$50 million retail shopping center is planned by Phoenix-based Grosvenor Holdings LLC. The 40-acre project near Loop 101 and 90th Street is expected to include Lowe's, Circuit City, Staples, Golf Galaxy, Del Taco, Comerica Bank and Jack in the Box.

**A model for others .....** The Salt River Pima-Maricopa Indian Community thrives through business ventures and innovative economic-development strategies that have created a sustainable, diversified tribal economy, according to Ken Robbins, chief executive officer and president of the Mesa-based National Center for American Indian Enterprise Development. He also believes that for more than two decades, they have been,



and continue to be, one of the most innovative and successful tribal communities in the nation in terms of business development and economic diversification. Future visitors and tenants to the Pima Center will see this sculpture.

**Tourism industry earns \$50 million daily .....** Arizona is getting a record number of tourists and their travel dollars for the second consecutive year. In 2006, 34 million visitors came to Arizona and spent \$18.6 billion. That's up six percent from the previous year. On average, tourists spent \$50 million a day in Arizona - the bulk of it in Maricopa County. The numbers were part of a state-of-the-industry review given by the Arizona Office of Tourism at the Arizona Governor's Conference on Tourism, where some of the industry's opportunities and challenges were outlined. The biggest reason for Arizona's record numbers was out-of-state leisure travelers, who increased five percent over 2005. About a third of those travelers are from California. International travel to Arizona in 2006 remained flat, following a national trend. State tourism officials attributed the leveling off to U.S. entry procedures, U.S. politics and changes in global travel patterns and populations. One such change is a move by China to become a destination spot for international travelers. Macao, a former Portuguese colony handed over to China, is now working to surpass Las Vegas as an entertainment mecca, said AnnDee Johnson, director of research and strategic planning for the state tourism office. However, a surprisingly bright spot for international travel in Arizona is the Canadian market. Preliminary reports show a 17 percent increase in visits from Canadians in 2006. That increase is attributed to state tourism efforts as well as more direct air routes between Arizona and Canada. Arizona is also reaping dividends from travel-related construction, officials said. More than \$900 million worth of projects are currently being built, up dramatically from \$300 million last year. Arizona's record-breaking year also extended into lodging, where demand and revenue per available room reached its highest level in six years.

**Luxury train resurgence .....** A Colorado company is bringing back luxury rail travel, and its trains increasingly are trucking through Arizona. GrandLuxe Rail Journeys was born last year, when Colorado Railcar Manufacturing (the only U.S.-owned manufacturer of passenger railcars) bought out American Orient Express. Under a deal with Amtrak, GrandLuxe will attach seven of its vintage rail cars to the back of Amtrak's Silver Bullet trains this winter. The special trains will run November through part of January along three routes: Los Angeles to Chicago, San Francisco to Chicago and Washington, D.C., to Miami. In January, GrandLuxe will debut a non-Amtrak itinerary focused on Arizona. The train will begin in Santa Fe, stopping at the Grand Canyon and Sedona, ending in Scottsdale. The parent company is known for manufacturing railcars for everything from light rail to old-fashioned trains, for anyone who needs any type of railcar manufactured. They have built many of the cars being used at GrandLuxe, as well as all of the domed railcars in Alaska as you exit cruise ships to take tours, and many of the railcars used by Rocky Mountain Air, as well as many of the commuter railcars used in various communities such as South Florida. In 2008, they will launch a new itinerary called Grand Canyon and the Southwest, growing their presence in the Arizona market. They believe the culture of the Southwest is very appealing to their clientele, including the Grand Canyon, Sedona, and pre- and post-tours in Scottsdale.

**Four Seasons rehab to start .....** The Four Seasons Resort Scottsdale plans to start Monday on a series of renovations to the rooms, lobby, lounge and Acacia restaurant. The \$14 million project will enhance the resort's 210 rooms with new furnishings, flat-screen televisions and wireless Internet service. Wooden floors and beams will be installed in the suites. Seating will be expanded in the lounge. A glass railing will replace a wooden one on the lounge patio to better showcase the views of the Valley and nearby Pinnacle Peak. Most of the work should be completed by the end of December. The resort has been open 7 1/2 years. Paul Duesing Partners of Dallas is doing the interior design work. Kitchell Corp. is the contractor. The architectural team includes Nelsen Architects of Scottsdale and Ten Eyck Landscape Architects of Phoenix.

**Fairmont Scottsdale Princess Expansion .....** Owners of the Fairmont Scottsdale Princess are expected to announce a major expansion that could transform the resort into the largest hotel in the Valley. Scottsdale planners have been meeting with representatives of Princess owners Strategic Hotels & Resorts Inc. about an expansion that would add 334 rooms to the 651 room resort. That would make the resort 985 rooms, compared with the JW Marriott Desert Ridge Resort & Spa's 950 rooms, currently the Valley's largest. Preliminary plans submitted in January include a new senior-living facility, office complex, new ballroom and meeting rooms, parking structure and landscaping on the Mediterranean-style campus. New restaurants and retail shops also are expected. In addition, the hotel would renovate all of the rooms during the course of the three-year project, which could total \$230 million worth of improvements. The Princess resort, southeast of Princess Boulevard and Scottsdale Road, acquired a 99-year lease of nearly 35 acres of state-trust land to the west of the campus in 2003. Previous plans for the expansion were put on hold, however, as the resort changed ownerships.

**Stars and Stripes Forever .....** WestWorld tent's massive flags will come down in September, along with the skin on the 120,000-square-foot structure. But those who liked the display of patriotism can rest assured that it will continue. Scottsdale has issued a bid request for three flagpoles to adorn the entrance to WestWorld off Loop 101. The city will decide who gets to hang the Stars and Stripes on the new poles.

**Palm Tree Cell Tower .....** The Paradise Valley Planning Commission has approved the installation of the town's first cellphone tower disguised as a palm tree. The tower at El Chorro Lodge, 5550 E. Lincoln Drive, would not be just any faux foliage. The commission stipulated Tuesday that T-Mobile install the very best-looking man-made tree on the market, and enhance its looks by planting two real palms next to it, complete with a drip irrigation system. And not just any palms. They must be date palms to match the fake tree known as a monopalm, and they must be 25 feet tall. The tower tree will stand at 45 feet. The real palms must be lower in height so they won't interfere with the tower's signal. Fake fronds will hide the antenna array. The tower will be installed in a service area on the grounds of El Chorro, one of Paradise Valley's oldest watering holes. An 8-foot tall block wall will hide the tower's equipment cabinets. T-Mobile said the tropical-looking tower will significantly improve service from Invergordon Road to the east, McDonald Drive to the south, Mummy Mountain to the north, and Desert Fairways Drive to the west. T-Mobile already has received approval for a tower at the town's public works building at Invergordon Road (64th Street) and Lincoln. It provided maps showing T-Mobile's existing coverage area and those of the public works and El Chorro sites. When installed, both will greatly improve reception and customer capacity along the Lincoln Drive corridor. There was no public opposition to the request.

## **News from the Arizona Office of Tourism** **(AZOT) .....**

**Planners Willing to go off Season if Price is Right .....** How willing are planner's bosses to hold meetings during a destination's off-season? It turns out they are reasonably amenable to the idea, even though the example used was Phoenix in August or Michigan in February – not exactly premier sites at that time of year. In the latest poll on MiMegasite.com, 37 percent of respondents said they would be "very willing" to go to a destination off-season in return for a great experience at a great price. Nearly half or 48 percent said their bosses would be "somewhat willing, but would need to be persuaded. Only 14 percent said bosses would be "not at all willing." Four- and five-star properties in locations with harsh summers or winters will often have off-season meeting packages for under \$200 per person per night, which include: accommodations; meeting space; two refreshment breaks; and either breakfast or lunch. For attendees who rarely get to stay at such properties, the event will be memorable and will likely boost morale. (TravelMole e-Newsletter)

**AOT Congratulates Governor's Tourism Award Winners .....** In July, tourism professionals were honored at the Governor's Conference on Tourism. AOT Director Margie Emmermann and Deputy Director Kelly Paisley presented the awards during the Governor's Awards Luncheon with more than 600 tourism industry members in attendance. Awards were presented in the following categories: Innovative Promotions, Cooperative Marketing, Special Events (Rural and Urban) and Arizona Preservation. AOT also honored individual achievements in the categories of Tourism Champion of the Year, Tourism Hall of Fame, Spirit of Service and Lifetime Achievement. Seventy-five nominations were submitted for the nine award categories. Winners were selected on general evaluation of qualifications such as exceptional efforts, innovation, uniqueness and measurable results. The judging committee was comprised of a selection of tourism industry representatives from around the state and AOT staff. Winners are listed below:

Innovative Promotions – Alliance for Audience

Cooperative Marketing – Southeastern Arizona Birding Trail

Arizona Preservation – Digging In: Bisbee's Mineral Heritage Exhibition

Special Events – Rural – Border to Border Air Show

Special Events – Urban – Tie: Arizona State Parks 50th Anniversary Celebration AND Fiesta Bowl Festival of College Football

Spirit of Service – Khalik Hussein, Loews Ventana Canyon Resort

Tourism Champion of the Year – Bruce Lange, The Westin Kierland Resort & Spa

Tourism Hall of Fame – Win Holden, Arizona Highways

### ***History Plays Role in Scottsdale***

Architect Will Bruder has reached back into a lost chapter of Scottsdale history for a 10-unit townhouse complex southeast of Scottsdale and Camelback roads. The Upton project at 7228 E. Shoeman Lane is within site of a home built about 1950 for industrialist Louis Upton, who made his fortune manufacturing washing machines. The Upton house was designed by modern architect Paul Schweikher, Bruder's friend and mentor who headed the architecture schools at Yale and later Carnegie-Mellon universities from 1953-1970. Bruder said the Upton house was built in an orange grove southeast of Camelback and Scottsdale roads, and had an iconic courtyard and flaming fountain as its focal point. That courtyard design is carried over to the new Upton townhouses, which include four single-level flats and six duplexes. The townhouses, just north of the Galleria Corporate Center, will be 1,650 to 2,550 square feet, and will be priced starting at \$1 million. From Bruder's perspective, this project celebrates and modernizes history.

The Upton house was torn down in the early 1970s, but had it been preserved, it might have been adapted as a library, gallery or restaurant. Bruder says the house, its prominent industrialist owner and his notable architect have been largely forgotten in a rush of development over the past four decades. Louis Upton, with his brother Fred, founded the Upton Machine Co. in 1911, which manufactured some of the first automatic washing machines. The Uptons sold washers to Sears, Roebuck & Co. and the Uptons' company evolved into the Whirlpool Corp. One could say that Scottsdale's Upton house was the house that washing machines built.

Louis Upton hired architect Paul Schweikher to design a home for him after his original adobe and redwood ranch home was destroyed by fire in 1943. Schweikher, who died in Phoenix a decade ago at 94, was an accomplished modern architect, who retired to Arizona and lived in a hilltop home in Sedona near the Chapel of the Holy Cross. It was replaced in 1950 by a \$125,000 home of concrete, stone and redwood built around a sprawling courtyard. Upton died a year later. His estate sold the house and 21 acres for \$100,000 in 1954 to Patrick McGinness, an Eastern railroad financier. McGinness spent very little time at the Upton house and sold the property in 1958 to developers for \$400,000.

Schweikher, in a 1984 interview with Betty Blum for the Art Institute of Chicago recalled Frank Lloyd Wright's reaction to the Upton house upon touring it with Louis Upton. Wright, a winter resident at Taliesin West in Scottsdale until his death in 1959, was none too kind even though Schweikher acknowledged Wright's influence on his design for the Upton house. Schweikher was not present when Upton asked for Wright's opinion of the house and its architect. "Mr. Upton, you're lucky to have such a fine house by such a poor architect," Wright said.

Bruder said the Upton house was in ruin when he first saw it, but it could have been rebuilt as a library or arts center. Joanne Handley of the Scottsdale Historical Society said the Upton house was larger than most of the homes in Scottsdale at the time but does not recall it being that remarkable. "There were a lot of houses that in retrospect we should have saved," Handley said. "But there wasn't the interest back then." Bruder has borrowed from the courtyard design of the Upton house for his townhouse project. Each home has a large patio or balcony. And the courtyard includes a flaming fountain, a similar feature in the original Upton house.

Bruder's previous work includes the Burton Barr Central in Phoenix and the Loloma 5 townhouse project in downtown Scottsdale. He also designed the Dial Corp. building under construction northeast of Loop 101 and Scottsdale Road in the One Scottsdale development.

*Arizona Republic – July 2007*

## **Greater Phoenix Convention and Visitors Bureau...**

**GPVCB proudly announces .....** that the Official Visitor Guide to Greater Phoenix is now online, giving instant access to information for visitors. Just like the printed Visitor Guide, the online version is free. The

guides electronic pages turn with the click of a mouse. The search bar quickly locates topics or attractions, and visitors can print as little or as much information they want. <https://visitphoenix.com/request/>

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## **Airport News.....**

**Phoenix Ranks Sixth as Atlanta Passes Chicago as Busiest Airport .....** Delta Air Lines is bigger than United Airlines, and Southwest Airlines is bigger than either, when size is measured by passenger enplanements regardless of length of trip. US Airways and America West, corporately merged though still working to consolidate operationally, are together larger than either Northwest Airlines or Continental Airlines, according to first-quarter enplanement figures released this month by the U.S. Bureau of Transportation Statistics. The industry usually measures itself by revenue passenger miles, since longer flights bring in more revenue, and by that metric the largest airlines, in order, are American, United, Delta, Continental and Northwest, Continental having recently expanded its way from fifth to fourth place. Indeed, the BTS figures show that by international enplanements alone the top three are American, United and Continental.

Passenger enplanements, first quarter: American: 23.3 billion; Southwest: 22.9 billion; Delta: 17.1 billion; United: 16.3 billion; US Airways-America West: 13.9 billion; Northwest: 12.9 billion; Continental: 11.5 billion. The same report ranked airports by passenger traffic and found that Atlanta's Hartsfield airport is now much busier than Chicago's O'Hare by the only metric passengers care about: how many passengers are passing through the facility.

Top U.S. airports by first quarter enplanements: Atlanta, 9.6 billion; Chicago O'Hare, 8.0 billion; Dallas-Ft. Worth, 6.6 billion; Denver, 5.5 billion; Los Angeles, 5.4 billion; Phoenix, 5.1 billion; Las Vegas, 5.0 billion; Houston, 4.8 billion; Orlando, 4.1 billion; Minneapolis-St. Paul, 4.0 billion. (The Phoenix Business Journal)

**Super Bowl XLII Countdown Clock Unveiled at Sky Harbor Airport .....** Thousands of daily visitors to the Valley can now start counting down to Super Bowl XLII. Arizona Super Bowl Host Committee Chairman Mike Kennedy, Host Committee President Bob Sullivan and Phoenix Mayor Phil Gordon unveiled the Super Bowl XLII countdown clock at Phoenix Sky Harbor Airport. The 3 foot tall by 7.5 foot wide clock is on display in the baggage carousel area inside Terminal Four at the airport. According to Mayor Gordon, every month, more than two million passengers use Terminal Four, and the clock is a great opportunity for Arizona to spread the word about Super Bowl 2008. The Arizona Super Bowl Host Committee is a private, non-profit Arizona corporation that serves as a liaison with the National Football League in organizing local efforts and preparations leading up to the Super Bowl. It has the responsibility to implement Arizona's action plan for Super Bowl XLII, which culminates with the game on February 3, 2008 at University of Phoenix Stadium in Glendale.

## **Education .....**

**New name for Mesa Southwest Museum .....** Effective October 1, Mesa Southwest Museum will be known as the Arizona Museum of Natural History. By a unanimous vote, Mesa City Council approved the museum's name change at its July meeting. "The name Arizona Museum of Natural History makes clear to potential visitors throughout the state what they will experience when they come to the museum," Mesa Southwest Museum Director Tom Wilson said. "The new name more accurately reflects the mission of the institution as a natural history museum and emphasizes its statewide scope." The name Arizona Museum of Natural History will lead to more visitation, revenue and statewide public support for the museum. Museum staff estimates that up to 25,000 more visitors per year may be expected to attend by changing the name to Arizona Museum of Natural History. The museum opened in 1977 as the Mesa Museum of Archaeology and History. In 1985, the museum changed its name to Mesa Southwest Museum. Since then, it has developed into one of the premier natural history museums in Arizona, dedicated to inspiring respect for the natural and cultural history of the Southwest. For more information, contact Mesa Southwest Museum Director Tom Wilson at 480-644-3418 or [tom.wilson@cityofmesa.org](mailto:tom.wilson@cityofmesa.org).

**Meetings for Tourism Professionals .....** Dale Sloan with the Southern Arizona Guides Association (SAGA) in Tucson, invites fellow tour guides and tourism professionals to attend their monthly meetings. The meetings offer a good opportunity to meet some of their guides and do some networking. Saga monthly meetings are 7:00-8:30 p.m. the 3<sup>rd</sup> Tuesday of each month at Tucson Ward VI Council Office, 3202 East 1st Street, one block south of Speedway, just east of Country Club (1st Street runs East/West between Country Club & N Anderson Blvd). **September 18:** Living History Portrayals & Advice on Becoming/Choosing a Character. **October 16:** Fascinating Culture of the Apache People *by Jack Lasseter*. **November 20:** American Indian

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storyteller Gil Payette tells a tale & offers some insights. For more information contact SAGA at [sagamailbox@comcast.net](mailto:sagamailbox@comcast.net).



***The word “monsoon” comes from the Arabic “mausim” which means “a season”.***

- It was first used to describe the winds over the Arabian Seas blowing from the northwest for six months and from the southwest for six months. Over the years, the term monsoon extended to include Europe, Africa and the western coasts of Chile and the United States. Strong annual variations of temperature over land masses is the primary cause of the monsoon.
- This causes an excess of high pressure in the cold months and low pressure in the warm months. This deficit of pressure coupled with the northerly storm track in the summer set the stage for the summer monsoon. The tropical moisture is literally sucked northward toward the lower pressure in the low levels of the atmosphere. The result is a shift in the winds over an area and enough moisture to trigger seasonal thunderstorms.
- So, it is correct to call our monsoon a wind that reverses direction seasonally. It is common, but **incorrect to call the summer thunderstorms “monsoons”.**

***Scottsdale’s original nickname was “the West’s Most Western Town.”***

- In 1947, the Chamber of Commerce coined the handle in an effort to promote local business and **tourism by capitalizing on the city’s Wild West image. The city encouraged businesses to use Western architecture and go overboard with cowboy-themed décor. Scottsdale’s first mayor, Malcolm White,**
- was even known to model his dress after legendary cowboys. According to city historians, Scottsdale was the only community to embrace the theme. The nickname stuck until 1993, when the U.S. Conference of Mayors **designated it “Most Livable City.”** (Scottsdale Historic Register)

*Five things you may not know about the Phoenix flag:*

- **The flag’s maroon background was chosen to represent one of the rich colors of the Sonoran desert.**
- The symbol of a Phoenix bird – displayed at the center of the flag – is associated with the sun god in Greek and Egyptian mythology.
- After displaying more than 30 different versions of a Phoenix bird over the years, the city of Phoenix decided to stick with one solid design. So, in 1987, Valley locals, design firms and individuals from around the world (as far away as England) entered the Great Phoenix Bird Design Competition to create a new Phoenix bird logo. The winner – local design firm Smit Ghormley Sanft (now Smit Ghormley Lofgreen) – was selected after 20,000 public votes were cast. **The design is still displayed on the Phoenix flag, as well as the city’s seal, official stationary, vehicles and employee uniforms.**
- There were only two copies made of the original Phoenix flag, which was incorporated in 1921 and officially retired in 1990.

- According to the North American Vexillological Association (a scholarly organization that studies flag history and symbolism), the Phoenix flag is ranked fourth best city flag design in the country. Washington, D.C., Chicago and Denver top the list.

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**~ Membership ~**

**“You Can’t Always Get What You Want....”** Those were Bob Dylan’s words and this year they are my words as Membership Chair this year. During my 10 years in the Arizona Guides Association, the only position I haven’t held is treasurer, and for good reason.... I hate math. This year I **volunteered** for membership which requires putting out the directory. Until the by-laws committee changed the by-laws, the dues were due June 1, but it never happened. The date was changed to July 1, and it still didn’t happen. But by August 1 this year, it was a done deal. You were in or you were out. The roster is a huge job and I am amazed that Ed and Mary

Lacy did it for two years. They both deserve medals.

We do have several new members this year, but many of the new members from last year did not return. Even some of our “older” members did not rejoin. The reason??? *They say **they didn’t get what they wanted!*** What they apparently wanted was to find work.

The Arizona Guides Association is **NOT** an employment agency. The AGA does **NOT** provide jobs. The AGA is a professional **educational** organization that is “dedicated to promoting high standards of integrity, proficiency and knowledge through continuing education and certification of its members.” Our mission is clearly stated in our directory.

Getting work is up to you. Get out there and meet the operations people at the DMCs. Attend AGA meetings, meet other guides, network, and learn something from the invited speakers. Participate in the educational tours...they’re FUN *and* educational.

And most of all, support the Arizona Guides Association. The meetings, refreshments, newsletter, directory, and educational trips don’t just all magically happen. They happen because a select few volunteer their precious time, energy, and dedication for the rest of the membership. They could use a little help. Look at the different committees and see where you could possibly lend some expertise. The rewards are there...and if you volunteer, then perhaps **everyone gets what they want** because of **YOUR** efforts!!

**Leslie Ullstrup – Outgoing President and 2007-08 Membership Chairman**

**Websites to visit :**

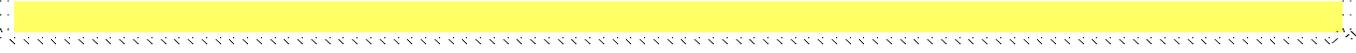
Learn more about monsoons ~ <http://geography.asu.edu/aZtC/monsoon.html>

Learn more about tourism and Arizona’s Native American communities:

- [www.discovernavajo.com](http://www.discovernavajo.com)
- [www.hopibiz.com](http://www.hopibiz.com)
- [www.wmat.nsn.us](http://www.wmat.nsn.us)
- [www.fortmcdowelladventures.com](http://www.fortmcdowelladventures.com)
- [www.gilarivertourism.com](http://www.gilarivertourism.com)
- [www.hualapaitours.com](http://www.hualapaitours.com)

**~ Condolences Appreciated ~**





*Start the season off by networking! Come to the September Meeting!*