

The Arizona Coach Talker

Newsletter of the Arizona Guides Association

Volume 23, Issue 1

September, 2009

"September Connections"

The heat is still around, but fall is here, and that means it's time to re-connect with other AGA Members, including our Associates at our annual September "Meet and Greet". The meeting date is later this year, so most of us should be back in the Valley, and anxious to see what the season will bring. It's already apparent that we have some challenges ahead of us, and we need to meet them with a positive attitude. So, let's all be at this meeting and start this new season with this opportunity to meet with our Associate Members, which includes destination management companies, tour operators, and suppliers who support our organization with their membership.

AGA "September Connections" ~ September 28, 2009

When: Monday, September 28, 2009

Where: Stuffington Bear Factory, 2302 E. Thomas Road, Phoenix, AZ
www.stuffington.com

Time: 6:00 - 7:00 P.M. Registration and "Connections" with Associate Members"

7:15 P.M. Tour of the Stuffington Bear facility, followed by a short business meeting.

Please RSVP to Diane @ 480.699.0119

Stuffington Bear Factory has been a leading direct provider of promotional merchandise to corporations, charities, churches, schools and more since 1959. They specialize in Made in the USA stuffed animals, and are capable of any volume with rapid delivery at competitive pricing. Design and sample creation capabilities reside in-house, as well as production and material sourcing. Their 16,000 square feet facility is a complete "cut and sew" production environment. Any finished fabric item from stuffed animals to clothing can be produced there from scratch. All products are made by hand with almost no automatic production machines involved. In general, their facility is capable of producing roughly 5,000 units in a single week. Their products are perfect for corporate meetings and events – what better way to refresh your perspective than by being a kid again and making the perfect bear? They also have all the material and space to make a team building event successful by creating a unique shared experience.

AGA President Notes.....

Greetings Members!

Welcome back. I hope you all had a fun summer and are ready for another season. With the country's economic problems, we all know that this year will again be a challenge. As in previous years, the September meeting will focus on our Associate Members, those very important destination management companies and activity providers. Let's make them welcome!!

Our focus for the coming year is on education. Joan Moran and Joan Day, our Program Committee, have selected the venues for our meetings this year, and speakers from those venues to give us tours and tips to help us when bringing groups to their facilities. Larry Dyb and the Education Committee are working hard on a fall and spring tour - more details at the meeting. Sharon Waldie and the Certification Committee will introduce the newly certified guides and answer your questions about certification. Hope to see you all at the meeting!!

Dottie Helgeson, AGA President

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

Pink Pony's long ride Charlie and Gwen Briley's Pink Pony restaurant closed Aug. 22 after 60 years in downtown Scottsdale. Scores of big-name Valley restaurants have taken it on the chin in the deep economic slump. But the Pony's demise stands out because of its longevity and its place in the history of Cactus League baseball. Charlie Briley and the Pink Pony, which was Scottsdale's oldest restaurant, provided the watering hole for fans, players, coaches, team executives and scouts. It was a place where trade proposals were sketched out on cocktail napkins and baseball talk went on until last call.

The Pony was a dark bar, an icy martini and good steak. Framed jerseys, photos and cartoon caricatures of baseball greats fill the walls. There are 19 black booths, nine barstools and a copper moonshine still that Briley got from a judge in his native state of Kentucky. On the back bar is a collection of Louisville Slugger bats signed by players on every World Series team from 1972 to 1997. Some of the cartoons, drawn by Disney artist Don Barkley, have been given either to the people who posed for them or to their families. The rest of the Pony's baseball collection, including home plate from the original Scottsdale Stadium, will be appraised and sold. The 8,242-square-foot restaurant has been valued at \$3.25 million. Gwen has talked to potential buyers and hopes someone will step up to the plate to take over the restaurant and possibly operate it as the Pink Pony. Here are some key dates in its historic run as a steakhouse and spring baseball haunt:

- 1949** Claudia Ogden buys out a partner and renames a restaurant at Main Street and Scottsdale Road the Pink Pony, a name suggested by artist Lew Davis, who created the logo. Charlie Briley is hired as bartender.
- 1950** Briley acquires the Pink Pony in a lease-purchase deal for \$50,000.
- 1955** Briley and other Scottsdale business leaders contribute \$56,000 to build a wooden baseball stadium for the Baltimore Orioles.
- 1970** The Pink Pony moves south a half block to its current location at 3831 N. Scottsdale Road, into a Sprouse-Reitz building that dates to 1954.
- 1973** Charlie and Gwen are married a year after a blind date in Riverside, Calif.
- 1992** Scottsdale builds a new spring-training stadium for \$7 million.
- 2002** Charlie dies Dec. 17 at age 87.
- 2004** The Pink Pony is added to Scottsdale Historic Register.
- 2009** Gwen, 76, closes the Pink Pony and puts the building up for sale.

PV Cemetery - 'hidden historical treasure'..... Marked by a range of simple white crosses to elaborate granite headstones, the cemetery is across the street from Kiva Elementary School in the 6900 block of East McDonald Drive. Most people drive by the 2-acre site not knowing the rich history contained within the cemetery. JoAnn Handley, 77, is well versed in the cemetery's history. She is the sexton, or caretaker, for the graveyard. It was dedicated as a community burial ground in 1916 by pioneers Hans and Mary Weaver, who homesteaded in the area. The two are buried there along with hundreds of others, from laborers to philanthropists. "This is part of Scottsdale's history, and because I'm interested in Scottsdale's history, that is the reason I do this," Handley said. She took over after Jean Scott, the previous caretaker, died in 2005. Scott is buried at the cemetery. As part of her duties, Handley hires a landscape crew to keep the desert plants trimmed and visits the cemetery often to take care of vases and American flags that have been knocked over, pick up trash and pay her respects to the departed.

About 900 people are buried at Camelback Cemetery with an unknown number of empty plots remaining. It is unclear how many spaces are left in the western section of the cemetery, which is dotted with small white crosses, as no one is buried in a good portion of the little white crosses. In order to find out how many plots remain, an archaeologist certified in grave searching would have to survey the land. They don't charge by the hour. They charge by the gravesite, and the Scottsdale Historical Society doesn't have that kind of money, but they are considering a fundraiser to benefit the cemetery, though no date has been set.

In addition to tending to the groundskeeping, Handley arranges the burials at the community plot. A space costs \$2,000. The burial, which is done through a mortuary, represents an additional cost. Handley is assisted by Paul Messinger, founder of Messinger Mortuaries in Scottsdale. Messinger's Paradise Memorial Gardens handles most of the burials. Handley said there are an average of two to three burials a year. As museum manager of the Scottsdale Historical Society, Handley knows the history of many who are

buried at Camelback Cemetery. They include friends and acquaintances such as Elmer B. Powell, a Scottsdale veterinarian and survivor of the 1942 Bataan Death March in the Philippines. There are an

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estimated 50 veterans buried at Camelback Cemetery, along with a number of members of the Baha'i community. Paradise Valley Mayor Vernon Parker attended a Memorial Day observance at the cemetery that was sponsored by veterans groups. He said he would like more people, especially children, to visit and learn about the cemetery.

Tribe uses native plants in spa products Creosote bush, the fragrant, yellow-blossoming bush that covers Valley mountainsides, is a key ingredient in a new line of spa products developed by the Gila River Indian Community. Known to members of community by its Pima name, shegoi, creosote has traditionally been used in herbal teas, healing balms and even to cure ailments in animals, said Belen Stoneman, spiritual healer at Gila River's Aji Spa at Sheraton Wild Horse Pass Resort. "My mother would keep shegoi in an old pickle jar," said Stoneman, who grew up in the community and worked as a massage therapist and a cultural educator before moving to her present position 18 months ago. "She would grind the leaves into a powder with a stone. She would take a tiny amount and make it into a tea. Or she would put it on our skin if we had a cut or sore. I find it amazing that one plant can do so many things," she said.

According to Pima legend, shegoi was the first plant on Earth. According to Pima history, the medicinal plant played a major role in the development of the tribe's civilization. Stoneman said that at the same time she took the new position at Aji, Gila River's Cultural Resources Committee, of which she is a member, was discussing ways to incorporate traditional plants into a line of spa products. Unlike other spas, Aji, which opened in 2002, did not have a line of signature products to sell in its gift shop. And the Aji staff had just starting developing massage oil for in-house use that included creosote, willow bark and other locally grown herbs, she said. "We came up with the idea of finding a way for people to take a little bit of shegoi home with them," Stoneman said. "We wanted to create products that would smell earthy, like the desert. We wanted something grounding. And we wanted our product to be different from anything other places offer. We wanted all of that combined." After "months and months of weekly meetings," the result is a product line called Indigenous. The soaps, shampoo, lotions and candles went on shelves at the gift shops in Aji and the Sheraton in October.

The fragrance of Indigenous now infuses Aji Spa's lobby, dressing area and treatment rooms. It smells earthy, with a touch of lavender. The creosote gives it a hint of the fragrance of the desert after a monsoon storm. Indigenous is manufactured by a Florida-based company called Spa Mediterranee, which specializes in making soaps and shampoos for luxury resorts. But the herbs used in the products are grown in the community.

The process used for selecting and picking the shegoi that goes into Indigenous is a sacred one, Stoneman said. Only Stoneman and four other community members have been authorized by the cultural council to pick the plant parts that go into the spa products. Stoneman said she gathers about 100 pounds of creosote brush each month. Before doing so, she said, she talks to and blesses each plant. "That's part of our heritage," she said. "When you take something from the earth, you have to honor it. Just about everyone in our community knows about this tradition and follows it."

Frank Lloyd Wright home sold for \$2.8 million A notable Arcadia home that Frank Lloyd Wright designed for his son David has been sold for \$2.8 million. Escrow on the spiral-shaped home of about 2,250 square feet closed this summer, said Realtor Cionne McCarthy of Russ Lyon Sotheby's International Realty. An undisclosed buyer plans to restore the nearly 60-year-old home to its original condition and live in it, McCarthy said. "It's everything the Wright heirs wanted," she said, adding that the family had feared the home would be razed or the 2-acre property subdivided.

One of two homes Wright designed for his children, it was occupied by David Wright and his wife, Gladys, its only owners. Gladys died last year, and David passed away in 1997. The property southwest of 56th Street and Camelback Road includes a guesthouse, pool and a spiral ramp leading to the home's second-level living space. A rooftop deck affords views of nearby Camelback Mountain. Architect Arnold Roy of the Frank Lloyd Wright Foundation said he is pleased the new owner plans to restore the home. But he cautioned that it could be a costly project, since the home has had little maintenance over the past 50 years. "I wouldn't be surprised if it's going to need a new metal roof," said Roy, a young apprentice with Wright before his death 50 years ago.

Wright is buried at Taliesin West in Scottsdale where he spent his winters for more than two decades.

Wright designed close to 350 homes, including a half-dozen in the Valley. Some have been altered to the point that they bear little resemblance to the original design. The David Wright house went on the market last August for \$3.99 million. The \$2.8 million sale price was about \$1,224 per square foot, not including the

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guesthouse. That is quite high given the severe slump in the real estate market. McCarthy said the sale was not about the price per square foot. "The (cash) buyer was very happy," McCarthy said. "She realized she is buying an art piece." The buyer is a limited partnership, JT Morning Glory Enterprises, whose members include Jean Tichenor, Spencer Russell and Carolyn Russell.

Historic PV hotel cuts back on update Hermosa Inn now plans a less expensive face lift. Business traveler Stephen Larsen has stayed at the historic Hermosa Inn so many times in the past decade, he considers it his home away from home. Room 132 practically has his name on it. So when the tiny Paradise Valley boutique hotel closed last summer for a planned \$19 million, 18-month makeover, the Ohio real-estate developer was a little bummed. "It was just like having your home sold," he said.

Larsen didn't have to stay away for long. Hermosa Inn shelved the renovation and expansion because it couldn't get financing and quietly reopened this past spring. The 35-room hotel, owned since 1992 by Scottsdale developer Fred Unger, plans a less extensive makeover that begins next month. The hotel and its signature restaurant, Lon's, will remain open. "With the (economic) times we're in, we need to be more competitive," said Mike Gildersleeve, Hermosa's general manager.

The inn, which dates to the 1930s when it was the home and studio of cowboy artist Lon Megargee, doesn't see any direct competition given its small size and history. But executives admittedly pay close attention to what the nearby and similarly intimate, but larger, Royal Palms Resort & Spa and Sanctuary Resort & Spa are up to. Unger used to own Royal Palms. "I want their cream-of-the-crop customer," Gildersleeve said, noting that the inn only needs 35 of them a night. In the fall, rates will start at \$239 a night. In peak season, from January through April, they will start at \$349. It offered a summer special of \$175 a night, including a \$100 restaurant credit and other perks.

The project, budgeted at nearly \$2 million, will include room updates, the most notable being large, new bathrooms with the latest showerheads and other traveler must-haves. The inn's bathrooms are small and still have a tub and shower set up, shower curtain and all, prehistoric in today's travel world of glass-in showers with rain showerheads.

Another big change: The inn's four 1,400-square-foot villas, with two bedrooms and a kitchen, will be split into eight suites. It will give them more rooms to sell in busy times but will still be combinable into the larger suite via a connecting door. The hotel also plans a large new garden at the northern end of the property. It will give them another spot for events such as weddings and more produce to use at Lon's. Gildersleeve's inspiration is a similar garden at the luxe San Ysidro Ranch in Santa Barbara. What Hermosa Inn won't do with the makeover, Gildersleeve and Unger said, is change the things people love about the place, such as its beehive fireplaces, quaint atmosphere and sense of Arizona history. He says there's a lot of that quirkiness that they don't want to lose.

Sonoran Preserve land approved Another parcel of almost 300 [acres](#) will be added to the Sonoran Preserve soon, and the city has changed the order by which land will be added to the preserve. The [Phoenix City Council](#) approved plans to bid on the property at a not-yet-scheduled auction of state land. The city is likely to be the only bidder, as has been the case on each of the other parcels it has acquired for the new preserve. <http://www.azcentral.com/php-bin/clicktrack/email.php/8919712>

News from the Arizona Office of Tourism

(AZOT)

Starwood Dropping 5-Star Ratings Luxury hotel chains, the biggest losers in the lodging industry's decline, are giving up some of their hard-won stars to save money. Starwood Hotels & Resorts Worldwide, the U.S. owner of luxury brands including St. Regis and W Hotels, will let some of its properties reduce their level of service-and number of stars-until the industry begins to recover. Hilton Hotels and InterContinental Hotels Group have already cut the ratings for some locations. "Maintaining stars requires enormous capital investment," said Stephen Bollenbach, who retired as Hilton's chief executive officer when Blackstone Group bought the company in 2007. In the U.S., travel guides such as those provided by AAA and the Mobil Travel

Guide (recently bought out by Forbes) give star or diamond ratings to hotels. There are currently 103 AAA five-diamond hotels in North America, including Canada, Mexico and the Caribbean. (www.BloombergNews.com; Travel Advance, August 26)

A Conversation with Arthur Frommer The world-renowned travel expert who founded the well-regarded publication, Frommer's Travel Guide, blogged that he will not be traveling to Arizona any time soon due to a

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demonstration by protesters openly carrying firearms – an action that is legal in Arizona - near the Phoenix Convention Center where President Barack Obama was addressing the Veterans of Foreign Wars convention. Although he hasn't called for a boycott, he did strongly suggest that travelers to Arizona should think twice before visiting the Grand Canyon State.

Mr. Frommer is surely entitled to his opinion; however it is unfortunate that someone who has built his career supporting the tourism industry would allow his personal and political feelings to become a rallying cry against Arizona tourism. Although the issue of gun ownership laws is at the center of Mr. Frommer's opinion, it has nothing to do with tourism in Arizona. There are 10 other states that have similar gun laws to Arizona and to be singled out by Mr. Frommer is unfair and unfortunate. Comments like Mr. Frommer's do not affect gun owners or gun ownership laws. They affect the housekeepers, restaurant workers, hotel clerks, tour operators and thousands of others at hotels, restaurants and attractions around the state that rely on the tourism industry.

I spoke with Mr. Frommer to discuss the issue. Suffice to say, he is passionate about gun control laws. I expressed my disappointment with his blog and encouraged him to be aware of his influence and potential negative impact on our tourism industry. I suggested he be more responsible in supporting tourism in our state and reminded him that the tourism industry in Arizona has supported the Frommer's publications for years.

As many of you know, I'm optimistic by nature and firmly believe that every cloud has a silver lining. So let's focus on the positive of this situation. President Obama came to Arizona on a family vacation and to attend a convention. If that's not a testimony to the fact that Arizona is a desirable tourism destination and a great place to hold conventions I don't know what is! We'll continue to work in partnership with the city of Phoenix, the Greater Phoenix Convention and Visitors Bureau, the Arizona Hotel & Lodging Association, the Arizona Restaurant Association and many of our other industry partners to monitor this situation and take further action if necessary. ~ Sherry Henry, Director, Arizona Office of Tourism.

Two Arizona Indian Country roads were listed in the September National Geographic Traveler "World's 50 Drives of a Lifetime." Traveler scoured the globe for the world's 50 most beautiful, interesting, and off-beat road trips. **Navajo and Hopi Lands, Northeastern Arizona:** The past is the present in northeastern Arizona's Indian country, where Hopi families still carry water to pueblo villages perched atop high mesas. Granaries at Keet Seel ruins in Navajo National Monument hold corncobs stored seven centuries ago. Navajo families farm centuries-old fields in Canyon de Chelly National Monument, site of prehistoric cliff dwellings inherited from the Anasazi, ancestors of today's Pueblo tribes. And Hopi and Navajo artisans still sell their trademark rugs and jewelry at the old Hubbell Trading Post. **Overview:** This 425-mile loop route runs from Tuba City northeast to Kayenta, southeast to Canyon de Chelly, south to Ganado, then west back to Tuba City. Highlights include various Native American attractions and national park sites. **Road Kit:** Allow three to four days for this 400-mile drive, which can be done year-round. Peak tourist season is during the summer, which can be hot; spring and fall are cooler (70s and 80s F) and less crowded. For information, visit <http://discovernavajo.com>, www.nps.gov/nava, www.nps.gov/hutr, www.nps.gov/cach, www.hopiculturalcenter.com.

Scottsdale CVB Tourism Updates....

New Bubble Fountain is a Playground for the Senses. The Scottsdale Mall area has a cool, new fountain - guaranteed to prompt a giggle and take the edge off of the late-summer heat. The fountain is located in the vaulted walk-through space outside Orange Table and Blue Moose restaurants, 7373 Scottsdale Mall, next to the Scottsdale Museum of Contemporary Art. When a passerby walks through the tower, scented bubbles float down creating a fun and refreshing atmosphere to greet the onset of summer. The bubble scents alternate between citrus, mint and salt water. Artists Mellisa McGurgan and Marco Rosichelli recognize the appeal and fascination of water to the desert dweller. Water cools, cleanses, and entertains. This fountain without flowing water will invoke a universal playground for the senses. SCVB.....

Free Cultural Trolley Tours of Downtown Scottsdale continue Sept. 12. The tours take place the second Saturday of every month. They begin at 10:30 a.m. at the Old Town Farmer's Market parking lot on the northwest corner of Brown and Second Street. From there attendees will tour the Old Mission, then board the trolley and be provided with a two-hour guided tour of the arts district, Civic Center campus, Hotel Valley Ho, SouthBridge and the Waterfront area. The tour will conclude at 12:30 p.m. back at the Old Town parking lot.

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Attendees will receive a free shopping bag with a downtown directory, gallery guide and a variety of coupons/discounts. The tours are offered by the city of Scottsdale Downtown Office in partnership with Ultimate Art Tours. Attendees are asked to RSVP to (480) 312-7750 due to limited seating.

"T" Trolley Card Offers Shopping Discounts Shopping local now has an added bonus - the "T" Trolley card, available on Downtown Trolleys and in Downtown businesses. Use of the "T" Trolley card at participating businesses entitles card holders to discounts, coupons, and other specials. Participating Downtown businesses will have the "T" emblem displayed in a prominent place in their door or window. Businesses can access the "T" flyer at: <http://www.scottsdaleaz.gov/downtown>.

"T" cards are also being distributed at neighborhood centers and at the city of Scottsdale Downtown Office located at 4248 N. Craftsman Court. Cards can also be obtained by calling (480) 312-7750. The cards are part of a new Shop Scottsdale program encouraging residents and visitors to enjoy life locally by staying, shopping, dining and experiencing Scottsdale. Look for signs and decals carrying the Shop Scottsdale message around town, plus information on the city's Web site, Channel 11 and city utility bills. Additional information about the Shop Scottsdale campaign is available on-line at: www.ShopScottsdaleToday.com

Downtown Trolley has New Route and hours Scottsdale's Downtown Trolley has an updated route and is now running every 15 minutes from 11 a.m. to 6 p.m. daily. The exception is Thursdays when the trolley operates until 9 p.m. The section of route near Loloma Station has been eliminated and a section on Marshall Way between Third and Fifth avenues added. To view an updated trolley route map, visit: <https://www.ScottsdaleAZ.gov/trolley.asp>

Education

Certification dates for this coming season will be announced soon for the 2009 - 2010 "guide season". The AGA Certification Committee wants to increase the number of its AGA Certified Guides again this year! We encourage any AGA member to step up to the plate and become a 'Certified Guide' by taking the test. YOU could become an "ambassador" for the AGA - and Arizona - with the knowledge you gain. Also, many DMC's will ask if you are a "certified" guide and you will then be able to answer YES!

Contact Chairperson, Sharon Waldie (480.704.9868), and she'll be happy to give you the study information and start you on your way to becoming a Certified Guide with the Arizona Guides Association.

Here's a sample Certification Test Question : Soiled Dove" was one of several names for _____? _____ in the old West.

Airport News.....

Sky Harbor and Gateway airports train staff Phoenix Sky Harbor International and Phoenix-Mesa Gateway airports have made plans and instituted training to stay open if a pandemic decimates their workforces. The plans were adopted in the past few months, in the wake of the swine-flu pandemic. Officials say they think both airports can remain operational for several days with only a fraction of their staffs.

The flu virus can pass undetected through most airport security checkpoints unless thermal-image machines have been installed to sense elevated body temperatures, Gateway spokesman Brian Sexton said. "Today, a sick child in Africa can directly impact our health here in Arizona," he said. "It's not a matter of if, but when. Everyone, not just airports, has a responsibility to be prepared."

Sky Harbor Airport has a continuity-of-operations plan that is continually reviewed and updated for incidents such as the flu outbreak, said Deborah Ostreicher, deputy aviation director of communications. Sky Harbor has experience related to SARS (severe acute respiratory syndrome) years ago (in 2003). Their emergency-preparedness plans are in place and they are required by the Federal Aviation Administration to practice for all types of emergencies.

Both airports also benefit from scores of employees who are skilled in more than one technical discipline, allowing them, for example, to move from equipment operator to refueling aircraft within minutes, Sexton said. Cross-training of staff is a critical component of emergency preparedness. How to keep Gateway operational with a skeleton crew was added recently to mandatory emergency-preparedness training

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that is vital to sustain services when they're most needed at the former Air Force base.

A significant piece of Sky Harbor's readiness plan is a high-tech system installed two years ago to alert employees and residents of disasters through a variety of communication devices. The system helps Sky Harbor's emergency management and first-responder employees better coordinate response to catastrophes than previously possible. Gateway administrators and employees say they accept the emergency readiness regimen as a "social and legal" obligation to preserve one of the Valley's front lines for transportation of manpower and supplies essential to the survival of thousands of residents. Operating the reliever airport with a few dozen employees, almost a quarter of its entire workforce, may sound like chaos, but Lotus Williams, human-resources manager for Gateway airport, said that with the H1N1 swine-flu virus outbreak now classified as a global pandemic and expectations that the disease will make many more Arizonans ill and unable to work this fall, preparing to operate the airport with a decimated staff is essential, she said.

The Centers for Disease Control and Prevention reported on June 19 that, as of that date, Arizona and Utah are the only two Western states where the geographic growth of both seasonal and H1N1 viruses were considered widespread. Arizona has seen 645 confirmed and probable cases of the H1N1 flu infection, and seven deaths, according to the federal agency's most recent report.

Sky Harbor Receives Perfect FAA Inspection Phoenix Sky Harbor International Airport completed its annual Federal Aviation Administration (FAA) certification inspection with zero discrepancies for the fourth consecutive year. Major airports must undergo a comprehensive inspection each year to ensure compliance with federal aviation regulations. Federal officials audit inspection records, fueling procedures, and emergency response procedures. Employee training records also are inspected to ensure that all training is current. In addition, a thorough evaluation of the entire airfield is conducted to ensure that it is safe for air traffic. The airport successfully completed all phases of the inspection and received a score of zero discrepancies. "Consistent airfield safety is a priority at Sky Harbor," said Phoenix Assistant Aviation Director Carl Newman. For more information visit, www.phoenix.gov/skyharborairport.

Reminder from Phoenix Sky Harbor International Airport The airport has had increasing issues with visitors arriving without rental car reservations. Please remind our visitors about how important it is to reserve in advance so the rental companies can be sure to have a car ready for their visit!

News from the Grand Canyon.....

National Public Lands Day September 26, 2009, is National Public Lands Day, a chance to explore a new national park free of charge as well as an opportunity to volunteer and help make your public lands a better place for all to visit. In addition, [Grand Canyon National Park](#), in observance of National Hispanic Heritage Month, will be celebrating its first Dia de la Familia. Dia de la Familia is a day of bilingual programs and activities (Spanish/English) commemorating the Hispanic heritage of the American Southwest and celebrating the daily contributions of Hispanics to the visitor's experience of public lands today.

For more information on National Public Lands Day, please call Public Affairs Specialist Shannan Marcak at 928-638-7958. For more on Dia de la Familia, please call District Interpreter David Smith, at 928-638-7765.

Historic Lookout Towers Four historic fire lookout towers in Grand Canyon National Park, two on the North Rim and two on the South Rim, have been listed on the National Historic Lookout Register. The National Historic Lookout Register is a cooperative effort of the Forest Fire Lookout Association, the National Forestry Association, the National Woodland Owners Association, the U.S. Forest Service, state forestry departments and Department of Interior agencies.

The purpose of the National Historic Lookout Register is to identify historic lookout towers that have played an important role in forest conservation. A short ceremony in recognition of Grand Canyon's lookout towers listing on the National Historic Lookout Register was held in conjunction with the Grand Opening of the North Rim Wildland Fire and Emergency Services Facility on July 4, 2009. These towers were an important part of the early fire-fighting efforts of Grand Canyon National Park.

The U.S. Forest Service first constructed wooden lookout platforms at Hopi Point and Grandview Point on the South Rim and on Bright Angel Point on the North Rim prior to the establishment of Grand Canyon National Park in 1919. The National Park Service improved this early lookout system by replacing the wooden platforms with steel frame towers at Bright Angel Point and Hopi Point, and by building the Signal Hill and

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Kanabownits towers. The Civilian Conservation Corps built tree towers on the North and South Rims in the mid-1930s. The National Park Service improved emergency communications by installing new phones and establishing a central dispatch at Grand Canyon Village during the 1920s. These lookouts were a part of a very efficient fire suppression program: fires rarely burned more than one hundred acres in the park each year until modern fire management guidelines were initiated.

For further information about Grand Canyon's historic lookouts, please contact Amy Horn, Archeology Program Manager, Grand Canyon National Park, at (928) 226-0162. For further information on the National Historic Lookout Register, see <http://www.nhlor.org/>.

~ A View from the Rail ~

A few months ago, an article appeared in The Arizona Republic by their critic, Richard Nilsen, regarding a ride on the new light rail system. This is a letter to Mr. Nilsen from one of our members, Leslie Ullstrup, and his response to her.

Dear Richard,

Your article on Sunday was an insult to tour guides that offer accurate and interesting information to the city's visitors. As a Certified Arizona Tour Guide, and past president of the Arizona Guides Association, I want you to know that we pride ourselves on the knowledge we have of the city and state and we are an important part of the tourism industry. Most people do not find guides "annoying" and are most receptive to the informative commentary that we provide.

Sincerely,
Leslie Ullstrup

~~~~~  
Leslie,

Thank you for your note about my story on May 17 in The Arizona Republic. I certainly never meant to insult you or members of your organization. I only meant to insult those tour guides I have suffered through over the years who have often made my tours of historic locations, natural sites and city landmarks so unbearable. Certainly none of these types of guide occur in your organization, so I apologize by tarring with too broad a brush.

But you must know the kinds of guides I mean. Two variants: The drone who has memorized his or her information and through the repetition of this fact confetti hundreds or thousands of times, has turned it into audio oatmeal, spoke without inflection, or with little attention to the commas and semicolons that make sense of the torrent of words. These guides seldom give any sense of understanding what they are talking about, but rather pursue factoids as if they meant something.

The other criminal in your line of work -- again, certainly not among your immediate colleagues -- is the stand-up manqué. The guy at the front of the bus who thinks he's in show biz. Frequently there are funny hats. This type seems to believe the inmates on the bus or boat, or in the group wandering the museum have come not to see the sites or learn from the exhibits, but to see his floorshow. There is a reason such people are at the front of the bus and not on a marquee over a club somewhere: They are not as funny as they think they are.

There are other failures, too. The guide who doesn't know his stuff; the guide who mumbles; the guide holds the microphone too close to his mouth, making the words sound like seismic flutter over the loudspeakers; the guide in the pay of some outside -- or semi-outside -- commercial interest who uses his position to foist merchandise -- frequently in the form of T-shirts or DVDs -- on the gullible public.

Of course, I know none of this happens at Arizona Guides Association, but you have to admit you have come across most of these in your own adventures around the country and around the world.



These are the tour guides I was referring to in my story, and again, I apologize if you felt I was aiming too closely at you and your associates, whom are all excellent and informative, I am sure.

Thank you again, and please keep reading,

Richard Nilsen  
The Arizona Republic

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## ***Items of interest.....***

**Canal company coined name .....** Paradise Valley was given its name, the story goes, by the manager of the Rio Verde Canal Company in 1889. The canal was planned to divert Verde River water across north Scottsdale, north Phoenix and west to a proposed reservoir in the desert west of the White Tank Mountains. The term "Paradise Valley" appeared in print as early as 1893, when the San Francisco Chronicle ran a piece about the proposed canal, which was begun but never finished because of financial difficulties. When the promoters of the project first saw the area between the McDowell Mountains and the Phoenix Mountains covered with flowers and blooming trees in early spring, they called it Paradise Valley. Now the geographic area is the namesake for the town of Paradise Valley (actually situated on the edge of the actual valley); a mall, a community college, two golf courses and a school district. Dozens of businesses also carry the Paradise Valley name.



~ The tourism and convention industry pumped \$18.5 billion into the Arizona economy last year, generating \$2.6 billion in local, state and federal taxes and supporting 170,000 jobs, according to the Arizona Office of Tourism.

~ **1,000 Places to See Before you Die.... A Traveler's Life List** by Patricia Schultz. As presented in the book...(2003 edition). If you discover any out-of-date or incorrect information in the book, we would appreciate it if you would let us know via our website, [www.workman.com/1000places](http://www.workman.com/1000places)  
Arizona's include:

- The Boulders Resort and Spa, Carefree, AZ A High-Desert Resort Where Golf Rules
- Canyon de Chelly, Chinle, AZ ~ Sacred Outdoor Museum of the Navajo Nation
- The Grand Canyon, Flagstaff, AZ ~ Nature's Masterpiece
- Lake Powell, Page, AZ ~ A Grand Canyon Filled with Water
- Arizona Biltmore Resort & Spa, Phoenix, AZ ~ A Wrightian Legend
- Red Rock Country, Sedona, AZ ~ An Enchanting High-Desert Terrain and Its Oasis of Luxury
- Canyon Ranch Health Resort, Tucson, AZ ~ A World-Class Wellness Center

***GET OUTSIDE ~***

**McDowell Sonoran Conservancy hosting volunteer classes .....** Want to get up close and personal with cacti and desert wildlife? Or maybe you want to get some exercise in the great outdoors while tending to Scottsdale's environmental gem? You might want to consider becoming a volunteer for the McDowell Sonoran Conservancy. The non-profit organization is hosting classes to train people to become stewards of the

McDowell Sonoran Preserve. The preserve is a long-term, citywide effort to keep one-third of Scottsdale's land as pristine Sonoran Desert. <http://www.azcentral.com/php-bin/clicktrack/email.php/8923468>

~~~ **Change your calendars !!** ~~~  
The AGA January meeting has been changed to the second Monday of the month, due to the Fiesta Bowl on the first Monday.

The Arizona Coach Talker

AGA Newsletter

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Phoenix, AZ 85064-5302

“September Connections”

www.arizonaguides.org

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Websites to visit

- Megapolitan Tourism Research Center – Tourism for the Public Good ~ <http://mtrc.asu.edu/>
- Keep up with changes and additions in the preserve ~ www.mcdowellsonoran.org
- The blm has 37 applications to use 720,000 acres of public land in Arizona for solar-power plants. Find more information about the BLM's solar program at www.blm.gov/az/st/en/prog/energy/solar.html

- For a slide show of the architectural gems you can see out the window of the light rail, go to www.arts.azCentral.com
- For fabulous information on Arizona ~ www.Azhighwaystv.com

Certification Test Sample Question Answer: Prostitutes