

The Arizona Coach Talker

Newsletter of the Arizona Guides Association

Volume 21, Issue 2

October, 2007

'AIRPORT INTENSIVE'

It's where all our programs begin here in the Valley.....the 'wild blue yonder' is put into focus by key officials from Phoenix Sky Harbor International Airport. They will help us make sense of the ever changing conditions at the airport, and answer questions about how we can work together to meet the challenges of the ongoing expansion of the airport. Don't miss this important opportunity to prepare for our busy season ahead!

AGA Meeting ~ November 5, 2007

When: Monday, November 5, 2007

Where: Stockyards Restaurant ~ 5009 E. Washington ~ Phoenix

Time: 6:00 P.M. Hospitality and time to visit exhibits/photos of the restaurant's history.

7:00 P.M. Airport personnel discuss airport issues and answer questions.

8:00 P.M. AGA Business Meeting

Please RSVP to Marcia Fisher: marciajean@aol.com or 480.998.2472.

The Stockyards History

In our booming metroplex where home-grown and historical are the exception rather than the rule, Arizona's Original Steakhouse closed its doors for a much needed face-lift after 50 years. But, like a pair of well-worn cowboy boots in need of a polish, The Stockyards Restaurant and 1889 Saloon, a Phoenix landmark, retained its Old West comfort and charm while regaining its foothold as one of Phoenix's favorite steakhouses, as it re-opened in March 2005.

A visionary team painstakingly restored and revitalized the restaurant, which was recently added to the City of Phoenix Historical Register for both its central role in Arizona's cattle industry and its relevant architectural style. Cattle was one of the "Five C's" in Arizona's history as the emergence of prosperous ranches and booming livestock businesses propelled the state's development. In 1919, Edward A. Tovrea, the "Cattle Baron", opened his Phoenix packing house west of 48th Street and Van Buren to support his growing beef operations. By the early 1950's, the Tovrea Land and Cattle Co. had grown to nearly 40,000 head of cattle secured by 200 acres of cattle pens, making it the world's largest feedlot.

In 1947, the Administration Building was built to service the Tovrea Land and Cattle Company. The building was replaced in 1954 due to fire. The new building included office space and The Stockyards Restaurant, which quickly became a favorite spot for cattlemen, bankers and politicians. Although cattle fortunes faded in the late 1950's and pens slowly gave way to urban growth, the popularity of Arizona's Original Steakhouse remains intact, more than 50 years later.

AGA President Notes.....

HIGHER STANDARDS

"Man was made at the end of the week's work when God was tired." ~ Mark Twain

**"Man was made a little lower than the angels, and has been getting a little lower ever since."
~ Josh Billings**

The first social obligation of any man is his own education. We have two educations - one from teachers, the other we give ourselves. The latter is the real and only education of people - one gained from life, from earning one's bread; from necessity, the mother of invention; and from being responsible, a quality that teaches prudence and inspires respect for right.

As President of the Arizona Guides Association I am pleased to say there are members who are outstanding in their commitment, dedication and service to our industry. Some are above and beyond exceptional. I am truly grateful for their assistance and cooperation! But, I have been extremely disappointed lately. I just returned from a seven-day over the road tour and the motor coaches were an embarrassment: no microphones, no air-conditioning, bald tires, torn upholstery, no toilet paper, etc. The airport transfer coach confirmed for 55 seats, but arrived late with 53 seats for 54 passengers. Also, it was a handicap coach with the middle seats pushed forward to make room for wheelchairs. We had NO wheelchairs in our group, and consequently there were not enough seats and not enough room for luggage because two bays were taken by the chair lifts.

Communications with the Flagstaff hotel and the tour company were unsatisfactory. An elderly couple was placed three stories above the parking lot (no elevators). Later, I was told to call a taxi to bring them down to breakfast and the bus. The hotel refused to transfer them in a golf cart, because their casualty insurance would not cover it. We were told we could not enter the Grand Canyon National Park because there wasn't a tax number on the company's check. This was a major embarrassment on a Sunday morning, since the company was located in New Jersey. I had to pay for the park fees with my personal credit card.

What has happened to providing professional services? Apathy, lack luster performance, and cheap substitutes for equipment are inexcusable. It is my job as President to motivate and encourage AGA members to participate and join in improving our professional performance. It takes imagination, commitment, a dedicated sacrifice of personal time and energy to be a leader. **A guide should be a leader.** If we want repeat customers, if we want to continue in our service jobs, then we must insist on GIVING and RECEIVING on a higher professional level. It is up to each of us not to accept shoddy work and equipment. Many others will suffer due to our inferior attitude.

**"The sum total of our knowledge is infinitesimal compared to the size of our ignorance."
~ David Sarnoff**

Education is the organization of knowledge into human excellence. There is a difference between knowledge and wisdom. Knowledge is a limitless process, an unending adventure and is not necessarily a guarantee of wisdom. It is not the mere possession of knowledge, but the ability to reflect upon it and grow in wisdom. Wisdom is the combination of experience with life, the attitude of man towards man; it is human understanding; it is character; it is a combination of many things. Wisdom can be helped by knowledge.

Therefore, I am encouraging every AGA member to participate in our meetings and educational trips to gain knowledge and wisdom so we can elevate our professional performance.

"Getting money is not all a man's business; to cultivate kindness is a valuable part of the business of life." ~ Dr. Samuel Johnson

Best wishes to all,
Howard Christensen

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

WestWorld tent flags come down The flag-draped WestWorld tent that has irked north Scottsdale residents for the last two years is being re-skinned with Italian fabric. While some residents gloried in the massive flags that covered the 120,000-square-foot structure, others winced at its tackiness. The new Italian fabric should draw no such complaints. Corey Lew, the city's project manager, said the skin is of superior

quality, will have a longer life, and will sport a blackout interior suitable for media broadcasts. The tent was built in 2005 primarily to house the Barrett-Jackson Collector Car Auction. Auction owner Craig Jackson has complained about it ever since. Installation should be complete mid-October. The fabric itself had to be shipped from Italy to Canada for quality control, and then sent to a contractor in California before landing in Scottsdale. The \$1.4 million project will result in a tent that should last for 10 years.

Founder of Los Olivos Mexican Patio passes away Alvaro Corral, co-founder with his wife, Elena, of the landmark Los Olivos Mexican Patio restaurant in downtown and north Scottsdale died at his home in September of natural causes at 89. Corral was the father of five, grandfather of 19, and great-grandfather of four. Corral and his wife, who survives him, opened the restaurant in the 1940's in what is now Old Town Scottsdale. The family still runs the restaurant which opened a branch off Loop 101 and Bell Road about five years ago. Corral and his brothers were among those who helped build and open the original site of Our Lady of Perpetual Help Catholic church in Old Town in the 1950s. The Church was recently restored and reopened as a tourist attraction. Corral's parents brought him to the Valley as a little boy. He grew up in Scottsdale, and as a young man, traveled back to Mexico with a brother in search of gold. He found Elena, and they married shortly after. They were together 60 years. Corral's son, Alvaro Jr., 56, who managed the restaurant, died last February of arteriosclerosis.

Museum with salvaged art collection set to open A homebuilder with a devotion to the old West and an auctioneer who bought a million-dollar art collection for \$75 have thrown their lot together as part of a new Bison Museum opening next month in Scottsdale. Gary Martinson, owner of Bison Homes, combined his collection of Western and buffalo art with the lifetime works of Scottsdale's first family of art - the Flaggs. The homebuilder bought the Flagg paintings and woodcarvings from Neil King, who salvaged the works when he bought them for \$75 at a storage center foreclosure sale in 2003. The art was valued as high as \$3.8 million. Martinson, who built the Bison Ranch community near Heber, said he is unaware of the worth of his Bison Museum collection. Martinson said he just wanted to have people come to see it and to perpetuate the Western image and lifestyle. The 10,000-square-foot Bison Museum, 16641 N. 91st St., shares space with Bison Homes, which is building summer homes in Show Low. King, an auctioneer who now works as a museum historian, searched hard to find someone locally with an interest in keeping the Flagg collection intact. Arizona historian Marshall Trimble and others had feared the worst for the Flaggs' woodcarvings, paintings, brushes and carving tools. Trimble says their cause was to keep it together, and that broken up it would get lost on eBay and in people's personal collections.

The Flaggs moved to Scottsdale in the early 1950s and created their art there for more than three decades. Dee Flagg, an acclaimed woodcarver, was the best known of the Flaggs, but Monte Flagg was popular as well. The father, James Montgomery Flagg, and daughters Irene, Rita and Claudine, contributed to the family's prolific output. Museum historian King credits Monte Flagg with creating the Scottsdale cowboy, the iconic sign in Old Town Scottsdale that has endured for a half century along Scottsdale Road. A replica of Flagg's Scottsdale cowboy will greet museum visitors.

The Flagg art dovetails with builder Martinson's buffalo collection, which he has built over 30 years. In 2000, Martinson bought the collection of Gemmie Baker, who operated the Buffalo Museum of America in Scottsdale for eight years, starting in 1992. Martinson bought the Flagg art just as he was preparing to build the Bison Museum. He had displayed his collection at the Bison Ranch but decided he needed more space to better show the wide range of items.

Paintings, dishes, silverware, badges, toys and hundreds of items stamped with the iconic American bison image fill the display cases and walls of Martinson's museum. And there are bronze bison sculptures, Buffalo Bill Cody memorabilia and a prop of a dying buffalo used in the movie *Dances With Wolves*. The museum also includes seven full-size carvings by Dee Flagg of Daniel Boone, Billy the Kid, Jesse James, Calamity Jane, Wild Bill Hickok, Buffalo Bill and Wyatt Earp. It also has a life-size wooden Indian that Dee Flagg kept with him while driving a 1914 American La France fire truck around Scottsdale and the West selling his woodcarvings. The Bison Museum is scheduled to open Oct. 13.

Buckhorn Baths' stuffed animals may find home Some of the animals have been dead for more than 60 years, but there's a stirring inside the Arizona Wildlife Museum at the Buckhorn Baths motel. The collection will be on the move to the Superstition Mountain Lost Dutchman Museum from Mesa if museum supporters have their way. A deal is in place to move the 400-piece collection of Arizona wildlife, some of which is now

on the endangered-species list, but Superstition Mountain Museum supporters have to raise as much as \$300,000 to build a new wing for the priceless collection. Buckhorn founder Ted Sliger collected the

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specimens, including a bald eagle, from hunters in the motel's heyday and stuffed them himself. Larry Hedrick, co-founder of the Superstition Mountain Lost Dutchman Museum, which sits between Apache Junction and Goldfield Ghost Town, wants to make the 400-piece collection available to the public again and is in the process of raising funds to construct a building to house the assemblage. Hedrick has inked a deal with Alice Sliger, 100, who ran the Buckhorn Baths motel and museum for more than 60 years, that will allow Sliger to donate the collection to the Superstition Mountain Museum, provided Hedrick has the space to keep it all together. Alice's husband, Ted, a taxidermist who died in 1984, compiled the collection while the Sligers operated the signature spot for highway travelers from the 1930s until the millennium. With more than 400 pieces of native Arizona wildlife, some of which have moved out of the area, it's going to take a large building to house the stuffed species. Hedrick and board members at the Superstition Mountain Museum will spend the next year or so raising funds for a metal structure behind the main building on the Apache Trail northeast of Apache Junction. Hedrick said the metal building, which will get a stucco coating to match the museum's main building, could cost as much as \$300,000, after electrical, grading and retention-basin costs are figured in. But he feels that's a pittance to pay for a piece of Arizona history.

Buckhorn Baths, a landmark at Recker Road and Main Street in Mesa, drew thousands of visitors each year, including celebrities and athletes, who came for 60 years to experience the redemptive powers of the mineral waters in the spas. After the baths closed in 1999, the motel and museum continued to attract out-of-towners until they closed, too, leaving 15 acres of mostly vacant property and the motel's iconic sign as the lone hint of the area's proud past. The property is up for sale now, but Sliger said she's not going to sell the land until the collection her husband spent years putting together is gone but with the entire collection intact. Even then, Sliger has ideas for how the next owner could best use the valuable property. "I hope whoever buys this place will open it back up as a spa," said Sliger, touting the area's natural mineral hot spring and the 115 acre-feet per year of water rights. "I think that would be the best use."

Hedrick's museum is interested only in the unique animal collection, and getting that relocated to the base of the Superstition Mountains will take an effort in itself. Museum supporters have raised about \$75,000 of the total needed, with another large fundraiser - a Western jamboree, of course - planned for November. Hedrick envisions the transition from Buckhorn to Superstition Mountain taking place in a few phases: First, get the steel shell built, then move the collection into its new home and house it in a 20-foot replica of Weaver's Needle while museum supporters raise money for and complete the wildlife display around it. The whole process could take a few years, Hedrick said.

Rare duck settles at the Biltmore The next time you're at the Arizona Biltmore Resort & Spa keep an eye out for an animal that some guests call "The Donald." It's a duck that looks as if it has a Donald Trump-style comb-over. It's probably a rare black-crested Mallard with a regal looking crest or tuft of black feathers extending from the crown of its head. (Would that be a "Donald Duck"?) The historic hotel also has two resident Mallards that are partial to the patch of lawn between the ballrooms as well as the loading area. The hotel is considering relocating the ducks due to guest complaints. The number of waterfowl that are attracted to the Valley's 'desert oasis' has soared during the past decade, according to Mike Rabe, migratory game bird supervisor, for the Arizona Game and Fish Department.

Glendale's first 4-star luxury hotel The new Renaissance Glendale Hotel & Spa, which just opened at Westgate City Center, is just another indication that the West Valley city is getting ready for its moment in the spotlight. Not only is the 320-room property Glendale's first four-star luxury hotel, it is expected to be very much on display during the week of Super Bowl XLII, which will be played Feb. 3 at nearby University of Phoenix Stadium. The 12-story property, called The Renaissance, features a two-story spa, a full-service restaurant and 135,000 square feet of meeting space, and has booked nearly \$20 million in business. It's completely full during Super Bowl week, when guests are required to reserve a 10-night minimum, up to \$999 a night. The property also represents hotelier John Q. Hammons' first foray into the Valley market. The Missouri billionaire has developed nearly 200 hotels in 40 states across the country, from Coral Springs, Fla., to Reno, Nev., to his company's headquarters in Springfield, Mo.

Reservations are a vital link to agricultural economy Casinos aren't the only cash crop on Arizona's Indian reservations. Tribes around the Valley are growing everything from alfalfa and pecans to citrus and barley and then selling to major companies hungry for their crops. They're generating millions in revenue and reviving a time-honored tradition. The tribe has always been a farming people historically, according to Bobby

Stone, general manager of Gila River Farms Inc., a 16,000-acre operation 40 miles south of Phoenix. The growth in tribal farming comes as sprawl and development chews up the Valley's agricultural land. In 1997, there were 742,000 acres of farmland in Maricopa County. By 2002, the most recent statistics available, that

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had dropped to just over 627,000 acres. The Arizona Department of Agriculture is in the process of updating those numbers. But regardless of what they are, tribal farms are a growing and increasingly vital part of Arizona's agricultural economy. Private farmers look at leasing land from tribal communities, which makes tribal farm lands one of the futures of Arizona's agriculture.

There are at least a half-dozen Indian farming operations scattered throughout the state. The two closest to the Phoenix area are Gila River Farms and Fort McDowell, which straddles the Verde River in the northeast Valley. Last year, the Gila River Farms operation did nearly \$11 million in sales; Fort McDowell, \$3 million. That may not seem like much when you consider that Arizona casino revenue crossed the \$2 billion threshold for the first time last year. But the farms' products are increasingly finding their way into local farmers markets, into Valley grocery stores, and even overseas through lucrative contracts. Gila River Farms, for example, sells its citrus to the Sunkist System/Mesa Cooperative and its barley to Shamrock Farms, where it is used as feed for dairy cows. The farm, which produces cotton, alfalfa and 10 types of citrus, also harvested 6,000 pounds of desert durum wheat in June. It was sold to Arizona Grain Inc. and then sent to Italy to make pasta.

The Fort McDowell Tribal Farm, at just under 2,000 acres, is a small operation compared with that at Gila River. Still, it does a brisk business, with 625 acres of alfalfa, 1,000 acres of pecan trees and 325 acres of citrus. Alfalfa has become a staple for the tribe, which produces nearly 8 tons of the livestock feed each year. Crews will harvest each patch as many as seven times over the course of the summer. The alfalfa goes to the horse market, according to Harold Payne, the farm's general manager, who says they're fortunate to be located at the edge of Scottsdale, Cave Creek, north Phoenix and Payson. This fall, the farm will harvest about 4 million pounds of citrus, which is later sold to the Sunkist System/Mesa Citrus Cooperative, which is then distributed to markets locally and nationally.

American Indians were the country's first farmers, and some experts say that if sprawl continues, tribal farms could be responsible for carrying that tradition into the future. Tribes came up with some of the most innovative agriculture techniques for this area, says Pat Mariella, director of the American Indian Policy and Leadership Development Center at Arizona State University, citing irrigation methods and other breakthroughs. Before casinos, agriculture was a source of revenue as well as part of tradition and nutrition. In past decades, the tribes' farming efforts were hindered by a lack of water. But water-rights settlements over the past two decades allowed farms like Fort McDowell to flourish. In the past, tribal farms were much smaller, growing alfalfa and grain crops. But, now that the demand for the tribes' agricultural products is increasing, some plan to expand even more. Gila River, for example, wants to grow from its existing 16,000 acres to more than 80,000 acres. The tribe didn't give a time frame but says it would have an additional 4,500 acres within the year. A 2004 water-rights settlement has allowed the expansion.

Phoenix adds to Sonoran PreserveThe city has won \$47.6 million in grant money that will enable the city to purchase two key parcels of state trust land for the 21,000-acre Sonoran Preserve in north Phoenix. The money comes from the Growing Smarter State Trust Land Acquisition Program, established as part of the Growing Smarter Act approved by voters in 1998. The money is intended to help urban areas protect land from the pressures of growth. Municipalities, counties or non-profits that are buying the land must match the grant money. The city has matching funds available of up to \$70 million through its Parks Capital Improvement Program through 2011. According to the Phoenix Parks Department, Priority One is made up of more than 900 acres near Dixileta Road and 19th Avenue. Priority One is scheduled for State Land Department auction on Nov. 8. The 945-acre section has a minimum asking price of \$85 million. The state grant provides \$38.9 million for 862 acres of that section, while an additional 80 acres will be purchased with separate city funds for a park. The other, Priority Two, is at 19th Avenue and Cloud Road. It consists of 490 acres, with Skunk Creek in the north and desert bajadas and steep mountains in the remainder. The state grant provides \$8.7 million for the second parcel.

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

Passport Rule returned Oct. 1 The Department of Homeland Security is reminding airlines and the traveling public that the temporary Western Hemisphere Travel Initiative accommodation allowing U.S. citizens to travel by air within the Western Hemisphere using a Department of State official proof of passport

application receipt ended as scheduled at midnight on Sept. 30. Under the WHTI, a law enacted last January, all airline passengers are required to have a valid passport in order to enter and depart from the U.S. However, the law, which will be extended next year to land borders and seaports, spurred millions of travelers to apply for passports. The unprecedented influx of passport applications inundated the State Department,

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which was unable to keep up with the demand. As a result, the DHS in June issued the temporary rule to allow air passengers to proceed with their summer travel plans. (Special to TA; Travel Weekly.com; Modern Agent.com)

Border Trade Alliance Objects The Border Trade Alliance (BTA) a non-profit U.S. association that addresses economic issues on the North American borders, wrote a letter to Department of Homeland Security Secretary Chertoff objecting to U.S. Customs and Border Protection's (CBP) new policy of manually checking at least 60 percent of U.S. citizens' driver's license information at all land ports-of-entry on both the Mexican and Canadian border. According to the BTA, this policy has not been the norm and is causing unacceptable wait times, resulting in a loss of economic activity in cross-border trade and commerce. The BTA has asked CBP to stop this practice. The Western Hemisphere Travel Initiative (WHTI) is not scheduled to go into effect at land ports-of-entry until anywhere from January 2008 to June 2009.

Eco-awareness Now Hottest in Travel Trends What's the single hottest travel trend today? Eco-awareness, say some experts. Forty three million US travelers say they are concerned about ecological consciousness in the hospitality industry, according to research from Green Hotel Association. The trend is everywhere. Car rental companies Hertz, Budget and Avis are adding more fuel-efficient cars to their fleet, and many limo companies use hybrid vehicles. Hotel chains including Fairmont and Aloft also have new green programs. Another trend in upscale travel: private jet charters. There are around 500 private jet operators worldwide, up from around 100 just five years ago. Prices to charter a plane have also declined to as little as \$2,200 an hour for three to five people, down from \$3,800 five years ago.

Baby Boomers Continue to be Prime Tourist Market With the first wave of baby boomers approaching retirement age in the near future, the senior market will continue to be one of the fastest growing areas of tourism, notes Peter E. Tarlow in Tourism Tidbits. "From a tourism perspective this market is really three markets, what we may call the 'young seniors,' the 'middle seniors,' and the 'older seniors,'" he says. Some data he suggests is valuable for these markets: Tourism officials would do well to remember that senior citizens now live longer than did their parents, tend to be more active and travel more. By 2015 they will control a large percentage of the world's assets and will have a tendency to both spend more and to demand more. The parents of today's upcoming senior citizens tended to spoil them as children. This means that senior citizens are not afraid to demand what they want and complain until they get it. Especially in an age of terrorism and in places of high crime, seniors will demand good security. Those cities that have developed TOPs (tourism oriented policing/protection services) units will have an added marketing advantage. Seniors often have almost zero tolerance for poor service. Tourism locales that wish to capture the senior market need to review not only their physical structures but also the size of print that they use in information brochures and signage, and the level of customer service and visitor protection offered. The migration toward "livable outer fringes" means that tourism facilities can no longer be centered just in the principle cities. Smart tourism bureaus will know how to take advantage of a dispersed tourism market and attract people who now shun the inner cities due to perceived high crime rates, poor customer service, and difficult parking conditions. The lack of good airline service will become a major difficulty for the senior tourism industry. Many airlines have switched to smaller and less comfortable aircraft. The trend has helped to make travel especially hard on senior travelers.

Farewell to Paper Tickets in 2008 On June 1 next year, paper tickets for flights on IATA carriers will be kaput, says Newsweek. On Aug. 27, the global airline association ordered its last paper tickets, clearing the way for total e-ticketing. The shift from paper to electronic will cut each airline's cost per traveler by \$9 and save 50,000 trees a year, claims Giovanni Bisignari, director-general. IATA represents 240 carriers, which operate 94 percent of all scheduled international services. To date, 84 percent of IATA airline passengers utilize an e-ticket. Some non-IATA lines such as Ryanair and Easyjet are already paper ticket-free.

Congratulations to the Economic Engines of Arizona Award Winners! The Arizona Business Magazine held its Second Annual Economic Engines of Arizona Awards October 2 at the Ritz Carlton Phoenix. Every year the magazine honors a variety of Arizona companies, people, places, and organization that

exemplify the best of what drives the state's economy. Congratulations to the following organizations and people whose contribution help drive the state's economy: Scottsdale Arabian House Show, Desert Caballeros Western Museum, Flagstaff Convention and Visitors Bureau, Grand Canyon Skywalk/Hualapai Tribe, Sedona Chamber of Commerce, and to Mark Winkleman, Arizona State Land Commissioner.

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Combined, these winners directly employ thousands of people and indirectly provide work for tens of thousands more. Their positive impact on the state's economy encompasses payrolls, taxes, infrastructure improvement, charitable contributions, quality-of-life enhancements and much more.

World's Best Spas Readers of Travel + Leisure weigh in on their choices of the best destination and hotel spas throughout the world. Among the selections, which appear in the magazine's October issue, out this week, are Mii Amo, A Destination Spa, in Sedona, Ariz., selected as the No. 1 destination spa; and the Four Seasons Resort, Jackson Hole, Wyo., named the No. 1 hotel spa in the U.S. and Canada. In addition, editors identified 10 spas to watch among a list of up-and-coming spas. (Travel + Leisure, Oct.)

Sipaulovi Village Conservation Project Receives Grant Sipaulovi Village, located on Second Mesa in present-day northeastern Arizona, has been continuously occupied and culturally active since it was established in the late 1600s. The Sipaulovi Development Corporation was established by the Hopi Nation village of Sipaulovi to create and implement sustainable tourism and economic development projects while maintaining their current ways of life. The grant offered by Tourism Cares will help the village conserve and restore the kachina resting places, walls, and trails, while educating local residents and the traveling public about the tribe's significant history and cultural stories. Tourism Cares is a non-profit public charity that mobilizes the travel and tourism industry to give back to society through grants to natural, cultural and historic sites worldwide; through academic and service-learning scholarships for students of hospitality and tourism; and through the organization of volunteer efforts to clean up and restore tourism-related sites in need of care and rejuvenation. For additional information about Tourism Cares, please visit www.tourismcares.org.

Greater Phoenix Convention and Visitors Bureau.....

To help promote our destination as not only one of the best, but one with the highest level of commitment to our visitors, the Greater Phoenix Convention & Visitors Bureau has partnered with other Valley Destination Marketing Organizations to bring an exciting new certification program to the Valley. The Valley Tourism Ambassadors Program strives to inspire and motivate our front-line employees and volunteers to turn every visitor encounter into a positive experience.

The Valley Hotel & Resort Association, as the Accredited Provider, presents the official Certified Tourism Ambassador (CTA) designation on behalf of the Tourism Ambassador Institute™, the national oversight body for the certification program. To become a CTA, front-line workers must complete pre-class reading, a half-day interactive classroom session and pass an examination. Upon successful completion, a CTA certificate and lapel pin is awarded. An annual renewal of certification process is necessary to maintain certification.

The Valley Tourism Ambassadors Program is open to all hospitality and tourism employees and volunteers who have direct contact with guests and visitors in the Valley. Classes began in September, and will be offered on a regular basis throughout the Valley. The cost is \$25 per person application fee and an annual renewal fee of \$25. The class schedule is posted at www.valleytourismambassadors.com.

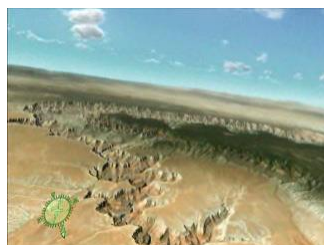
"The Greater Phoenix CVB is proud to be working with our industry partners on the Valley Tourism Ambassadors Program. As attractive as our destination is, so often it's the people visitors encounter at our hotels and attractions who have the power to make the most lasting impression. This certification process shows we are committed to helping our front-line tourism representatives deliver a level of hospitality, knowledge and passion that is as memorable as our sunny weather and scenic beauty."

Education

On The Road to Yuma AGA's Fall/Winter Education trip featuring an always memorable over the road adventure with fellow AGA members! The date is November 27-28, the cost is \$150. Call Marilyn Ransom to sign up @ 602.770.6260!!!

The Valley Tourism Ambassador Program is an opportunity for guides to gain knowledge and resources to answer the wide variety of questions we all receive as we interact with visitors. As AGA guides, whether certified or not, we should always be seeking continuing educational opportunities. Even if you aren't interested in becoming an AGA Certified Guide, as an AGA guide, you are on the front lines, and your knowledge enhances a visitor's experiences.

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Flight Into Grand Canyon is an exciting 7-minute video produced by NASA, the National Park Service Views Team and the USGS for an upcoming geology module. The video takes viewers on a simulated flight across the entire 277-mile length of the Grand Canyon, where they explore its scenic wonders as their imaginary aircraft dives low over landslides and races through winding canyons. Viewers experience roller-coaster twists and turns as they fly up above the Colorado River accompanied by a narrated introduction to Grand Canyon geography. To view appropriate link for your operating system:

[Windows Media](#) [Apple Quicktime](#)

Superstition Farms is a new Mesa CVB Marketing Network Partner and they are looking forward to working with incoming groups and community members that are interested in agricultural tours in the East Valley. For more additional information about this and other special events please contact Melrose: 480-984-5559 or melrose@superstitionfarm.com

Walk Softly Tours will conduct a learning experience for Salem College of North Carolina in January of 2008. Entitled "Emergence and Evolution: Myth and Science on Turtle Island", it's a combination archaeology and comparative religions seminar which will include Taos Pueblo, Acoma Sky City Pueblo, Chaco Canyon, Mesa Verde, Monument Valley with cookout, Canyon de Chelly, and the Hopi Mesas, including a traditional Hopi dinner with a Hopi family and finally the Grand Canyon. The 12 day tour leaves on January 9 and ends on the 20th. The tour will be led by a PhD in Religion, a PhD in Biology and a Naturalist and MS for archaeology. The trip has four seats available to the public, but because it is an all girls college, participation must be limited to women only. Walk Softly Tours is offering a special rate to the Arizona Guides Association of \$1,640. The last day of the tour is shopping in Scottsdale. AGA members need not attend that day. For further information go to www.walksoftlytours.com or call 480-473-1148.

Airport News.....

~ COME TO THE NOVEMBER 5TH MEETING!! ~

Sedona News

AGA Certified Guide, Laura Vandergrift – our Sedona 'connection' – is offering a historic walking tour of uptown Sedona in association with the Sedona Heritage Museum, the Sedona Main Street Program, and the Sedona Chamber of Commerce. Highlights of the walking tour include Sedona's farming, ranching and movie history, offering visitors the opportunity to hear the stories of the lifestyles and work that created this great community. For information call Laura at 928.554.4072.

Tour Guide Updates

Shari Elliott reports obstacles when she recently did a city step-on tour. The tour guide traveling with the group wanted the usual city tour to include some of Paradise Valley. Shari was informed by the driver (with

Ryan's Transportation) that the coaches are no longer welcome in the area around Geordie Hormel's home. The neighbors in the area are calling the police, because they don't want the coaches in the neighborhood. Several drivers have been ticketed and the one she worked with that day, had previously been escorted by the police out of the area. Shari was also told that unless a motorcoach had business on the Biltmore property, the hotel does not want coaches in and around the hotel. The hotel says when they are busy the coaches only add to the congestion. So, Shari says we should heed these warnings, so none of us are embarrassed while sharing our city with the visiting public. She reminds us we already have enough difficulties just dealing with road construction and the light rail.

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- For the Grand Canyon state, travel and tourism continues to be one of Arizona's most stable economic drivers by bringing prosperity to all 15 counties and directly employing more than 100,000 Arizona residents.
- The Valley's burgeoning reliever airport has a new name beginning Oct. 15 - a move aimed at enhancing its national identity and allure to commercial airlines. Williams Gateway Airport's governing board approved Phoenix-Mesa Gateway Airport as the new moniker. The new Web site is www.phxmesagateway.org. Over the next few months you will see many new changes to reflect the new name: signage, uniforms, and a new Web site. The Passenger Terminal will also receive a new name in dedication of Lt. Charles L. Williams, an Arizona-born military serviceman, for his service to our country.

TTL Pedestrian Bridge

Tempe seeks to create a pedestrian bridge that combines the aesthetics of art and architecture with engineering to serve as a "functional icon" at Tempe Town Lake. The structure should be unique, yet compatible with Tempe Center for the Arts. Views from the bridge will include Tempe Town Lake, Camelback Mountain, Papago Buttes, Hayden Butte, TCA, downtown Tempe and the downtown Phoenix skyline.

Tempe Town Lake is a 220 acre water body held by rubber dams set across the Salt River (Rio Salado) in Maricopa County Arizona. Town Lake, which opened in 1999, is also the center of an 800+ acre redevelopment area adjacent to Tempe's Mill Avenue District (downtown).

The Project will be located atop the existing downstream dam at the west end of Tempe Town Lake, located just east of the Hardy Drive alignment and south of the Red Mountain Freeway (SR Loop 202). It is bordered by Tempe Town Lake to the east, Tempe Center for the Arts (TCA), 700 W. Rio Salado Parkway, to the south, the channelized Salt River bed to the west (Priest Drive is approximately ½ mile farther west), and the North Bank Linear Park to the north, with the Downstream Dam Pump house nearby and the Red Mountain Freeway (Loop 202) just beyond.

The Town Lake Downstream Pedestrian Bridge will connect existing bike and pedestrian multi-use paths on the north and south sides of Tempe Town Lake and provide a link to Scottsdale's Indian Bend Wash path system, as well as the Mill Avenue District. The addition of this bridge will be of particular interest to bikers, joggers and those with disabilities.

Measuring up to 24' wide by approximately 1040' long (levee to levee), the bridge will consist of four (4) 240' spans to be constructed atop concrete piers already in place, to which the rubber bladders of the inflatable dam sections are attached.

~ Submitted by Kathryn Lee *

* Kathryn says check out the renderings in the PDF attached to this e-mail.....pretty groovy.

ITS FALL GET OUTSIDE !!

Check out the new South Area Trails map at the Quartz Trail trailhead parking lot, southwest of 104th Street and McDowell Mountain Ranch Road.

The Arizona Trail stretches more than 800 miles from southern Arizona to the northern part of the state. For more information visit www.aztrail.org.

The Arizona Coach Talker

AGA Newsletter

P.O. Box 45302

Phoenix, AZ 85064-5302

November 5th

Airport Intensive!

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SO YOU WANT TO MAKE A DIFFERENCE

The Nominating Committee is looking for people who are willing to use their talents and abilities to enhance the A.G.A. Whether you can do a lot or a little, there is a place for you. Contact a committee member and volunteer today. *Training is available!*

Call: Jeannie Parrish - 623 780-1966; Bob Waldie - 480 704-9868; or Vivian Howe - 602.679.8412.

Directory Changes

- Judy Frasier's new e-mail: judykay02@qwest.net

- Bill Page's number in the directory should read: 602.803.0439.
- Angie Zimmerman's listing should reflect her AGA Certified Guide designation.

Websites to visit

www.Azcollectorsguide.com

www.statemuseum.arizona.edu

www.visitmesa.com

www.grandcanyon.org/fieldinstitute