



Newsletter of the Arizona Guides Association

Volume 27 Issue 1

September, 2013

It's almost September and time for our Annual Meet and Greet with our **"AGA Associate Members"**. I hope that you feel ready to work and extremely motivated as I do. The ever increasing tourism numbers are very encouraging. Also, the state is making very positive and aggressive steps in marketing our great state internationally as well as nationally. We will all be the beneficiaries of the state's effort, so thank you Arizona!

Our **Associate Members** are telling us by joining our association that they believe in us. They know that The Arizona Guides Association is a non-profit organization dedicated to promoting high standards of integrity, proficiency, and knowledge. We should always remember to support them as well by using their services when possible, and certainly recommending them when given the opportunity. The formation of the AGA has created a WIN-WIN situation for all its' members, so spread the word and let's grow together.

The AGA membership is very pleased to be invited to view and enjoy.....

THE BOULDER HOUSE - the southwestern Stonehenge

Scaling up and down the stairs and weaving in and out the bedrooms and hallways of the Boulder House, geology and contemporary design meet in a Sonoran Desert marriage. The house is its boulder outcroppings and the outcroppings are the house, painting a picture striking enough to once have graced the cover of Architectural Digest.

The Boulder House is one of the most incredible venues we have found! The history, the view, the intimacy and the incredible structure are by far the most unique in the area. Our clients have raved about their experiences at the Boulder House and can't wait to return!" – Rota V., High Impact Promotions and Marketing, LLC

Our own Sharon Waldie, docent for the evening, takes us through the history of this magical home which is said to sit on an ancient archeological site where Hohokam Indians used to celebrate the spring [equinox](#). Why is this meeting so important other than the free snacks and drinks? Because you will be gaining valuable knowledge about the area you serve, you'll have the opportunity to network and get to know fellow AGA members (how can they refer bookings to you if they don't know you?). Most importantly you will meet face to face with the people who hire us! See below.....

AGA Fall Meeting ~ an Awesome Opportunity

When: Monday, September 9, 2013

Where: The Boulder House

Time: 6:00p - 7:00p Social Hour with our Destination Marketing Companies (DMC's)
7:00p - 7:30p Certified AGA Member, Sharon Waldie, gives presentation
7:00p - 8:00p AGA General Meeting

This is the one time of year when we can meet face to face with the companies who hire us. Put your Sunday best on and bring your resume and business cards. Please READ THE INVITATION e-mailed to you for pertinent information about NO PARKING OPTIONS and respond as soon as possible to:

BRENDA AT bcurr1@yahoo.com

Prepare to meet your AGA Associate Members

AZA Events

***Camelback Adventures
Dawson Companies, LTD
Desert Botanical Garden
Destination Directors
Hot Air Expeditions, Inc.
GEP Arizona
Kingman Powerhouse Visitor Centers
Kuoni Destination Management
Old Pueblo Tours
Pinnacle Executive Transportation
Senior Citizen Local Web.com***

Southwest Conference Planners

***Southwest Discovery
The Destination Manager
The Driver Provider
Tour My World, LLC
Turf Soaring School
UNIQUE, Inc dba Merestone
Vaughan's Southwest Tours, Inc
Via Adventures, Inc
We Are Arizona, Inc.
Westwind Air Service***



Oh I love this state! Looking for recommendations of new stuff to do besides the obvious attractions? Go to <http://www.arizonaguide.com/events-calendar> and put in the dates you want. You'll be shocked with all that comes up. I put in September 1st through October 31st and 479 events appeared! Wow, no one should ever be bored in our awesome state! Yes, of course we all know our official website intimately. I'm just giving you a short cut to fast information because we're the professionals and need to know how to access info expediently.

Notes from the President.....

Greetings AGA Members!!

To begin, I would like to thank everyone for your support of the AGA. If it weren't for you and your continued support, the AGA might not be celebrating its 27th season! I would also like to thank everyone who has graciously volunteered their time and energy to serve on the AGA Board and its committees.

My goal this year is to have fun, learn something new while having fun and share it with the people I come in contact with. I hope you will all join me in this purpose. We live in such an amazingly beautiful place. Jana Powell and Sharon Waldie have some wonderful programs in store for the membership, while Howard Christiansen and Ann Swetish are organizing Education trips that you will not want to miss.

With that said, I hope you will all join us at the Boulder House for the AGA Annual "Meet and Greet". Let's kick this season off with some fun, meeting new people and learning about a desert gem.

Annette Swetish, AGA President, 2013-2014



BASEBALL love it or hate it, it's big business in Arizona so we need to know.

Arizona is a popular location for [Major League Baseball spring training](#), as it is the site of the [Cactus League](#). The only other location for spring training is in Florida with the [Grapefruit League](#). The [Los Angeles Dodgers](#) have a new spring training facility in [Phoenix](#) owned by [Glendale](#) which opened in 2009, making them the 14th team in Arizona. Spring training has been somewhat of a tradition in Arizona since 1947 (i.e. the Cleveland Indians in [Tucson](#) until 1991, and the San Diego Padres in [Yuma](#) until 1992) despite the fact that the state did not have its own major league team until the state was awarded the [Diamondbacks](#) in [Phoenix](#) as an expansion team. The state hosts the following teams:

- [Arizona Diamondbacks](#) in Salt River Fields.
- [Chicago Cubs](#) in [HoHoKam Park](#) of Mesa.
- [Chicago White Sox](#) in [Camelback Ranch-Glendale](#) of Phoenix.
- [Cincinnati Reds](#) in [Goodyear Ballpark](#).
- [Los Angeles Dodgers](#) in [Camelback Ranch-Glendale](#) of Phoenix.
- [Milwaukee Brewers](#) in [Maryvale Baseball Park](#) of Phoenix.
- [Oakland Athletics](#) in [Phoenix Municipal Stadium](#), but also in Indian School Park in [Scottsdale](#).
- [Cleveland Indians](#) in [Goodyear Ballpark](#).
- [Colorado Rockies](#) in Salt River Fields.
- [Kansas City Royals](#) in [Surprise Stadium](#).
- [Los Angeles Angels of Anaheim](#) in [Tempe Diablo Stadium](#).
- [San Diego Padres](#) in [Peoria Sports Complex](#).
- [San Francisco Giants](#) in [Scottsdale Stadium](#), but also in Papago Park of Phoenix.
- [Seattle Mariners](#) in [Peoria Sports Complex](#), but also in [Chandler](#).
- [Texas Rangers](#) in [Surprise Stadium](#).

Many former and retired MLB Baseball players have chosen to live in cities such as Surprise, thus making baseball in Arizona the dominant sport. Many Little Leagues such as Arrowhead Little League, have been influenced by many players, and excellent coaches.



Have you thought about taking the AGA CERTIFICATION EXAM? The next exam is in January. You have lots of time to prepare and enhance your knowledge. Contact the Certification Chair, Leslie Ullstrup, for more information at sunshine62143@yahoo.com or at 602.418-0779. Fear of failure? Certified Board Members Jana at 602-628-6262 and Sharon at 602-228-1672 are offering tutoring classes. Double up with another motivated member and save some \$\$.

When you accomplish having "Certified" behind your name all kinds of opportunities will be available that were not before. If you're worried that it's too challenging, you must read the following AZ story.

Larcena Pennington Page: Pioneer Woman Redefined What It Meant To Be Tough

October 31, 2009 12:00 am • By Kimberly Matas Arizona Daily Star

Hardships were part of life for Southern Arizona pioneers in the mid-1800s, but the trials endured by Larcena Pennington Page would have brought the toughest frontiersman to his knees. Her survival after being kidnapped, stabbed, beaten and left for dead by a band of Apaches was near-miraculous. http://azstarnet.com/news/local/larcena-pennington-page-pioneer-woman-redefined-what-it-meant-to/article_63b054da-3172-5899-9042-f7be10a53ff4.html#.UhouBN2-bXc.email



ARIZONA'S AMERICAN INDIANS

Arizona is home to 21 federally-recognized American Indian tribes and nearly 300,000 members live in the state, as their ancestors have for hundreds of years. Each tribe has its own rich history, distinct language and cherished ceremonies. Modern times have jeopardized some of them, yet there are many members of Arizona's tribes working tirelessly to maintain their connection to the past. It's those rituals that continue to enhance Arizona's rich culture.



Codetalker

Chester Nez is the last of the original 29 Navajo Code Talkers.



Storyteller

Republic reporter Betty Reid tells of her quest for sacred corn pollen from her father's land.



Hopi corn

Watson Honanie and his wife vow to keep Hopi traditions alive.



Fruit harvest

Stella Tucker of the Tohono O'odham Nation harvests the fruit of saguaro cactus.



Sunrise Dance

The Sunrise Dance of Alexis Jada Pike is an Apache tradition for young girls.



Shepherd

Henry Lane, 98, still tends to his sheep on the Navajo reservation.

Read more: <http://www.azcentral.com/news/native-americans/#ixzz2d1W5ueYT>



Hot off the AZ Republic Press.....

Phoenix was ranked the nation's 10th-largest city for meetings and events in the United States, according to a new report from a company that focuses on connecting event planners with event venues. The same survey in 2012 showed Phoenix ranking seventh, according to meeting and event-booking activity through the Cvent Supplier Network, a cloud-based enterprise event-management platform.

A trend among cities that moved up in the ranking this year is proximity to a major airport. Airport proximity is also a strong point for all of the top 10 cities, several of which are served by multiple airports. Activity was tracked between July 2012 and June 2013. Rankings were determined by criteria including number of requests for proposals received, total room nights, awarded proposals, awarded room nights and percentage of qualified meeting venues.

Mayo Clinic Hospital in Arizona has been ranked No. 1 in Arizona in *U.S. News & World Report's* annual America's Best Hospitals list. Hospitals were recognized for their breadth of excellence in the state and metro area, according to the magazine. The University of Arizona Medical Center in Tucson was ranked second. Scottsdale Healthcare Shea Medical Center was ranked third.

Scottsdale named 2ND-BEST in Arizona for Families; One of the nation's Safest Cities and Chosen as a "BEST RUN CITY".....Gee, maybe there's a reason we're called "**SNOTSDALE**"! Before you get insulted or too big of a head...take a look at what Gilbert has accomplished....

Gilbert rates as Arizona's best place to live in 2012 according to CNN and Money magazine, which praised t Money ranked Gilbert as the nation's 33rd best "small city" for its growing health-care industry, rising education and "cheap homes, safe streets and sunny skies," according to an online magazine feature released Monday. The fast-growing community for "shaking off the doldrums of the housing crash and working toward a brighter future." Chandler was the only other Arizona city included in the rankings, coming in at No. 50. Carmel, Ind. won top honors.

Tempe ranked as the third most fun, affordable city in the U.S., according to a Better Homes & Garden real-estate report recently .Perhaps that, in part, is because its' residents are not in the habit of weaving a tangled web of lies and deceit. In another survey this summer, Tempe tied three cities for 16th most honest in the first National Honesty Index, by Honest Tea, in early August.



[Other lists Arizona has landed on >>](#)



This photo is just another illustration of how things and people often aren't what they first appear to be. I'm not sure I agree with "trust your first impression". More often than not, I've changed my first opinions after getting to know someone longer. That works with just about everything. Some things and people are an "acquired taste".....like escargot or pate or Alternative Rock Music.

Proposed Changes in Arizona State Parks' Fees. The proposed changes would set a standardized range for per person cave tours at Kartchner Caverns State Park allowing for incremental and/or seasonal fee increases or decreases; create a non-electric camping fee range at the Kartchner Caverns State Park campground to allow for overflow camping during the busy season; and change the entrance fee at Red Rock State Park from a per vehicle rate to a per person rate. For more information about the proposed fee changes, visit the website at AZStateParks.com or call the Arizona State Parks main office at (602) 542-4174.

The proposed changes to the fees are as follows:

- The per person fee of \$22.95 for those aged 14 & up for the Rotunda/Big Room tours could change to a range of \$18 to \$30. The per person fee of \$12.95 for children aged 7 to 13 for Rotunda/Big Room tours could change to a range of \$9 to \$15. Currently, there is not a per person fee for children aged 6 and younger for the Rotunda tour but a new range could be \$0 to \$8.
- Currently at Kartchner Caverns State Park there is not a fee for non-electric camping. The new non-electric fee range would be \$15 to \$25.
- Currently at Red Rock State Park the park entrance fee is on a per vehicle basis and ranges from \$5 to \$30. This would change to a per person fee of \$2 to \$10. RV and live at the park while volunteering at an amazing resource! [Learn more.](#)



Summer Special: Free Campsite with Purchase of 2 Adult Cave Tour Tickets at Kartchner Caverns SP!

Enjoy a cave tour and camp one night free! Free campsite must be used on same visit. *Valid June 1 - Sept. 30, 2013.* May **NOT** be redeemed online. No other discounts accepted. Must mention promotion at time of booking. **To reserve call (520) 586-2283 and ask for the Summer Special Promotion!**

Hunter Trail Wins “Best of Phoenix” Winter Hike, Besides the decent camping facilities and yearly Civil War Battle re-enactment at the site, Picacho’s premier attraction is the spectacular Hunter Trail, which goes up to the precipitous summit. It’s a four mile round trip butt-kicker, harkening to the likes of Camelback Mountain and Piestewa Peak. Steel cables and planks help nervous hikers overcome the steepest parts, and the 360-degree view at the top of the surrounding desert and nearby mountains is well worth the effort.



- [Map of Arizona State Parks](#)
- [Regional Listing](#)
- [Alphabetical Listing](#)
- [Parks By County](#)
- [Parks By Legislative Districts](#)

We all obviously know that the Arizona Office of Tourism ~ www.azot.gov is one of the many useful sites on our "go to" list for tourism information. I have borrowed the following article from them not only for the valuable content but to illustrate that sometimes valuable info is not necessarily in the forefront.

AOT's Fiscal 2013 (FY13) National Advertising Campaign, "In One Word-Arizona" targets two audiences; Baby Boomers and Generation X'ers (Gen X'ers).

Baby Boomers are described as being in their late-40s to mid-60s. Boomers feel forever young, use a wide variety of travel resources to plan vacations and who most importantly – love to travel, and have the time and discretionary income to do so. AOT targets those Boomers with a household income of \$100K (with an emphasis on \$125K+), with older children or no children in the home.

Gen X'ers are described as being in their mid-30s to mid-40s. This group is cautious of how they spend their hard-earned money, and demands an authentic message. Like the Baby Boomer demographic, they're using a myriad of travel resources, and are largely influenced by online and social media. AOT targets those with a household income of \$75K (with an emphasis on \$100K), with and without children in the home.

The "In One Word-Arizona" campaign will reach a national audience with an emphasis in three targeted cities; **Chicago, Denver and Minneapolis.**

Time to brush up on our knowledge of Chicago, Denver, and Minneapolis. The more we connect with our passengers, the more opportunity for call backs and great reviews.

MEMBER SPOTLIGHT:



CHERYL AND BILL WADE.....members since January 2013. I feel like the luckiest woman on earth. I retired from a very busy entrepreneurial life and since have been working in my "field of dreams". Although I only have one year of tours under my belt, I feel like I've been doing it all my life. I have been a real estate broker for 38 years in three states, and involved in radio and print advertising and various other businesses. I'm a deep researcher and fact finder and love history. Thank goodness one of my husband's many skills is that of a fabulous raconteur. He can make any story funny and interesting. Bill has had his CDL license and worked for Princess Tours as a Driver/Tour Guide for ten years in Alaska while on break from teaching high school math and running the athletic department. Our skills complement each other and our desires are

the same, and that is to work as a "Complete Experience Team". We know when to keep our mouths shut, but also how to keep the fun going. We have worked on music, educational fun games, and many entertaining time fillers for long journeys. This is my first time as Editor of the AGA Newsletter, or anything for that matter. I spent too much time hoping to get it right so please let me know what you think and how I can please you next time.

MEMBER SPOTLIGHT to continue with every newsletter with at least three members letting us know you. Please help with this endeavor and send a photo and bio of yourself...

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