

# 'Ambassadors' to promote Sun City's image

*By Republic*  
**By ROBERT BARRETT**  
The Arizona Republic 11-17-86

**SUN CITY** — Unless the community changes its image with a national promotion campaign, home values could decline sharply, a housing expert says.

"Sun City does not have a good image outside of Sun City," Dick King, president of the Northwest Valley Chamber of Commerce, said at a meeting of the Home Owners Association last week.

The Chamber, composed of representatives from Sun City, Sun City West, Youngtown, El

Mirage and Surprise, is backing the formation of the Sun City Ambassadors, a group of 12 residents willing to donate their time and skills to promote a positive image for the community nationwide.

Initially, Sun City was easy to promote because it was the nation's first retirement community designed for an "active lifestyle," which included golf courses and recreation centers, King said.

The community also had the advantage of a massive advertising campaign by the builder, Del E. Webb Communities Inc.

However, with retirement communities sprouting

throughout the state and the Sun Belt, "simply being a retirement community is no longer unique to Sun City," King said.

"This is a different community than it was 27 years ago with Del Webb."

King said Sun City is perceived by many outside the community as being anti-education because it has withdrawn from the Peoria School District and as being anti-child because of the age-restrictive overlay zoning that prohibits residents younger than 18 from living in a home more than 90 days.

One plan to promote the

community would be to offer one-week vacation packages allowing visitors to use the Recreation Centers of Sun City Inc. facilities, King said.

The Ambassadors will not become a reality until after the first of the year when officers will be elected, a staff hired and fund-raising efforts begin, he said.

"It hasn't been firmed up yet," King said.

Kenneth Powers, president of the homeowners group, said the community needs an organization like the Ambassadors.

"We are well-known throughout the country now, but nothing is being done to

continue that," Powers said. "I think it's important that we maintain a good image for Sun City."

In other actions, the Home Owners Association has made no progress in getting the state Transportation Department to change its plan of using 103rd Avenue as an interchange when Grand Avenue improvements are implemented in the 1990s. The association wants the interchange on 99th Avenue.

As part of the expanded freeway system in the Valley, Grand Avenue is scheduled to

become an expressway from Phoenix to Beardsley Road. The initial plan calls for Grand Avenue-access interchanges to be at 111th and 103rd avenue in Sun City.

"We met with Carole Carpenter, last week and we're not making very good progress," Ed Thompson, a director and chairman of the civic-affairs committee, said.

"At this point in time, I don't feel we have much of a chance of changing their (the state's) minds," he said. "But the final decision is still three to five years away."

## Sun City Ambassadors Organize

Sun City business and community leaders have formed an organization to promote Sun City locally and nationally.

Although a Sun City Ambassadors, Inc., board of directors has met informally for the past year and a half, the group just last week officially announced its beginning.

Ambassadors President, Dick King said the organization was created for several reasons. The number of adult communities and lifestyle residences under various stages of development in and around Sun City makes it necessary for this community to more vigorously promote its own unique qualities, he said.

"Sun City remains the largest mature adult community in the country. It actually offers more residential lifestyle options within its boundaries than when the Del Webb Corporation was actively marketing it," said King.

King, manager of Sun-town Realty, said area realtors in general know an ongoing marketing effort is essential for Sun City's continuing success.

"We don't want to wait for the need to become critical. Keep in mind this was an adult community when it was introduced in 1960—28 years ago in January. We must look at an aging population, a rising vacancy factor, and growing competition. The timing is right for creation of a marketing effort to help produce a demand for the varied lifestyle Sun City offers," he explained.

King further stated the Ambassadors want to make the public aware of such amenities as Sun City's churches, shopping centers, hospital, Sun Bowl, recreation centers, and golf

courses. "We want people to know about such organizations as the Posse, Prides, Interfaith Services, Sunshine Service, Museum, Symphony and hundreds of other service, recreation and cultural associations and clubs," King said.

The Ambassadors plan to encourage and cultivate greater unity of community along with going to work on improving Sun City's image, according to King.

"We want these attributes and positive points widely conveyed," King stated.

Business will be asked to participate as paying sponsors, and residents will be invited to contribute a small sum to be "envoys."

Sun City Ambassadors, Inc. board members include: Donnagene A. Burfield, general manager, Sun Cities Area Transit System; Emily Burns, Case & Bennett; Sam Canepa, manager, First Interstate Bank; Bob Dierken, president, Cars 4 U; Al Foreman, manager, United Bank; Louis Grunwald, president, Recreational Centers of Sun City; Evelyn Hitchcock, secretary, Recreation Center of Sun City; Pamela Kennedy, executive vice president, Sun Health Foundation; Corrine King, administrator, Plaza del Rio Care Center; Dick King, manager, Suntown Realty; Sue Larkin, CFP, Larkin and Associates; William J. Raymo, manager, Sun City Water Company; Jerry Svendsen, publisher, Sun Cities Life magazine, Doris Timpano, President's Council and Phil Vision of Sun City West.

Until a location is established and phones installed, calls are being taken by King at 972-0852.

Nov 18, 1987

VF SC Ambassadors/Visitors Center

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Sun City  
Sun City West  
Surprise  
Youngtown

Monday, November 16, 1987

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## Boosting Sun City nationally is goal of civic coalition

Business and community leaders in the Sun City area have formed Sun City Ambassadors Inc. to promote the community locally and nationally.

A 15-member board of directors, which has been meeting informally for more than a year, officially announced its formation at a Northwest Valley Chamber of Commerce meeting on Nov. 10 at the Lakes Club in Sun City.

Ambassadors President Dick King said Sun City needs to promote itself as one of the original and largest retirement communities in the United States because of the growing number of similar communities being developed.

King, manager of Sun-

town Realty in Sun City, said a continuous marketing and publicity campaign for the 28-year-old community is "necessary for Sun City's continuing success."

The Ambassadors' other plans include cultivating community relations and forming a speakers bureau.

In addition, the group wants to develop a Sun City Visitors Information Office, he said.

Businesses that wish to participate in Sun City Ambassadors Inc. will be asked to sponsor the club by paying a fee, King said. Residents also can contribute to the non-profit group.

More information on the group is available by calling King at 972-0852.



## BEAT THE DRUMS FOR SUN CITY!

*Let's wake up the world - again - with some vigorous drumbeating for the wonders of Sun City living!*

Those palmy days of Del Webb promotions are past. Now it's up to us to blow our own horns and keep this great retirement community alive and thriving.

Fortunately we now have an enthusiastic new band of Sun City residents, business and professional people ready, willing **and** organized to lead this vital community-boosting parade.

Their official name: **THE SUN CITY AMBASSADORS, INC.**, a non-profit organization with membership open to every Sun City booster.

**This forward-looking group has already launched the following projects:**

- **A drive for volunteer and financial help** aimed at Sun City residents and businesses.
- **The new Sun City Visitors Information Center**, temporarily in Bell Professional Bldg., South, 17220 Boswell Blvd., Suite #142.
- **A Sun City Newcomers Association** recently organized in cooperation with Recreation Centers of Sun City, Inc.
- **A handsome new 4-color Sun City promotional brochure** for distribution through residents, businesses, realtors, area and state promotional groups.
- **A Speakers Bureau** to spread the word about Sun City and the latest in Ambassadors' plans and progress.

### **BUT WE NEED YOUR HELP, TOO . . .**

The success of this ambitious effort depends mostly on Sun City "people-power" - your time, your talents, your financial support. Fill out the Ambassadors' coupon on the next page and send it soon.

**Sun City, Arizona AMBASSADORS!**

P. O. Box 2481, Sun City, AZ 85372 • Presenting THE Premier Active Adult Community

DEL E. WEBB COMMUNITIES, INC. recently unveiled four new model homes, two of which feature unique designs created specifically to meet lifestyle demands in the Sun Cities.

The 1,832-sq. ft. "Francisco" features dual master suites, ideal for two single people wishing the economic benefit of sharing a single-family residence, but still opting to retain their individual privacy. Since the oversize bedroom suites are at either end of the house, one resident can entertain without disturbing the other.

"This design also appeals to couples who prefer separate sleeping arrangements due to health problems or sleeping habits," remarked Bill Parks, director of product research and design. The Francisco is priced at \$116,800.

The "Stratford" has been dubbed the "mother-in-law model." This 1,984-sq. ft. design features a guest house separate from the one-bedroom/den main structure, but joined by a common-walled courtyard. The guest house includes sleeping quarters, full bath, walk-in closet and wet bar.

"Prospective buyers have indicated the self-contained guest house—which has its own heating and cooling system for optimum energy efficiency—also makes for an ideal artist's studio, hobby center or computer workshop," said Parks. This model is listed at \$132,800.

The two other floorplans are the "La Salle," a compact two-bedroom design which has proven very popular in Sun City Vistoso, and the "San Gabriel," with a three-bedroom/den option. These are priced \$82,800 and \$89,800, respectively.

The new models are light and airy, offering semi-custom options wherein buyers can rearrange walls, windows, doors, etc. These models, along with 21 others, are on display at 13323 Meeker Blvd., Sun City West, 8 a.m. to 5 p.m. daily. The Stratford is located outside the model home show at 20403 Spring Meadow Dr.

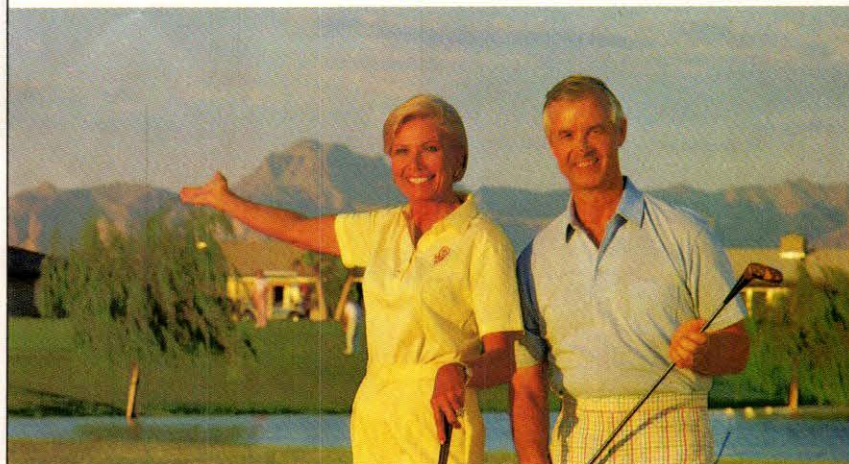
DEL E. WEBB CORPORATION and Howard Hughes Properties have closed escrow on the sale of 1,050 acres at Hughes' Husite property in Las Vegas, officially titled Sun City Summerlin.

Webb has already begun development of this latest Sun City with a Billy Casper/Greg Nash golf course, according to Paul Tatz, president of Del E. Webb Communities, Inc. Work on a \$6 million recreation center will begin in September. Ten million will be spent on the development this year alone.

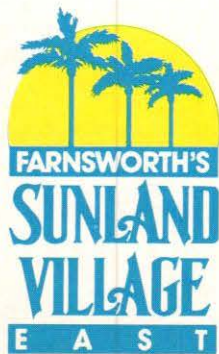
Webb's project timetable calls for the initial site work and model home complex to be completed in November. Housing construction will begin in November, with the golf course opening and pre-sale activity set for December. The official grand opening of the Summerlin project is scheduled for January of 1989.

The parcel Webb obtained is located eight miles northwest of downtown Las Vegas, between Cheyenne Avenue and Lake Mead Boulevard, about two miles west of U.S. 95. **FL**

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# Sun City Visitors Center

**All the information you need  
in one convenient location  
regarding**

## Sun City Arizona

*The Original Active  
Retirement Community  
And  
The Value of the  
Northwest Valley*



Lakeview Recreation Center and Viewpoint Lake

## Sun City's Future

We at the Sun City Visitors Center see a bright future for this community and want to educate others regarding its truly great opportunities and values.

The explosive growth taking place in the northwest Phoenix valley is all around us.. Within 6 miles are the NFL Cardinals, NHL Coyotes, MLB spring training (Mariners–Padres–Rangers–Royals), Arrowhead Mall, Symphony of the West Valley, Challenger Space Center, West Valley Art Museum, Wildlife World Zoo, Arizona State University-West, Rio Salado College, Sundome for the Performing Arts, Lake Pleasant, and many more features.

Well-constructed single family, duplex and apartment homes, built in the 1960's and 1970's, are being remodeled and updated with the latest amenities, and beautiful, mature landscaping abounds. Coupling this with low property taxes, low sales tax, affordable utilities, convenient location (only 2 miles from the Valley's extensive freeway and Interstate system), all make Sun City a value that can't be ignored.

If you are looking for a friendly, beautiful place to retire and at the same time get the best value, look into Sun City, Arizona. You won't be disappointed.

## What Sun City Offers

### **Facilities:**

- Seven Recreation Centers
- Eleven Golf Courses
- Two Libraries
- Two Bowling Centers
- Two Lakes
- Thirty Churches
- Sixteen Shopping Centers

### **Physical Activities:**

- Golf and Miniature Golf
- Swimming
- Therapy Pools
- Horseshoes
- Roller Skating
- Tennis and Table Tennis
- Exercise Rooms
- Hand and Racquetball
- Bocce Ball
- Dancing
- Lawn Bowling
- Jogging & Walking Tracks
- Shuffleboard
- Softball and Basketball
- Billiards

### **Social Activities:**

- Bridge, Card and Other Games Clubs
- Dance Clubs
- Both Men's and Women's Social Clubs
- Numerous Special Interest Clubs

### **Medical Facilities:**

Sun Health's Boswell Hospital & Medical Center in the heart of Sun City offers physicians in all specialties with emphasis on heart, orthopedic & geriatric medicine.

### **Crafts & Hobbies:**

- Woodworking & Metalworking
- Silversmithing
- Weaving
- Painting
- China Painting
- Ceramics & Pottery
- Quilting, Sewing & Needle Arts
- Lapidary
- Stained Glass
- Calligraphy
- Photography
- Leathercraft
- Model Railroad
- Computers

### **The Arts and Education:**

- Sun City Historical Society
- Drama Clubs
- Symphony of the West Valley
- West Valley Art Museum
- Mineral and Gem Museum
- Arizona State University Extension
- Rio Salado Community College
- Concerts at the Sundome

### **Average Sun City Weather:**

	Hi	Low	Precipitation
January	67.2	41.6	1.11
February	71.7	45.1	1.15
March	77.5	49.3	1.12
April	85.9	55.7	.39
May	94.8	64.2	.15
June	103.4	72.1	.05
July	106.2	79.7	.74
August	104.9	79.3	.90
September	100.5	72.5	.78
October	89.4	59.9	.75
November	76.1	47.6	.48
December	66.8	40.5	.91
Average Year	87.3	59.1	8.53

**Whether you are a visitor,  
a resident or a business,  
this is your one stop  
location for all your area  
needs:**

- History of Sun City
- Recreation Centers
- Activities
- Clubs
- Golf
- Shopping
- Restaurants
- Service Organizations
- Directions
- Sun City Maps
- Phoenix & Arizona Maps
- Things to See & Do
- Sun City Video
- Sun City Cookbooks
- Sun City License Plates
- Arizona Post Cards
- Newspaper Subscriptions
- Telephone Books
- Business Brochures
- Lists of What's Available
- Current Events
- And more...

## **Sun City Visitors Center**

**Serving Sun Citians & Visitors  
Since 1986**

Supported entirely by donations from area businesses and residents and staffed by volunteers who live in Sun City and appreciate the affordable lifestyle it provides.

Value: "A fair return or equivalent in goods, services, or money for something exchanged."

Sun City, Arizona  
is all of that and then some.

### **Sun City Visitors Center**

16824 N 99<sup>th</sup> Avenue  
Sun City, Arizona 85351

Phone: 623-977-5000 / 800-437-8146

Fax: 623-977-4224

Email: [info@visitsuncity.org](mailto:info@visitsuncity.org)

Web Site: [www.suncityaz.org](http://www.suncityaz.org)

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# SUN CITY ARIZONA

## A CHALLENGING FUTURE

Since 1960, Sun City, Arizona, has enjoyed the reputation of being America's most famous active resort retirement community.

Sun City faces some fundamental challenges as it seeks to maintain its vitality and desirability in the 1990s.



Presented by

**Sun City, Arizona** **AMBASSADORS**

## PROMOTION IS ESSENTIAL TO SUN CITY'S SUCCESS!

During the 1970s, Sun City was the hottest-selling resort retirement community in the world. More than 2,000 new homes were being sold annually. And, each year another golf course, recreation center, or shopping complex was being introduced.

In a decade, the population jumped from 15,000 to 47,000, and the developer's 20-year marketing campaign gave this mecca for retirees national recognition and prominence.

By 1980 Sun City's creator, Del Webb Corporation, had introduced and was vigorously promoting its brand new mature adult development, Sun City West.

With the Webb firm leaving little undeveloped acreage in Sun City, residential and commercial growth in the 1980s has been minimal.

Minimal, too, has been the promotion of Sun City. A comprehensive, well-timed, planned, and placed marketing effort — one that is ongoing — is essential if the community's vitality is to be retained, if housing demand is to remain strong and home values high.

## WHAT IS SUN CITY'S IMAGE?

Is it an image intentionally created, or one that is being shaped by a vocal minority, by those who reside outside Sun City's borders, and by the media?

Sun City is an economic asset to the Valley and state. How well is that known? Sun City's generous giving of time, money, and skills touches countless lives beyond the community itself. Those who live here know it. The image is enhanced when others do. Will we continue to allow an image to be shaped, or will we shape a positive one ourselves?

## PROTECT YOUR INVESTMENT!

Sun Citians wisely move assets around to earn high yields on their deposits or investment instruments. If the value of a residence depreciates, the property owner incurs the greatest loss by far when the home is sold. Even if your residence will merely pass into the estate, plan to retain a solid value on possibly your largest single investment, your home. Financial support of the Sun City Ambassadors will help them keep demand for Sun City homes ahead of supply. This is a key to our community's ongoing success.

## WHO WILL TAKE ACTION?

This formidable task of community support, image building and promotion must be shared by everyone, residents and local business people, alike. We all have a substantial stake in Sun City and its future — those in the medical, financial and legal professions, realtors, local merchants and Sun City residents. And all are being asked to take positive action by involvement with time and financial support.

## WHO ARE THE AMBASSADORS?

The 21-member (11 residents, 10 businessmen) Sun City Ambassadors, Inc. Board of Directors has representation from: The Sun City Home Owners Association, Recreation Centers of Sun City, Inc., the Northwest Valley Chamber of Commerce, The Sun City Ministerial Association, The Sun City Presidents Council, professional, real estate, and retail businesses, individual Sun City residents, and one member of the Sun City West Property Owners and Residents Association. (Mutual promotion of the Sun Cities, once Del Webb Corporation has completed development in Sun City West, is being considered.)

A Sun City resident executive director has been employed to direct the work of organizing and developing promotional materials and activities.

## AMBASSADOR OBJECTIVES

Sun City Ambassadors, Inc., an Arizona non-profit corporation, has as its sole purpose the promotion of Sun City, Arizona, with its distinct advantages for active adult living.

Here, in brief, are major objectives of the Ambassadors:

1. To promote Sun City to potential residents through a comprehensive local-state-national marketing campaign.
2. To operate a Visitors Center for the distribution of information and to introduce visiting vacationers and/or prospects to the quality of life amenities Sun City offers.
3. To enhance the public image of Sun City through an ongoing Valley-wide advertising and publicity program that highlights individuals, groups, and the community, itself.
4. To facilitate a unity of purpose among residents, resident groups (civic, cultural, recreation, service, and religious), realtors, retailers, and professional and medical firms.
5. To formulate a plan of action with the Northwest Valley Chamber of Commerce to sustain and improve the vitality of the Sun City business economy.

Sun City Ambassadors, Inc. is not a political organization. As required by its Articles of Incorporation, it is neutral on incorporation versus unincorporation and the proposed 45 age change. The singular mission of the Ambassadors is **the promotion of Sun City, Arizona.**



## PROGRESS TO DATE

The Ambassadors organization has already launched the following projects:

- ▾ Our Sun City Visitors Information Center is presently located in Bell Professional Building, South, 17220 Boswell Blvd., Suite #142. Phone (602) 974-4021.
- ▾ A handsome new four-color Sun City promotional brochure for distribution through residents, businesses, realtors, area and state promotional groups is available at the Visitors Information Center, Home Owners Association office, and at the Lakeview Recreation Center club office.
- ▾ A Speakers Bureau is spreading the word about Sun City and the latest in Ambassadors' plans and progress. For program scheduling, call the Information Center, 974-4021.



## PLANS IN PROGRESS

- ▾ A more visible and permanent location for our Sun City Visitors Information Center is being sought.
- ▾ Another more elaborate four-color brochure for visitors and/or correspondents requesting broader more in-depth information about Sun City and its amenities is being produced.
- ▾ Vacation special packages will be offered to eligible adults wishing to personally experience Sun City.
- ▾ An extensive, ongoing marketing program is being designed to include local, valley, state, and national advertising and publicity.
- ▾ Volunteer Ambassador Envoys are being sought...tour guides, hosts and hostesses, office staff assistance, committee workers. Resident time and skills offered will be deeply appreciated and gladly accepted.

## IT TAKES PEOPLE

The most important people in an organization are its members. Sun City's late founder, Del E. Webb, said, "Concrete, steel and lumber build the buildings. But people make the community."

And it will be people — those who live and/or work in Sun City — who will keep their community desirable and vital. The time, skills, creativity and finances of Sun Citizens and area businesses are required to assure long-term success.

Please help Sun City Ambassadors, Inc. shape and expand public awareness of Sun City, Arizona, and the distinct advantages the community affords for prospective new residents and businesses.

## SUN CITY HOA BACKS AMBASSADORS

"Sun City was once virtually without competition. Now innumerable imitators are vigorously promoting themselves all across the country.

"If Sun City is to remain a flourishing, active, proud place to enjoy retirement, we need fresh faces, and fresh leadership for our clubs, churches, and civic organizations. Over the past decade no effort has been made to promote our city.

"The Ambassadors are determined to remedy that situation.

"Consider contributing to this vital organization. Be ready to give when you are asked."

**Sun City Homeowners Assn.**

For information, call 974-4021  
**SUN CITY AMBASSADORS, INC.**  
 Bell Professional Building-South  
 17220 Boswell Blvd., Suite 142  
 P. O. Box 2481  
 Sun City, Arizona 85372

# I am a Sun City Booster



 Sun City,  
Arizona  AMBASSADORS INC.

# Ambassadors to France

## Residents invited to discuss local lifestyle on French TV

By PEG KEITH  
Sun Cities Independent

Sun Citians Foofie Harlan and Jack Sorenson are about to become national celebrities.

National celebrities in France, that is.

The two residents will leave this week for a brief visit to Europe to appear on a major French television talk show.

Selected for their talents and community activism, both Foofie and Jack will be taking along with them the story of the world's most famous retirement community.

Foofie, a member of the Sun City Poms, and Jack, the commander of the Sun City Posse, are about to fly off to Paris, sans spouses, for an interview with Claude Gaignaire, i/o Productions, Inc., French TV.

Mr. Gaignaire, who visited the United States in November, is almost as popular in France as Johnny Carson is in the U.S., the Posse commander says.

The French talk-show host's programs are broadcast in Europe and England.

Sun City is a land of discovery for the French, Germans, Italians and Japanese who are becoming increasingly fascinated with active retirement lifestyle.

"They're looking at us; wondering about us," says Foofie. "We're having more fun."

In fact, the trip to France, which takes place Dec. 18-22, had its start last July when a French magazine carried an article featuring the Sun City Poms.

At 76, Foofie is agile, acrobatic and one of the original members of the Poms.

She believes she was selected for the French television interview, "Because I'm the one who does the acrobatics."

Many Sun Citians have seen her demonstrate her skills. Nearly everywhere she goes she's asked to do the splits or a straight leg kick (knee to nose).

For Mr. Sorenson, heading up the Posse is almost a full-time job. Many members of the Sun City organization believe Jack was tapped for the overseas interview because he's the commander.

But Foofie holds to the opinion the selection was made because the commander is impressive.

"The Posse wears a badge and totes a gun," she says.

"They want me to wear a 10-gallon hat," says Jack. "I'm taking one along."

He won't pack his gun, though, as Air France frowns on firearms. The French will outfit him with one for the TV show.

Overseas, the production will be taped live for release in January and will be available in this country for future viewing.

The Sun Citians expect Mr. Gaignaire to discuss how the retirement community operates.

Although the overseas trip will be brief, they anticipate a few outings.

Foofie hopes to visit the Folies Bergere and, because she was advised to bring a nice dress, expects to go to a nice place to eat.

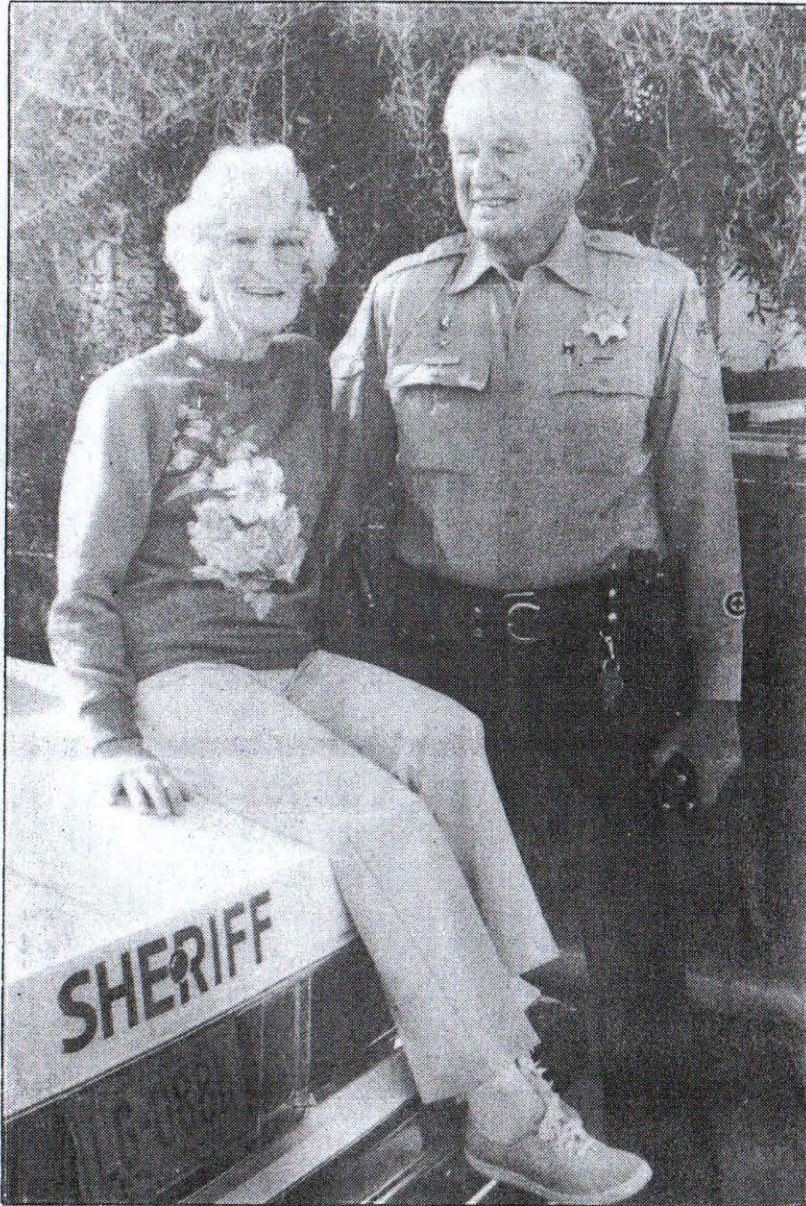


Photo by Laurie Hurd-Moore/Independent

### Sun City ambassadors

Foofie Harlan and Jack Sorenson will travel to France this week to appear on a nationwide television show. The two will talk about Sun City and the many activities available here for retirees.

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# Local lending organizations serve special needs during holiday season

## Sunshine Services, Lending Hands offer items for grandkids

By LAURIE HURD-MOORE  
Sun Cities Independent

While one local lending organization is gearing up for inventory shortages during the holiday season, its Sun City counterpart anticipates it will have no problem meeting the needs of residents over the next few weeks.

Workers at Sun City West's Lending Hands Inc. are preparing themselves for an increase in

"customers" and a shortage of certain convenience items days before Christmas.

In contrast, Sunshine Services Inc., located in Sun City, should have no difficulty meeting the increased needs of residents during the holidays.

Both non-profit organizations service their communities exclusively, making it possible for residents to check out on a temporary basis various types of medical and/or convenience items for home use.

The holidays are busy periods for both organizations. Local residents will normally borrow medical items throughout most of the year. But

during the holidays, when children and grandchildren come to visit, both organizations are usually besieged with requests for cribs, strollers and beds.

Equipment consists of numerous medical items such as hospital beds, wheelchairs, walkers and articles of convenience, such as roll-away beds, baby cribs and car seats.

Lending Hands Administrator I.E. "Gene" Pulhames says, "It will be these items of convenience that will be in demand, such as the roll-away beds, strollers, cribs, car seats and highchairs."

The administrator says his facility now sees between 50 and 60 Sun City West residents each day.

Lending Hands is open from 9 a.m. to noon, Monday through Friday.

This organization expects to lend about 4,000 items in 1990.

"We will probably run out before the holidays get here. It's hard to predict the exact number of holiday visitors, but we will get down low in our inventory," he says.

Sunshine Services Administrator Wilfred E. Stevener says his organization's inventory is large enough to meet the anticipated demand.

"There should be no shortages here. Our inventory is large enough to meet Sun City residents' needs. I don't perceive any problems," says

Mr. Stevener.

He says they expect to service between 100 to 150 people daily. This figure could double as of Jan. 2, when most of the equipment is returned.

"We will lend probably a couple thousand child care items this year," he says.

"Sixty-five percent of the medical equipment is out all of the time. This will probably only increase five percent (over the holiday season).

"The number of people we see varies considerably," says Mr. Stevener.

Usually, during our six-hour day -- 9 a.m. to noon and 1 to 4 p.m. --

we probably see between 100 to 150 people," he says.

"On the day after New Year's, we will get much of the items back and there will be between 200 and 300 people," says Mr. Stevener.

Sunshine Services is open Monday through Friday and is located at 9980 Sante Fe Drive in Sun City.

Lending Hands Inc. is located at 14435 R.H. Johnson Blvd in Sun City West.

Due to the holidays, Sunshine Services will be closed from Dec. 22 to Dec. 26, 1990 and also from Dec. 29 to Jan. 2, 1991.

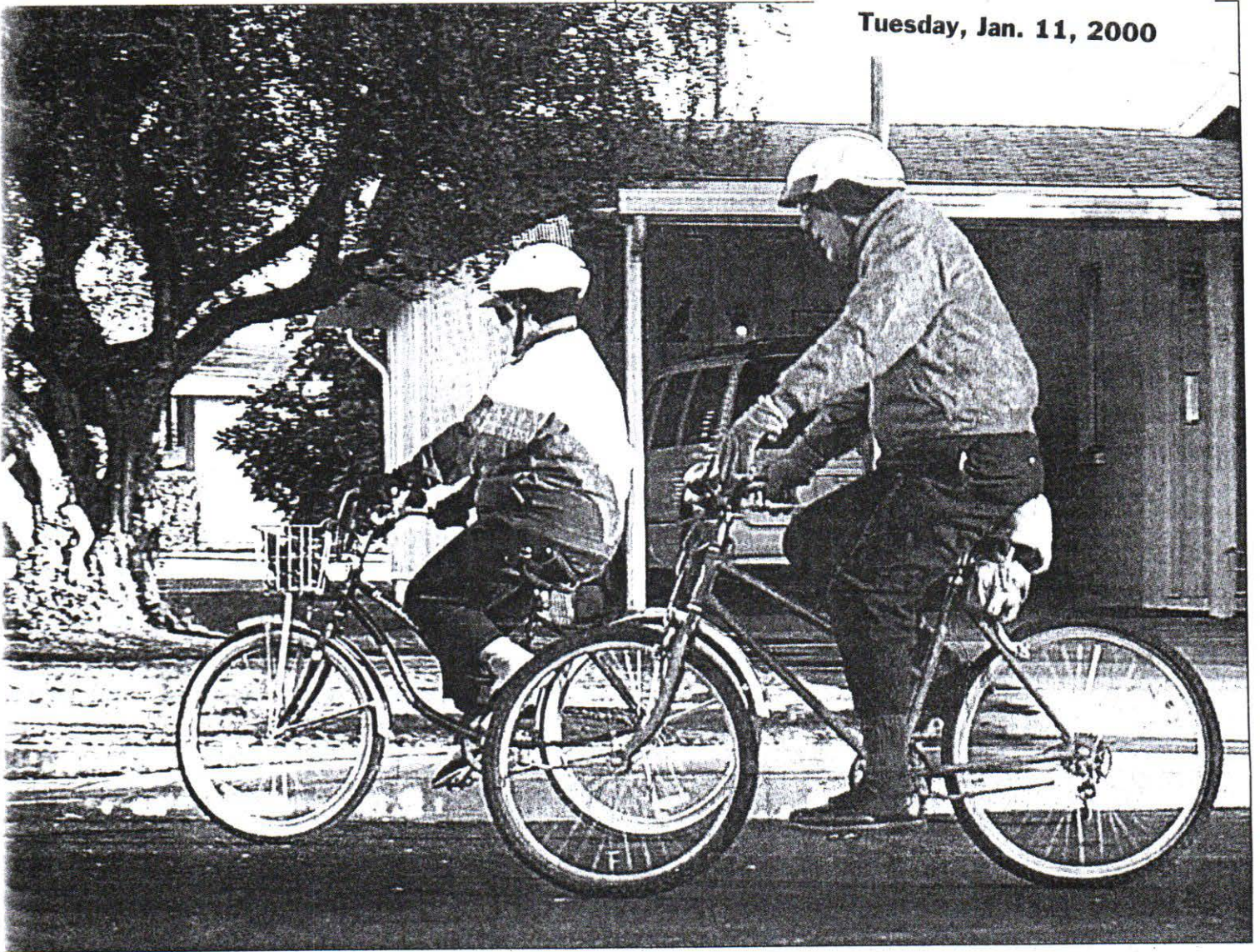
Lending Hands will be closed Dec. 24 and 31, 1990.

ARROWHEAD CENTER

**HOLIDAY SHOPPER'S**

99th AVE. AND PEORIA AVE.

Tuesday, Jan. 11, 2000



STEVE CHERNEK/DAILY NEWS-SUN

Carol Streff and Jim Herzog ride with helmets through Sun City with the Pedal Pushers bicycle club.

## New release showcases Sun City

KATE FLEITAS  
DAILY NEWS-SUN

If a picture can speak 1,000 words, what can a 13-minute video do?

The Sun City Ambassadors, which promotes Sun City and its lifestyle, hopes it will attract hordes of people — visitors and permanent residents alike, said Lila Stephens, who manages the Sun City Visitors Center.

"In 13 minutes, it can show so much more than you can possibly say," said Stephens, who sees thousands of visitors come through the center annually. From there, the centers' volunteer corps, escorts folks around the retirement community that this year celebrates its 40th anniversary.

Stephens said "Presenting Sun City: A Video Story" will be available to residents later this year. However, winter residents are encouraged to take the videos back to their respective home states and show them to friends and relatives.

The video features an overview of Sun City's homes, recreation centers, golf courses, clubs, health-care facilities and services and volunteer activities.

A copy of the video is available for viewing at the Sun City Visitors Center, located in the Promenade at 99th Avenue and Bell Road. The Ambassadors hopes to offer the videos in exchange for a contribution at a residential fund drive



STEVE CHERNEK/DAILY NEWS-SUN

Bob Kroeger, left, and Bob Remaley of the Sun City PRIDES, illustrate why the community is called the City of Volunteers.

later this year, Stephens said.

The Ambassadors created the video because the previous visitors video was out of date. It featured defunct businesses and did not include changes that have occurred in the retirement community in recent years, from updated exercise rooms in the rec centers to the addition of clubs to serve younger retirees' needs.

Wilbur Uphill, a volunteer at the Visitors Center, said the video also includes information regarding Sun City's proximity to major sports arenas.

Volunteer Betty Fiala said she has

confidence the new video will do its job.

"The video shows Sun City the way it is now," she said. "It should get more people interested."

Jon Poston of Poston Associates of Phoenix started filming the video in January and finished the production by September, Stephens said.

In addition, the video highlights the services provided by such groups as the Sheriff's Posse, Fire District and PRIDES, and entertainment and educational opportunities.

For information, call the Sun City Ambassadors at 977-5000.

## **City of Volunteers**

# VISITORS CENTER PROMOTES SUN CITY

The original Sun City is still the best known active retirement community in the United States, if not the world.

When the Del E. Webb Corporation finished Sun City and shifted its attention to Sun City West, it became apparent that the original Sun City needed to actively promote and market itself if it hoped to compete for new residents with the newer, more elaborate retirement communities being constructed in Arizona and other parts of the nation.

In the late 1980s, a group of farsighted residents began laying the groundwork for what would eventually become the Sun City Visitors Center.

In October 1980 the Sun City Ambassadors, a dedi-

cated group of concerned residents and business people who wanted to ensure that Sun City remained a world-class retirement location, was organized. The group's sole purpose was to continue what Del Webb had previously done when the company was still involved with Sun City: Promote the community nationwide to prospective retirees.

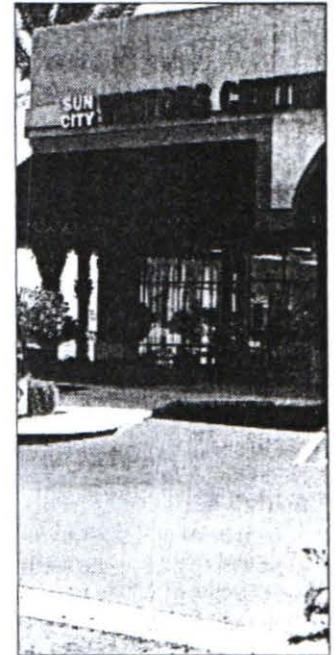
The Ambassadors's most ambitious and rewarding project became the Sun City Visitors Center, located in the Promenade Shopping Center on the southwest corner of 99th Avenue and Bell Road.

Staffed by volunteers, the center offers a wealth of information about housing, health care facilities, leisure

activities and amenities available throughout Sun City.

About 14,000 people visit the Visitors Center each year and thousands make contact by telephone or in writing. The center also now gets great response from its website on the Internet. About 1,000 information packets are sent out each month to interested people throughout the world.

Residents are invited to join the Sun City Ambassadors or visit the Visitors Center. Volunteers are always needed to help with the neverending challenge of sharing to future generations the beauty of Sun City and the joy of living in the nation's first active adult retirement community.



The Sun City Visitors Center is located at 99th Avenue and Bell Road.



FRIDAY, FEBRUARY 25, 2000 © THE ARIZONA REPUBLIC

# Sun City lobbying for newcomers

By Jim Gintonio  
The Arizona Republic

The Sun City Ambassadors are in the midst of a fund-raising drive to aid the visitors center in a quest to attract newcomers to the community, which is celebrating its 40th anniversary this year.

As a way of informing seniors nationwide about Sun City, the Ambassadors have prepared a video, are firming up a Web site and have begun analyzing how they can better display information on the area's lifestyle. Much of the public relations work, however, is done by residents when they entertain guests or visit their home states.

The main goal of the fund drive, Ambassadors president Bud Moriarty said, is to recruit baby boomers and other active adults. Statistics show that the number of seniors will double in the next 20 years.

"We're the closest thing to a chamber of commerce we have, and we promote Sun City as a place of active retirement," said Bob Root, a member of the Ambassador board. "We also have marvelous health care, and the city is always clean and neat."

Sun City was sold out years ago, but housing is usually available as residents die or move into apartments or care homes. Sun City has about 27,000 homes and a population around 42,000.

"People will never stop moving here," said Lila Stephens, manager of the visitors center, which opened in 1987.

Root said that there is competition from other retirement communities but that Sun City, given its age and type of housing, may have an advantage. He said buying an older home and fixing it up can be less expensive than buying a new house. The visitors center, which is run by about 100 volunteers, welcomes 75 to 100 people daily. Many are new residents who want to learn what the community has to offer.

The mantra of the active lifestyle is underscored by the fact that Sun City has seven recreation centers and 11 golf courses. The strategy of giving individual neighborhoods their own facilities was inspired by Del Webb.

Daily News-Sun • Monday, Sept. 18, 2000

## Center attracts future residents

### LOCAL FOCUS: Sun Cities services, interests showcased

JOHN SOKOLICH  
DAILY NEWS-SUN

Harry Turnbull brought himself to Sun City, but the Visitors Center is keeping him here.

A Minnesota native for the past 43 years, Turnbull said he was looking for a comfortable place to retire next year, but was torn between Sun City and a town in Florida. After looking through the racks of brochures in the Sun City Visitors Center, however, he knew the northwest Valley would be his future home.

"I've travelled a lot in my life," Turnbull said. "So I've seen a lot of welcome and visitors centers, but this one seems more personal and in tune with what the people need and want to know."

Turnbull said most welcome centers he's visited seem to focus more on tourism and statewide activities, while the Sun City center pays more attention to residents and their needs.

With that mission in mind, officials at the Visitors Center are starting their annual residential fund drive this month.

"I think this is the type of

place I would go, if I lived here, to find out what's new in the town," Turnbull said. "Looking at the brochures and newsletters, this has a little bit of everything and caters to all residents rather than just a select few. With the information I found out here, I think Sun City would be a great place to retire to."

Officials at the center, on the southwest corner of the Promenade on Bell Road, said they hope to increase donations this year by taking a personal approach to their fund-raising.

"We usually don't get a lot of donations, but this year things are really starting to come in," said Lila Stephens, center manager. "I think it's because we had volunteers contact all the people who gave last year to personally thank them. Personal contact goes a long way."

Stephens said volunteers this year are more vocally expounding the center's virtues, especially in regard to the number of local businesses and clubs advertising within its walls.

"We are helping residents as well as businesses," she said. "If we keep the houses and the malls full, it will be a very thriving community."

On average, the visitors center annually serves 15,000 people

looking for a variety of information on activities in the Sun Cities and surrounding towns, Stephens said. The building is filled with club news, maps, shopping and medical information, as well as brochures about travel and entertainment.

The center is a non-profit organization that depends on public and private donations to cover its operating costs, such as rent and utilities.

The center's campaign goal this year is \$50,000, with money helping to cover marketing costs, including mailings of informational packets about Sun City to prospective residents. The center is run by volunteer ambassadors whose board of directors is made up of residents and members of the business community.

"We look at our fund-raising not as a gift, but as an investment in the future," Stephens said. "Sun City has a lot of pride in the community, and I think people will support it, especially if it's for the future."

Contributions can be made by calling the center's information line at 977-5000. More people are needed to aid the center's 75 volunteers, and residents familiar with Sun City are asked to apply. *John Sokolich can be reached at [jsokolich@aztrib.com](mailto:jsokolich@aztrib.com) or at 876-2526.*

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Daily News-Sun • Friday, Feb. 8, 2002

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## **New members join Ambassadors board**

The Sun City Ambassadors has elected four new members to its board of directors.

They are Judy Murphy, Marge Murphy and Dan Lorenz, Sun City residents, and Lola Judy, a Sun City businesswoman associated with Accent Care Inc., a local home-care company.

Officers selected to serve this year are Fred Quigley, president; Bob Budorick, first vice president; Dick Van An del, second vice president; Lila Stephens, treasurer and Visitors Center manager; and Mary Autio, secretary.

The Ambassadors, with more than 100 volunteers, operates the Sun City Visitors Center at 99th Avenue and Bell Road.

The center is funded by residents and businesses, and is the principal agency promoting and marketing Sun City through the Internet, a nationwide toll-free phone system and the postal service. It provides information to local residents on social, educational, recreational and entertainment activities within the community.

Except for its manager, the center operates exclusively with volunteers.

Daily News-Sun • Friday, April 19, 2002

# Change of the guard at Visitors Center

**LILA STEPHENS:**  
Longtime fixture  
passes torch to  
Paul Herrmann

**ERIN REEP**  
DAILY NEWS-SUN

As Lila Stephens concludes her role as executive director of the Sun City Visitors Center, another Sun Citian is being trained to step into the position.

Paul Herrmann, 56, who served as assistant to the director of the Lake Pleasant Christian Conference Center, was chosen to replace Stephens, said Fred Quigley, president of the Sun City Ambassadors board.

Herrmann has lived in Sun City

for two years. His parents have been Sun Citians for 26 years, and Herrmann said his mother has been involved in several different activities in the area.

Stephens said she is "re-retiring" after four years as executive director. Previously, she had retired but took the Sun City Visitors Center job after the director at the time was injured in a car accident.

"I've had a very enjoyable four years here," Stephens said.

"I'm looking forward to the summer, and I'm looking forward to spending some time with family," she said.

Stephens said she has family "back East" and a daughter in Prescott whom she hopes to see this summer.

Stephens said what she will miss

most about the job are the volunteers.

"I have 80 of the most wonderful volunteers that a person could have," she said, calling them "very, very devoted."

Herrmann said he hopes "to expand on some of the good things that Lila has started here."

One thing Herrmann plans to do is to make "a bigger effort on our Web page," he said. He said Web searches often do not yield much information about Sun City and the many things the community has to offer.

"I think that's something we really need to take advantage of," he said.

Herrmann was born and raised in Chicago and moved to Sun City from Houston. He and his wife,

Nancy, have four children, four grandchildren and a fifth grandchild on the way.

Herrmann said he spent his first year in Sun City remodeling his home. He now spends his free time at the community's exercise facilities.

"I'm hoping this is going to be the impetus ... to meet a lot of people and get more involved in the community," he said.

Stephens was confident Herrmann will make a good director.

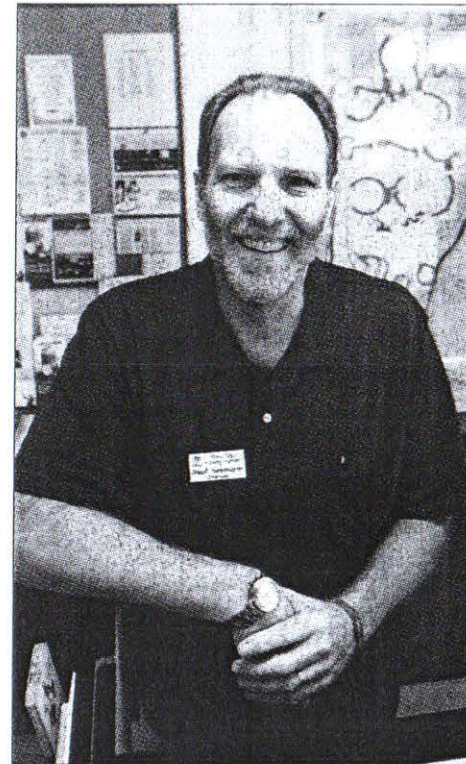
"He seems like he is very knowledgeable and very capable, and I think he will do a wonderful job," she said.

"I'm sure he'll bring some fresh ideas to the Visitors Center," she added.



STEVE CHERNEK/DAILY NEWS-SUN

Volunteers Dorothy Campbell, left, and Ingrid Petersen look up information on Sun City in the Sun City Visitors Center's computer database.



STEVE CHERNEK/DAILY NEWS-SUN

Paul Herrmann, manager of the Sun City Visitors Center, has plans to advertise the retirement community's amenities in national publications.

## SC Visitors Center gears up for ad campaign

**BOOMER MAGNET:** National marketing campaign aims to lure retirees to retirement community

ERIN REEP  
DAILY NEWS-SUN

When Del E. Webb's Sun City emerged in 1960 it became an instant media hit.

All eyes were on the active adult community and

thousands upon thousands bought into the retirement lifestyle that received lavish attention as Webb advertised the amenities coast to coast.

But times have changed. The original Sun City hasn't had a major marketing

campaign since Webb left the community in 1978 to develop Sun City West, said the director of the Sun City Visitors Center, Paul Herrmann.

And that is about to change.

Since taking the helm in late May, Herrmann has developed a strategy to market Sun City to Baby Boomers. He's reorganized

the center The Promenade at 99th Avenue and Bell Road and he's overseen the installation of a computer system for staff and volunteers.

Herrmann also designed a Web site and has recruited local businesses to join the project with links to the businesses. The site is found online at: [suncityaz.org](http://suncityaz.org).

Now is the time for Sun City to market itself to Baby

Boomers, those born between 1946 and 1964, Herrmann said.

"We have a lot going for us; we need to tell people about it," he said. "You won't find as many golf courses, rec centers, etc. in any other community."

To get the first Sun City back in the marketing game,

**See Visitors Center, A5**

OVER

## From A1

the Visitors Center purchased an ad in "Where to Retire" magazine, and plans to begin advertising in more national publications next year.

"It's the first time national advertising has been done since 1978 when Del Webb left here," Herrmann said.

And this is only the beginning of his vision for the future of Sun City. "Rather than just taking care of people who just stumble through our door, we're going to be actively marketing Sun City," he said.

Many people looking to retire don't even know Sun City exists, Herrmann said. He hopes the new advertising campaign and Web site will help change that.

Glen Cox was serving at the center last Friday morning. He has volunteered twice a month with the center since its opened in 1989, and he's noticed the changes Herrmann has made.

"He's done a very good job — extremely good," Cox said. Cox pointed out the extra racks of brochures and fliers, and the new computer in the front. "It's more organized," he said.

Hazel Neft-Haas and Lois Levy spent their Saturday morning eating breakfast with about 50 volunteers at an honorary Sun City Visitors Center brunch at the Amethyst Arbor in Peoria.

Both have been with the center since it opened and said they have noticed fewer phone calls and international visitors in the last few years.

"You know, we used to have calls from Europe, from England and Germany," Neft-Haas said. "We've had an awful lot from Japan."

The visitors center is a nonprofit organization that runs on private donations and operates under a board of directors made of up residents and business people. The board is called Sun City Ambassadors, Inc.



STEVE CHERNEK/DAILY NEWS-SUN

Ron Larson, right, checks in at the Sun City Visitors Center brunch with board members Susan Arnold, left, and Mary Autio, while centers manager Paul Herrmann looks for Larson's name tag. The event, an appreciation brunch for center volunteers, was Saturday at Amethyst Arbor.

Herrmann said he wants local businesses and residents to take pride in the center, and to begin to support it as a community resource.

The advertising campaign will not come cheaply, however. Herrmann pointed out one small ad in a national magazine would cost the center about \$5,000.

"I don't think people realize how expensive advertising is," he said. Herrmann said the marketing will be an investment, as it has the potential to draw Baby Boomers — many of whom are still working and have substantial income that would help support the Sun City community.

The Visitors Center is supported annually by a business fund drive and residential fund drive. In October, the center sent out letters to 1,600 businesses in and around the community, inviting them to invest in the center as an asset to the community. The residential fund drive will take place in January, 2003.

The Visitors Center serves about 15,000 people every

year who are seeking information about the community, and provides maps, information on clubs and shopping, medical information, and brochures on travel and entertainment.

The heartbeat of the center is its volunteers. Bob Budorick, long-time volunteer and board member, was the main speaker at the volunteer brunch.

"We don't always appreciate the fact that voluntarism is service ... service to others," Budorick said in his address.

"What greater purpose can we have than to be helpful in assisting our community to fulfill its role of offering a pleasant and meaningful place for us to live out this final stage of our lives?" he asked.

Budorick thanked the volunteers for their help in "keeping the spirit alive" in Sun City.

Erin Reep can be reached at 876-2532 or at ereep@aztrib.com. Reporter John Sokolich and Daily News-Sun intern Laura Chelpka contributed to this report.

SUN CITIES INDEPENDENT

January 8, 2003

# Visitors Center launches drive to raise funds

## Promotion to be expanded

By **Ryan Jones**  
Independent Newspapers

To help fund the many services it provides for community, the Sun City Visitors Center will launch its residential fund-raising campaign next month.

The Sun City Visitors Center promotes Sun City nationally and supports the local businesses and residents within Sun City. The Visitors Center also provides interesting facts and information about the community, as well as maps, for anyone who would like to learn more.



**HERRMANN**

"The months with the highest volume of visitors to the Visitors Center are the first four months of the year," said Paul Herrmann, the executive director for the Sun City Visitors Center. "These also happen to be the months when Sun City has the highest number of visitors."

The Visitors Center serves approximately 15,000 visitors a year and receives about 300 phone calls a month. People visit the center for various reasons, but most go to watch the informational video and learn more about Sun City.

This fund-raising campaign is expected to raise enough money to cover the costs of operating the Visitors Center.

"We have no real number in

See **Center** — Page 5

## Center

Continued From Page 1

mind for our goal," said Mr. Herrmann. "In the past, we have only looked for people to give enough to help keep us operating."

On average, the Visitors Center raises about \$65,000 annually to cover the expenses of operation. Since it is trying harder this year to advertise nationally for Sun City, the Visitors Center will need to raise more, explained Mr. Herrmann.

This year is the first time the Visitors Center has advertised nationally and hopes to continue in the future, possibly bringing more people and businesses to Sun City.

"We are trying to sell Sun City more nationally, so we would like residents to think of this donation as an investment in Sun City and in their busi-

ness," Mr. Herrmann urges.

Annually, the Visitors Center holds two fund-raising campaigns, this residential fund-raiser and a business fund-raiser.

"The business fund-raiser, which began on Oct. 1, has been going well," Mr. Herrmann said. "However, within the next month is when the bulk of the money from that fund-raiser will come in."

The money from both fund-raising campaigns is used for the continuation of the services and information the Sun City Visitors Center provides its visitors.

"It is about 50-50 on the fund, half from the residents and half from businesses," said Mr. Herrmann.

For more information, call 977-5000 or visit the Sun City Visitors Center on the southwest corner of 99th Avenue and Bell Road.



Marion Wearly volunteers at the Sun City Visitors Center at 9903 W. Bell Road.

STEVE CHERNEK/DAILY NEWS-SUN

# Global name recognition

Sun City magazine ad draws responses from as far away as Korea



A Sun City, Ariz. ad in "Where to Retire Magazine" has drawn hundreds of inquiries from prospective retirees, said Paul Herrmann of the Sun City Visitors Center.

The Visitors Center has spent \$6,000 for a year's worth of advertising in the national magazine.

"January/February 2003 was the very first one," Herrmann said. "That first issue has generated 626 requests for information, coming from 45 states, Canada and Korea."

Mary Autio, president of the Sun City Ambassador's Club, Inc. board that operates the center, said the board was thrilled at the response.

"I was very excited," she said. "That means a lot of people are out there looking for a place to retire."

"Where to Retire" is a well-respected publication with an average circulation of 200,000, Herrmann said, which is why the center chose the magazine.

"The main reason was, I've heard good things about it, for being a good magazine for where to retire," he said.

"Plus, it fits what we're looking for. People must be looking for a place to retire or they wouldn't be buying it."

The Del Webb brand has been advertised in the magazine before, Herrmann said. The March/April 2003 edition features an ad for Corte Bella, the new country club community for active adults promoted by Pulte Homes, Inc., who owns the Webb brand. Other Sun City communities across the United States, including Sun City West, also have advertised in the magazine.

The ad is part of the Visitors Center's strategy to actively promote Sun City — an idea spearheaded by Herrmann since taking the center's helm in May 2002.

"Sun City has been coasting since 1980, when Del Webb left here to focus on Sun City West," Herrmann said.

Sun City was immediately popular and became nationally known when it premiered as one of the country's first retirement communities with unique amenities.

Now, with Sun City communities in various states, it's hard to know which "Sun City" someone is referring to, Herrmann said. "I feel that's why we need to get our name back out there, to let people know we still exist," he said.

Another of Herrmann's advertising strategies was to develop the Visitors Center's Web site, and to establish links to other local businesses, possibly creating a new source of revenue for the center.

Herrmann personally designed the Web site at: [suncityaz.org](http://suncityaz.org).

The site has seen an increase in the number of hits in recent months. There were 222 hits in March, compared to 90 hits in December 2002.

The center is also considering advertising in other magazines and newspapers.

"We're looking into other things, like how three weeks ago we could have put an ad in the Denver newspaper, saying 'I just shot 18 holes of golf, how about you?'" Herrmann said. From an advertising standpoint, the ad would have worked well just after Denver received large amounts of snowfall, he said. Herrmann said such ads could have run in print media on the East Coast or the Midwest — say in Boston or Minneapolis.

The advertising targets retirees ages 55 to 65, Herrmann said. For that reason, the "Where to Retire" ad highlighted the Cardinals, Coyotes, and baseball teams that have spring training facilities in the Northwest Valley, as well as cultural amenities like Symphony of the West Valley, Challenger Space Center, the West Valley Art Museum and Arizona State University.

Additionally, the center hopes to draw people from other parts of the country who are looking for a lifestyle change and a move to a new community, where they can plug in and get involved in recreational activities, clubs, sports teams and volunteer activities, Herrmann said.

"I think one of the key things we have to look at is, we're looking to reach out beyond our Valley," he said.

In recent years, Sun City has attracted people from other parts of the Phoenix area who see Sun City as a "good value," Herrmann said.

Dawn Lewis, CEO of the Sun Cities

Association of Realtors, said fewer people are moving great distances to retire.

"The trend across the country is that people are retiring in the places they already live in," she said.

Lewis said the success of newer Webb communities in places like Sun City Huntley, near Chicago, and Anthem, in northern Phoenix, reflect that.

Herrmann said people moving to Sun City from other parts of the Valley are usually already part of a social circles, clubs and churches in their former communities, and stay connected to them, rather than fully participate in the Sun City community.

"When you look at what's happening with our clubs, golf is down, bowling is down, volunteering is down," he said.

Herrmann is also co-chair of the Sun Cities Area Volunteer Committee, and said the numbers of volunteers have dropped over the years.

"Initially in the 60s and 70s when people first came here, they volunteered for something," Herrmann said. "We need to get back to that again."

The Sun City Ambassador's Club, Inc. is the founding organization of the Visitors Center. Herrmann is trying to recruit local businesses to become new "ambassadors" in the community for the center. He is looking for people in various fields, including the hotel, automotive, real estate and insurance industries, to become ambassadors for Sun City in those spheres of society.

On average, the Sun City Visitors Center serves about 15,000 people annually. For some reason, the numbers were down slightly last year. "Last year, we had 11,324 visitors come through the center," Herrmann said.

He pinpointed two reasons for the numbers dropping.

"One reason is that our community has not done an effective job of promoting Sun City to draw people here," he said, and there are more retirement communities out there to choose from nowadays.

For information or to make a donation to the center, call 977-5000. Volunteers are always welcome.

Erin Reep can be reached at 876-2532 or at [ereep@aztrib.com](mailto:ereep@aztrib.com)

DAILY NEWS-SUN

THURSDAY, APRIL 24, 2003

# Visitors Center wants to copy Del Webb tool

**ERIN REEP**  
DAILY NEWS-SUN

The Sun City Visitors Center is proposing a new way to attract visitors to the city, Executive Director Paul Herrmann says.

In the midst of a new advertising campaign, the center proposes to include a Sun City Visitors Certificate in each information packet sent prospective visitors, he said.

The certificate could be redeemed at the Lakeview Recreation Center for a Sun City visitor's pass, which would allow access to Lakeview's facilities. The pass would entitle the person or couple to golf, bowl and use other facilities at resident rates.

"So they'd be able to go swimming or shoot miniature golf, or go into the wood shop and see what's happening there," Herrmann said.

Herrmann proposed the idea to the Recreation Centers of Sun City at the board work session Monday. "In a sense, it's a 'no-cost-to-them' idea."

RCSC board President Dorothy Hirtzel said the board will seriously consider the idea.

"I think we will, because we did have something like this for new residents I remember — way back when — and it kind of fell by the wayside," she said.

"We need to give people a taste of Sun City," Herrmann said. "It's something Del Webb did originally."

The Visitors Center began advertising in the national "Where to Retire" magazine in January. Since then, the center has sent out about 800 information packets to prospective visitors.

"Once I send them out, I have no idea what would happen to them," Herrmann said.

The Visitors Certificate gives the center a way to track the way information reached and was received by visitors.

"Otherwise, it's just a shot in the dark out there. ... We have no way of tracking," he said.

Hirtzel said the RCSC board is working on an orientation program for visitors and new residents: "We've found that a lot of people who live here don't know what all is in Sun City."

For that reason, many programs following RCSC meetings will include speakers from local organizations. Hirtzel said she is arranging for speakers from the Visitors Center, Olive Branch Senior Center, Sun City HOA, PRIDES and Interfaith Community Care for upcoming meetings.

*Erin Reep can be reached at 876-2532 or ereep@aztrib.com.*

# RCSC approves visitor center move

**ERIN REEP**  
DAILY NEWS-SUN

In early September, the Sun City Visitors Center will have a new home at Bell Recreation Center.

The Visitors Center is located at the southwest corner of Bell Road and 99th Avenue. Bell Center is just south on 99th Avenue.

The Recreation Centers of Sun City has given the go-ahead to the Visitors Center to move into office space between the Arts and Crafts Village and the Library, said Paul Herrmann of the Visitors Center. The move will cut the Visitor Center's rent in half,

allowing it to use that funding to further advertise and promote Sun City, Herrmann said.

"It'll be a win-win situation for us," he said.

Not only does it reduce the Visitors Center's operational costs, but it links the Visitors Center to the Recreation Centers, allowing the two to work together to promote Sun City, Herrmann said.

Additionally, visitors coming into the center for the first time will also see and learn about the amenities at a Sun City recreation center.

"They're automatically there, and they're seeing the library, and they're seeing the arts and crafts," he said.

Another potential benefit of the relocation is it will minimize the number of visitors to the center who are not really interested in Sun City, but just see the center as a stop on the way to Surprise or Sun City West and pick up brochures and other materials. It will "streamline" the visitors to those specifically interested in Sun City.

"I think of the people coming in, we'll have more qualified people — people that are truly interested in Sun City," Herrmann said.

As Herrmann took the helm of the Visitors Center in the spring of 2002, he created and implemented a new, strategic marketing campaign

to let potential retirees across the country know more about Sun City.

The campaign has included building a Web site, advertising in the national "Where to Retire" magazine, and sending out information packets people considering retirement in Sun City. Herrmann has written a cover letter included with each packet.

The advertising produced 626 requests from people in 45 states, Canada and Korea, Herrmann said.

Last month, Herrmann took these results to the RCSC board and requested RCSC's help in supporting the center. The Visitors

Center is operated by the Sun City Ambassador's Club, Inc. board

"I made a presentation to the (RCSC) board about a month ago, and mentioned to them all we've accomplished sending (these letters) out," Herrmann said.

Included in the new packets is a special paragraph in Herrmann's cover letter, inviting visitors to Sun City to take the letter and a form of identification to Lakeview Recreation Center. With it, the visitors receive a 3-day complimentary guest pass allowing them to try out the community's amenities and recreation centers.

"With it, they'll be able to

use the golf, the swimming pool, the clubs," Herrmann said. "(Guests) will be able to get a taste of our Sun City lifestyle."

Herrmann said the center hopes to be relocated and settled in by September. Rent will be "about half of what we're paying here" at the Promenade, he said.

The Visitors Center will see its next ad in a major national magazine next month, when a small piece will run in the real estate section of Golf Digest, Herrmann said.

*Erin Reep can be reached at 876-2532 or at ereep@aztrib.com*

# Ad response taxes center

By **Mike Russo**  
Independent Newspapers

The Sun City Visitors Center has been inundated with requests for information about the community stemming from the placement of an advertisement in "Where to Retire" magazine.

Dealing with the sheer volume of mail has placed a financial burden on the already economically strapped Visitors Center located at 9903 W. Bell Road.

Paul Herrmann, Visitors Center executive director, has asked the Recreation Centers of Sun City Board of

Directors and its president, Dorothy Hirtzelabout, to consider helping out.

"We provide an important service to the community," Mr. Herrmann said.

Part of that service is promoting Sun City to potential new residents.

As part of such efforts, the Visitors Center placed the ad in "Where to Retire," a semi-monthly publication that reaches more than 500,000 readers each issue.

The ad, which was first printed in January, will run for one year (six issues). It cost \$6,000.

In addition to the ad's cost, the Visitors Center

spends approximately \$1 per packet — for materials, envelope and postage — to mail information to respondents.

Although response to the ad has been strong, Mr. Herrmann said there is no way to truly gauge its effectiveness.

He has suggested the recreation centers allow him to insert a coupon in the informational packets allowing the bearer to use RCSC facilities, as well golf and bowl at residents' rates.

"It would give the visitor a taste of what Sun City is

See **Visitors** — Page 7



Photo by Mike Russo/Independent Newspapers  
**Paul Herrmann, right, executive director of the Sun City Visitors Center, assists Sun City residents Bernard and Virginia Michael with the selection of brochures.**

## Visitors

Continued From Page 1

about," Mr. Herrmann said. "We need to give people a taste of Sun City, not unlike what Del Webb did in the beginning and has continued to do in each of his new developments."

In his presentation to the RCSC board last week, Mr. Herrmann said the center spends a great deal of effort raising funds to remain afloat.

The center's only funding sources are donations received from local resi-

dents and businesses, according to Mr. Herrmann.

Approximately \$50,000 is contributed annually by residents and businesses, according to Mr. Herrmann.

"Contributions were down a little the past year because of the poor economy," he said.

"That \$50,000 was just getting by," Mr. Herrmann added. "We were hoping to raise more than that this year."

Mr. Herrmann understands the RCSC is also financially troubled and can not offer funding, but he is hopeful some other form of

assistance can be offered.

"The recreation centers has told me they have no money to give us, but, perhaps, they could give us some space," Mr. Herrmann said.

The use of RCSC space could save the Visitors Center the \$21,000 it currently pays annually for leasing its 1,363-square-foot office in the Promenade shopping center.

"That would give us \$21,000 to use to promote Sun City," Mr. Herrmann said.

The Visitors Center lease expires at year's end, and Mr. Herrmann fears a new

agreement could call for higher rent.

"We would appreciate it if there was any way the recreation centers could help us," Mr. Herrmann told RCSC board members. "We would be willing to move to a recreation centers facility."

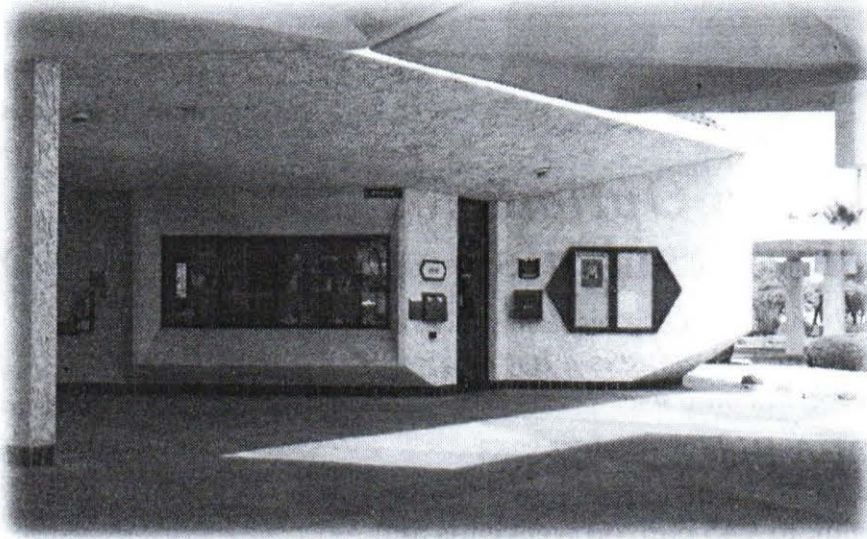
"We would be happy with the same amount of space or even a little less," Mr. Herrmann said. "We will make it work."

The RCSC board took the matter under advisement but did not indicate when a decision may be made.

SUN VIEWS

August 2003

## *Sun City Visitors Center Moves to Bell Recreation Center*



The Sun City Visitors Center will be preparing this month for their big move into the Bell Recreation Center. The Visitors Center has reached an agreement with RCSC to lease the space currently used by the Bell Center's property manager, located near the library. The initial lease is for a three-year term.

The space is currently undergoing renovations to accommodate the needs of the Visitors Center. New lighting and carpet will be installed and a new office will be built into the room.

"It's exciting to know it is a done deal," said Paul Herrmann, Executive Director of the Sun City Visitors Center. They are helping us, we will be helping them, and I think it will be a win-win situation for the community as a whole."

The Visitors Center, which operates totally on donations from residents and area businesses, will be saving approximately \$1,300 a month from the move. The savings will enable the Visitors Center to continue with its national promotion of Sun City and to explore new avenues for the promotion. "This will free-up more money for other things," Herrmann said.

The move has triggered a slight concern for the number of visitors that "just happen across" the Visitors Center's current location. Herrmann said those numbers may decrease slightly, but says the number of residents visiting the Center is expected to increase.

"I think that will be a plus for us," he said. "A visitor wouldn't be interested in, say, a plumber's brochure we have out on our racks, whereas a resident will have use for that. The more locals we draw, the better it will be for the businesses that support us."

Herrmann already has contacted the county to have the Visitors Center's signs on Bell Road relocated closer to the 99th Avenue intersection. The Sun City Visitors Center name also will be added to the Bell Recreation Center's main sign, and two new street signs have been ordered for 99th Avenue.

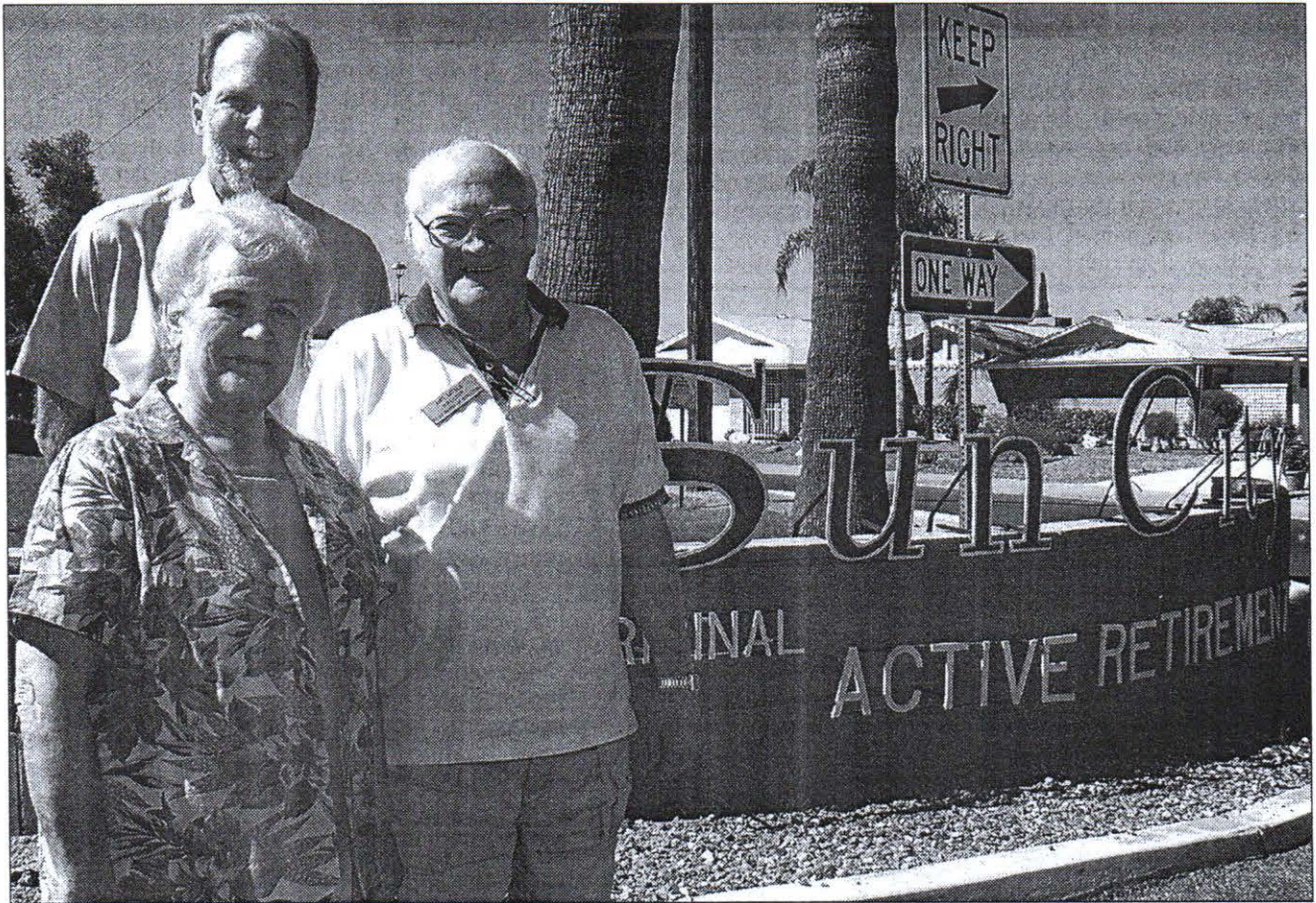
The Visitors Center and RCSC are working toward a closer association in order to benefit both organizations as well as the Sun City community.

"Our money now will be staying here in Sun City," Herrmann added. "We will now be able to say that every dime we raise benefits Sun City."

DAILY NEWS-SUN

THURSDAY, OCT. 16, 2003

# Groups plan co-orientation



MOLLIE J. HOPPES/DAILY NEWS-SUN

Phyllis Roach of the Sun City Home Owners Association, Paul Herrman, rear, of the Visitors Center and Art Little of the Recreation Centers of Sun City are working together to develop an orientation program to inform new residents what's available when they move here.

New residents will soon have a way to acquaint themselves with all Sun City has to offer.

The Recreation Centers of Sun City board, the Sun City Home Owners Association board and the Sun City Visitors Center, along with other area organizations, are developing an orientation program for newcomers to the community.

Sun City leaders involved in planning it will meet at 1 p.m. Nov. 18 in Social Hall 2 at the Lakeview Recreation Center to consider ideas and select three dates next year when the orientation will be conducted, said Art Little of the RCSC board.

"It's a planning meeting to get everybody on board and find out who's going to do what," Little said.

The orientation program's purpose is to familiarize new residents with the quasi-governmental organizations in the community and the volunteer opportunities and services that are available.

"We're inviting as many service people as possible" to the planning meeting, he said.

Little said the goal is to involve volunteer and nonprofit groups in the process, including the PRIDES, Sun City Posse, Sun Health, Visitors Center, Sun City Library, Sun City Fire Department, Sunshine Service, Interfaith Community Care and other Sun City clubs and organizations.

The need for an orientation program has arisen from two problems. One is that new residents often don't understand the history and culture of Sun City — that is, the community's unincorporated status and nickname, "City of Volunteers," Little said.

"The people that are coming into Sun City have an interest, but don't have an idea of the services available to them in Sun City," Little said.

For example, a new resident might not understand how the PRIDES operates, or that the Sun City Posse offers programs from which they could directly benefit.

"They don't know what's going on here and how to reach all the services," Little said.

People who want to volunteer lack clear, consistent information available through the various

organizations that need help, Little said. Little hopes an orientation program will help lend some credibility and consistency to the information new residents receive, he said.

A second problem is that some real estate agents sell homes without fully explaining to new owners how covenants, conditions and restrictions work and how the community is governed, said Phyllis Roach, HOA public-relations chairwoman.

"That's a part of it, mostly because we have people selling homes in Sun City that are not Sun City Realtors *not fully disclosing* to the new residents how things work," Roach said.

Roach said it is important that new residents understand what the HOA and Condominium Owners Association are, how the organizations work, and the differences between the umbrella organizations

in Sun City and their neighborhood HOAs and COAs.

The RCSC offered an orientation program previously under the direction of Activities Director Steve Wohlbruck, who died in January of a brain hemorrhage.

"He was the energy behind all of this when we decided to do the first one," Little recalled. "He passed away and took away all the energy from this thing."

In Wohlbruck's place, Sun City Visitors Center Executive Director Paul Herrmann has invested his energy, time and talents in the project, Little said.

Many people who are new to the community don't understand how the RCSC board operates, Herrmann said. And newcomers often don't realize that by paying for RCSC membership, they may use any of the organization's amenities, not just those near their homes.

Both Herrmann and Little recalled recent conversations with new residents who thought they were purchasing membership to one recreation center.

"One of my concerns is, as people move in and don't get involved in something right away, they might not get involved" at all, Herrmann said.

Roach pointed out that Sun City offers something for everyone, and said the orientation program can highlight those things.

The planners envision a 2-2½ hour program held in a large room such as Sundial Auditorium, with large tables set up around the room offering brochures and information. There also will probably be refreshments, Herrmann said.

"It's really a program to let people who are newcomers know what we're about," Roach said.

*Erin Reep can be reached at 876-2532 or at ereep@aztrib.com*

DAILY NEWS-SUN THURSDAY, SEPT. 4, 2003

# Visitors center moves into new home

## Bell Rec Center location is win-win proposition

ERIN REEP  
DAILY NEWS-SUN

The Sun City Visitors Center is about to open in its new home at Bell Recreation Center.

Beginning Monday, visitors to Sun City will no longer flock to the office in the Promenade shopping center at Bell Road and 99th Avenue. Instead, they will drop in to a corner office near Bell Library to gather information about the community. The space once housed the rec center supervisor's office and a conference room.

While the move means a reduction in space, Director Paul Herrmann is breathing a sigh of relief. The change of location will cut the Visitors Center's operational costs dramatically, he said.

"We're going from 1,350 square feet to about 800," Herrmann said.

At the same time, the new office reduces the Visitors Center's rent and utilities.

"We're going to be paying \$1,000 rent to the RCSC in doing this, which should save

us in the neighborhood of \$1,500 a month," he said. The rent also includes utilities, Herrmann said.

The Visitors Center currently pays \$1,850 in rent, plus utilities, for its space at the Promenade. Herrmann said he will need to pay that rent through December, or until the space is sublet to someone else.

Money was budgeted for the rent, meaning the center will be out only \$4,000 to the RCSC for the remainder of the year, Herrmann said.

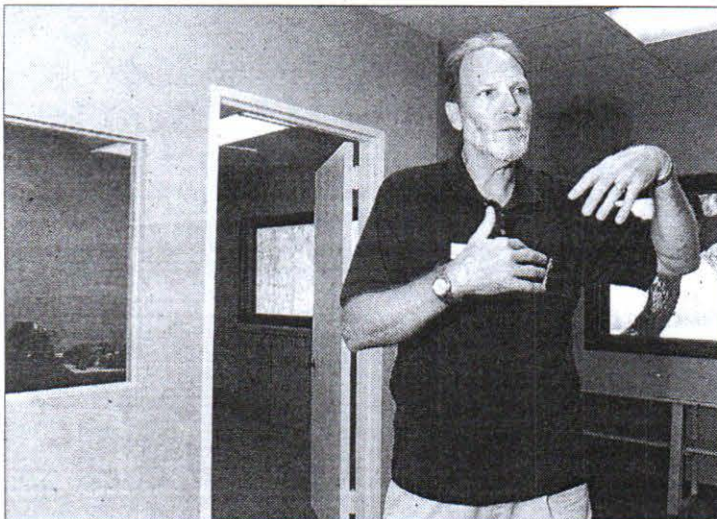
The move creates a link between the center and RCSC, making it more feasible for the two to jointly promote Sun City, Herrmann said.

The Visitors Center approached the RCSC board earlier this year and expressed an interest in moving, said Earl Feierabend, director of centers operations. The board asked Feierabend to search for space on the centers' properties; he came up with the idea for the move to the Bell Center.



MOLLIE J. HOPPES/DAILY NEWS-SUN

Paul Herrmann moves boxes from the old visitors center location to its new home in Bell Recreation Center.



MOLLIE J. HOPPES/DAILY NEWS-SUN

Paul Herrmann talks about the changes that will come about with the visitors center move to a new location.

OVER



"It was the closest (recreation center) to the current location, and the one that had some space to remodel," Feierabend said.

Area Realtors often take visitors to the Bell Center to show off its amenities, Feierabend said. The convenience of being onsite is another plus for the Visitors Center, as visitors will not have to drive to another location, he said.

The move also channels Visitors Center funds back into the community, Feierabend said.

"The rent that the Visitors Center paid was going to an outside source, and didn't benefit the Recreation Centers," he said.

Herrmann and Visitors Center volunteers, as well as RCSC staff, have spent weeks preparing the space to accommodate the unique needs of

the Visitors Center. Herrmann built shelves and supervised some of the construction. The Recreation Centers installed new carpeting, painted the walls a light tan color, and hanged racks on the walls to house brochures about the city and state.

"This is our video room," Herrmann said, pointing to small corner room that will house a television and VCR. A 14-minute video about Sun City will greet guests and tell them more about the area, Herrmann said. While the room is small, it is adequate for the number of people that usually watch the video at one time, he said. If larger visiting groups, such as international tour groups, come through, the video can be shown multiple times, he said.

The space also includes an

office for Herrmann and a large room with computers and desks that will also hold brochures and information. The center will have to get rid of some couches and desks, Herrmann said.

Herrmann is still waiting to hear from county officials about signs he may post along area roadsides. He would like to see signs along Bell Road indicating where the new center is, and one at Santa Fe Drive and 99th Avenue that says the center is just a few miles away.

Another plus to the move, in Herrmann's opinion, is its location on a Recreation Center property. That makes it easy for visitors to experience the amenities offered by the centers, such as the library, arts and crafts and bowling.

Herrmann took the helm of the Visitors Center in 2002, and has implemented a national strategic marketing campaign to spread the word about Sun City. The campaign includes creating a Web site, advertising in the national "Where to Retire" magazine and sending out information packets about the community.

The new location at 16824 N. 99th Avenue will open Monday with little fanfare, Herrmann said. The center plans to have a grand open house sometime in October with refreshments and tours.

Herrmann is working days and evenings to move materials, equipment and furniture and to have the shelves completed by next week.

"I wanted to be in here (by Sept. 1) so that we're here as people are coming back," he said, referring to winter visitors.

The Visitors Center's phone number will remain the same, though it may take a few days until the line is changed over, Herrmann said. For information, stop by the center or call 977-5000.

*Erin Reep can be reached at 876-2532 or at ereep@aztrib.com*

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DAILY NEWS-SUN

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THURSDAY, MARCH 4, 2004

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## **Visitors center offers SC survey**

Sun City Visitors Center is conducting a contest to solicit comments regarding the significant issues in the retirement community.

Winners submitting the most prolific answers to the following questions, judged upon originality and promotional suitability by officers of several key organizations, will be eligible for prizes consisting of three days, two nights for two at the Ramada Inn Express Hotel-Casino in Laughlin with dinner and concert tickets; three days and two nights at Apache Gold Casino, with golf, three meals and transportation; or a cash prize of \$100 from Wells Fargo in Sun City:

What was the principal reason you moved to Sun City?

What do you like most about living here?

What would you like to see available in Sun City that currently isn't provided for residents to enjoy?

Send responses not exceeding 100 words to Sun City Visitors Center, 16824 N. 99th Ave., Sun City, AZ 85351, by April 1.

# Group focuses on SC image

## Efforts designed to attract retirees

When Sun City first opened its doors in 1960, the community was advertised as a small, quiet town miles away from the hustle and bustle of the city.

The "active adult lifestyle" touted in those early promotional ads still remains today, but suburbia has caught up to and now surrounds Sun City — leaving some local officials to wonder if the luster of the nation's very first retirement community still shines bright in the eyes of potential retirees.

The Sun City Ambassadors, a non-profit group that has taken on the responsibility of promoting Sun City to the rest of the nation and world, wants to make sure the community's reputation remains strong and continues to attract new residents.

The group, which also operates the Sun City Visitors Center, has created a new focus group to study the community's evolution and monitor trends that impact the ever-changing desires of retirees.

According to Bob Budorick, chairman of the Ambassadors' marketing committee, the focus group

will examine "the nature of recent trends and develop suggestions for actions or activities" to preserve the unique lifestyle and community spirit of Sun City.

"In developing this vision and encouraging greater community spirit, we will be able to assure present and future residents and businesses that Sun City is and will continue to be a great place to live and work and to be the model for active retirement communities everywhere," says Mr. Budorick.

The Del Webb Corp. was responsible for marketing Sun City during the community's first two decades. Once the company built its last home in Sun City, it turned its attention to Sun City West and later Sun City Grand in Surprise, leaving Sun City to handle its own marketing and public relations.

As the nation's very first planned active-adult retirement community, Sun City gained instant recognition and worldwide fame. The Del Webb Corp. built a number of other Sun City communities throughout the country, but

See Image — Page 3

## Image

Continued From Page 1

the original Sun City continued to serve as a role model for future active-adult communities.

Mr. Budorick says time has left its mark on Sun City and changes have occurred. Residential growth now surrounds Sun City, the two major traffic arteries leading in and out of the community are overloaded and shopping patterns have changed — resulting in national chains and banks moving out of the community.

"These changes also impacted the local resident perspective as well as community spirit, which residents and business owners of Sun City have worked hard to develop and maintain over the years," says Mr. Budorick.

But Mr. Budorick feels Sun City still has a great deal to offer: It remains quiet, safe and clean, and residents enjoy a low tax base. He is hoping the focus group will zero in on those strengths and find new ways of promoting the community's best features.

"Sun City is a very unique community with many special services, activities, living con-

veniences and amenities not available in later Del Webb or other independent retirement developments," says Mr. Budorick.

"We just want to focus on the unique nature of this community as we move into the future to avoid becoming 'just another aging retirement community,' in the Phoenix metropolitan area."

The focus group will hold its first meeting March 25. The committee will feature a dozen members representing a "cross-section" of the community, including residents, businesses and non-profit organizations.

Among the questions the

group will try to answer:

What changes have occurred in Sun City since 1960? How can we best describe Sun City today? What is the vision for the future of Sun City - in 10 and 20 years? How can the vision be communicated to residents and businesses? What can be done to encourage "Pride of Community" and build community spirit?

The plan, says Mr. Budorick, is for the group to meet monthly or quarterly and attempt to develop a plan for promoting the community's strengths.



Published by The Independent

Sun Cities Home Improvement

March 24, 2004

# Visitors center promotes Sun City living

The Sun City Visitors Center was formed by the Sun City Ambassadors, Inc. in 1988 to promote Sun City residency, according to Bob Budorick, chair of marketing committee.

"We are in the process of putting together a focus committee," said Mr. Budorick. "We are trying to come up with ways of stimulating greater community spirit within the community."

"The whole idea is over the 43 years of existence, the community has changed. Some are using the community as a bedroom community -- not as an active community -- we will focus on how the community is unique."

The first meeting will be March 25.

"We were the first Sun City and we are still very unique in the community," Mr. Budorick said. "We have more amenities (than other retirement communities)."

According to Executive Director Paul Herrmann, the Sun City Visitors Center sees a bright future for the Sun City community and seeks to educate others regarding its great opportunities and values.

The explosive growth in the Northwest Valley such as the NFL Cardinals, NHL Coyotes, MLB spring training (Mariners, Padres, Rangers and Royals), Arrowhead

## Sun City West

Individuals wanting to learn about Sun City West can visit these local links that provide a plethora of information.

- [www.suncitywest.org](http://www.suncitywest.org)
- [www.rcscw.org](http://www.rcscw.org)

Towne Center, Symphony of the West Valley, Challenger Space Center, West Valley Art Museum, Wildlife World Zoo, Arizona State University West, Rio Salado College, Sundome for the Performing Arts, Lake Pleasant and more, may help promote Sun City living.

Well-constructed single family, duplex, and apartment homes, built in the 1960's and 1970's, are being remodeled and updated with the latest amenities, and beautiful, mature landscaping abounds.

Mr. Herrmann explained coupling this with low property taxes, low sales tax, affordable utilities, convenient location (only 2 miles from the Valley's extensive freeway and Interstate system), make Sun City a value that should not be ignored.

## Home Prices

According to the visitors center, the prices on single-family dwellings will depend on square footage, location (on a lake or golf course) and on any remodeling done to the home.

Sun City has a variety of homes that can fit anyone's expectations. In 1998, 70 percent of the homes and 90 percent of the condos sold for \$110,000 or less. While these statistics reflect the average-home prices, those interested in exclusive-fashionable homes can purchase them for up to \$500,000.

## Various Housing Available

Residents trying to persuade friends and relatives to enjoy their lifestyle by moving to the area can provide them with various housing information.

According to the Sun City Visitor's Center, several types of housing exist in Sun City.

Residential choices within Sun City include single-family homes, duplexes, condominiums, independent-living centers, assisted-living centers, life-care communities and apartments.

The center has a housing glossary on its Web site at [suncityaz.org](http://suncityaz.org).

- Single-family dwellings are available with two or three bedrooms, one or two baths, and with carports or garages. Family rooms (Arizona Rooms) are also featured on many models. Ownership can start at about \$70,000. There are two single-family floor plans.

- Duplex Homes are two side-by-side connected units. These are available with two or three bed-

rooms, one or two baths, and with carports or garages. Duplex units have a Commons Grounds Homeowners Association. Ownership of a single unit begins at \$60,000.

- Quad Homes are four homes having common-side and rear walls. These are also available with two or three bedrooms, one or two baths, and with carports or garages.

- Garden Apartments are in rows and can face a court or the street. These are available with one, two, or three bedrooms, one or two baths, carports or garages, and have a private rear-walled patio. Garden Apartments have a Commons Grounds Homeowners Association.

Ownership begins at about \$45,000.

A Capital Preservation Assessment is imposed on the purchase of all residential property in Sun City. The fund is invested and used for capital improvements that cost at least \$100,000 and have a depreciation life of at least 15 years. This is a one-time fee of \$1,600.

Sun City Visitors Center, 16824 N. 99th Ave., is operated by the Sun City Ambassadors, Inc.

For more information, call 977-5000 or e-mail [info@visitsuncity.org](mailto:info@visitsuncity.org).

Mr. Herrmann can be reached at [pherrmann@visitsuncity.org](mailto:pherrmann@visitsuncity.org).

DAILY NEWS-SUN

MONDAY, AUG. 30, 2004

# Visitors Center works to promote Sun City

**ANNIE KARSTENS**  
DAILY NEWS-SUN

The Sun City Visitors Center is making waves with new projects designed to market the retirement community across the country and remind residents what living here is all about.

In the last four years, Sun City has welcomed about 18,000 new residents, which is a huge population in a city of 40,000, said Paul Herrmann, executive director of the Visitors Center. It's time, Herrmann said, to herald Sun City living from the inside and out.

"We now feel like we need to promote Sun City, and part of that is promoting it from the outside, but it's also promoting it from within," he said. "We need to get across to residents that they didn't just buy into a suburb of Phoenix, but that this is a special community with special features."

The Visitor's Center newly formed business sponsorship program has successfully taken off, accomplishing its goal of boosting local businesses with recognition after companies donate the cost of one month's rent and overhead costs.

"In the past, we used all of

our income and donations to pay that," Herrmann said. "Now, we're getting to the point to being able to really market Sun City, which is important now more than ever because of all the retirement communities coming up across the country."

Communication is an important ingredient to marketing strategies, which is why the Visitors Center developed a Website, [www.suncityaz.org](http://www.suncityaz.org), and has placed a colorful ad in the magazine, "Where to Retire."

Shopping locally is a key element to a thriving community, Herrmann said. With lower sales taxes at Sun City restaurants and special discounts for being a resident, expect the Visitors Center to be on the forefront of promoting local consumerism for the benefit of both residents and businesses that support Sun City life.

Starting in October, the Visitors Center is taking business partnerships to the next level. Businesses will have the opportunity to purchase a window decal at an undecided price that identifies them as a friend of the Visitors Center and a supporter of Sun City. The decal, Herrmann said, will

encourage residents to shop locally.

"We're still the value of all senior communities, and we need people to know it," Herrmann said. "We need to remind them of the perks."

The Sun City Visitors Center is kicking off the fall season with the following new promotional materials designed to help Sun City promote its cherished lifestyle.

- Bumper stickers for your car, golf car or home window that read, "Sun City, AZ — You've got to love it!" will be sold for \$1.

- License plates made of durable, quality metal that also read, "Sun City, AZ — You've got to love it!" will be sold for \$5.

- Mouse pads will debut in mid-September and will be printed with important phone numbers for the fire department, recreation centers, golf courses, Interfaith Care, water, garbage and other community resource information. The mouse pads are made of a thin material that can also be tacked onto a wall. They will cost \$5.

Items may be purchased at the Visitor's Center office, located in Bell Recreation Center at 16820 N. 99th Ave. For information, call 977-5000.

# How Arizona Did, and did NOT Get Its Name . . .

by Jim Turner, Historian  
Arizona Historical Society

Don't trust everything you read, especially on the internet. If you type the words "Arizuma" and "Aztec" into a search, you will get a list 100 web sites stating that the word Arizona may come from an Aztec word, "Arizuma," meaning "silver bearing." This is so untrue that historians have not considered it for almost a century. To make matters worse, the Arizuma myth is supported by sites from Austria, Britain's BBC, U. S. National Parks, and even Arizona state government pages.

The name Arizona first appears in print on a map dated (probably incorrectly), 1837. Map shows a mine, a mission and a ranch. Never was a mine or a mission there, map is actually later and not drawn in the area. One place on the map has a "C," the other does not — c makes it plural. Only presidio in 1720 was at Fronteras, 20 miles south of Douglas. Captain there was corrupt, Gregoria Alvarez Tunion, made his soldiers work his mine, padded the payroll with dead soldiers. Jailed but died before trial. Replaced by Juan Bautista de Anza, senior. Had been stationed at Janos, Chihuahua, south of El Paso. Young and ambitious, he had mining interests and was a good soldier. He founded the Guevavi ranch south of Patagonia in 1730 in the San Luis Valley, rich farmland. His manager was Jose Manuel Sosa, a scribe who also managed the San Mateo ranch where the Rio Rico golf course is now. Sosa was a criollo Basque from Culiacan, probably knew Anza when they both lived there.

A man named Urrea was the presidio captain at Altar. Urrea had a ranch he called Arizona and mine near a settlement called Agua Caliente, about eighteen miles southwest of present day Nogales, but he didn't find much silver there. A letter writing campaign to save Father Campos indicated about 20 people living in the area. The Yaquis exploited the Spanish as much as vice versa, and often got paid to find silver, also worked as cowboys. A Yaqui named Antonio Seromea found a 50 lb. Chunk of pure silver. He goes to get his kids and the Spanish suspect him and follow him to the spot where "bolas y planchas de plata" balls and plates of silver are found. Four inches below the surface a one and one quarter ton chunk is found. Word gets to Mexico City almost overnight. 200 men within days, then 400 in a few weeks. Antonio the Yaqui isn't getting his cut for finding the silver, he complains to Urrea, who writes to Anza. Anza never heard of such a thing, thinks it might be an illegal smelting operation, in which case it should be confiscated for filing claims and paying fees. The locals think it might be Aztec treasure. They say the Aztecs once lived in the north and fled their enemies to found Mexico City. If it is treasure, it also belongs completely to the King. If it's mined, they pay the Royal Quinto — one-fifth of the treasure. Anza and Sosa show up on the spot where the silver was found and he names it after his patron saint, San Antonio de Padua. Anza's soldiers call in the miners and impound the silver

until the viceroy can decide. Sosa writes many depositions back to Spain and Mexico City from Urrea's ranch at Arizona, hence lots of paperwork concerning the silver find is mistakenly considered at Arizona. Then they go to Romero's rancho Santa Barbara to write letters and impound silver traded to merchants. One merchant, Santiago Yael files a lawsuit against Anza, wants the silver back because he took it in payment for miner's goods. Anza felt that if it was all turned over to the King, it would get the area on the map. He wanted to extend the road to California but had to prove this area was worth it.

Sosa takes the problem to Mexico City in record time, 1300 miles in 26 days, averaging 50 miles per day. Viceroy meets with Royal Council and State Attorney, who thinks it's hidden treasure. Five of six royal councilors agree. Sixth says let expert miners from Sonora decide. Expert miners judge that it's a silver vein. Attorney upset, files cases that drag on until 1744 when the map is drawn. By that time Anza has been killed by Apaches, many of miners are dead too.

The silver panned out and the word Arizona slipped into oblivion until 1850, when it appeared in a book on Mexico's mining potential. Fresh from the California Gold Rush, boosters touted the newly-acquired Gadsden Purchase area's potential in order to sell mining stock. Among them were Charles Poston, self-proclaimed "Father of Arizona," and Sylvester Mowry, the dapper commandant at Fort Yuma, almost his equal at exaggeration.

To gain increased military protection, campaigns began to get what is now southern Arizona and New Mexico declared a separate territory. An 1856 petition to Congress was the first time the area is known to appear in print as Arizona. Promoters may have felt that associating the new territory with the legendary silver strike would excite the imagination of potential investors, many of them Congressmen themselves. In 1859, Mississippi Senator Jefferson Davis introduced a bill that first contained the word "Arizuma." Another Arizuma bill was presented in 1860, but then the name reverted to Arizona up to the creation of the territory in 1863.

However, journalists and authors kept the word Arizuma alive through the 1880s, along with its purported Aztec origin and "silver-bearing" definition. Earlier explorers attributed several of Arizona's larger Indian ruins to the Aztecs; did some enterprising promoter think he could attract more attention with an allusion to an ancient empire known for its golden treasures? No linguists ever verified the nahuatl (Aztec) roots, and these entrepreneurs never explained how they came to know an Aztec word definition.

By 1889, historian H. H. Bancroft debunked the word Arizuma and in 1916 historian James McClintock stated that a majority of scholars believed it to be an O'odham word, *ali shonak*, meaning "place of the small spring." The O'odham version became most preferred for several decades. However, Anza took the depositions of several O'odham at the time of the first investigation, and they all said they had never been there, too were many Apaches in the area.

However, in a 1979 article in the academic journal *Name*, University of Nevada Professor William Douglass made a strong case for the *Basque* origins of the word Arizona. Throughout most of the Spanish rule in the New World, approximately 80% of the mercenaries, clerics, and merchants who immigrated were Basque. By the 1730s, the unique language of this northern Spanish culture was as common in Southern Arizona as Spanish or O'odham.

The Basque word for oak tree is "aritz"; their word for good is "ona." Hence, many Arizona historians currently agree that Arizona is a Basque word meaning "place of the good oak tree." The region in question boasts five types of oak trees. There is no "tz" sound in Spanish, so the "t" would logically be dropped, leaving the closest match to the original spelling of any previously suggested.

In 1990 Don Garate's *Journal of Arizona History* article supported and expanded on Professor Douglass' premise. Even more evidence has come to light since the publication of their articles. No less than nine locations in South and Central America bear the name Arizona. It is not certain whether there are oak trees in each area, but it is clear that Basque explorers did reach these areas, which is not true in the case of the O'odham. It is hoped that bringing Arizuma into the light will cause it to fade into its proper place in Arizona history, and that webmasters will think twice before passing off a 150-year-old tall tale as historical fact.



Roadside History Series

Roadside History  
**OF ARIZONA**

Marshall Trimble



OVER



286

*Sam Heintzelman,  
commanding officer  
at Fort Yuma,  
mining magnate,  
and a leader in the  
fight for territorial  
status*

Courtesy Arizona  
Historical Foundation

## Arizona 286 Roblés Junction to Sasabe

Arizona 286 heads south toward the Mexican border, running parallel with Brawley Wash. Brawley is a corruption of Bowley, a stage station on the road to Quijotoa in the 1880s. Barnes mentions the site as being an abandoned ranch in the 1920s.

The Altar Valley is first mentioned by Father Kino in 1693. The valley runs southward from the Mexican border, but the Altar River, which has its headwaters in the same area, flows south, passing close to the site of the ancient Papago village of Ali-Shonak (Place of the Small Springs). In the 1730s, the fabulous *Planchas de Plata* silver strike took place near here. "Ali-Shonak" became "Arisoona" to the Spanish but was changed to Arizona by the Anglos.

Located east of Arizona 286, Cerro Colorado, or "Red Hill," was the site of the famous Sam Heintzelman Mine. Heintzelman, commanding officer at Fort Yuma in the early 1850s, was an active promoter and investor in Arizona mines. He and Charles Poston bossed operations here until the Apaches drove them out following the outbreak of the Civil War in 1861. The mines were re-opened after the Apache wars and worked into the early 1900s.

WILL C. BARNES'

# ARIZONA PLACE NAMES

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*Revised and enlarged by*  
BYRD H. GRANGER

*Illustrated by*  
ANNE MERRIMAN PECK

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THE UNIVERSITY OF ARIZONA PRESS  
TUCSON  
1960

SUN CITIES AREA HISTORICAL SOCIETY  
10601 Oakmont  
Sun City, AZ 85351

OVER

## ARIZONA'S PLACE NAMES

Meanwhile, to the north in the Hopi villages other Spanish missionaries had been at work. The Indian's dislike of the domineering Spaniards grew to seething hatred. Revolt flared in 1680 and for a time no living Spaniard was seen in the region. The Spaniards returned to the New Mexican pueblos, which proved tractable, but never again did they successfully enter Hopi land. Perhaps fearing reprisals for their slaughter of the Spaniards, the Hopis deserted their valley villages for the impregnable high mesas where they live today.

In southern Arizona the missionaries who succeeded Kino did not have his magic touch with the Indians. The priests had trouble controlling the cruel rapacity of the Spanish military units. Revolt was slower to develop but come it did, in 1751. Two years later it was over with Spanish dominion again in force.

During the days of Spanish rule, the name applied to what is now southern Arizona was Sonora, whereas what is now northern Arizona was then a part of New Mexico (as southern Arizona came to be when the United States made the Gadsden Purchase in 1853). Sonora was a rich mining region. Because of its size it became necessary to apply a place name to clarify what part of Sonora was being referred to in reports. Thus the term "District of Arizonac" was given to that part of Sonora now occupied in part by Pima County, Arizona. The name was that of a station of the Saric Mission, called Arizonac, near which were valuable silver mines. Ores found in the Baboquivari Mountains and near Arivaca, for instance, were taken to Arizonac and shipped from there to Mexico City. The word *arizonac* is derived from Papago Indian words, *ali* ("small") and *shonak* ("place of the spring"), or "place of the small spring." Arizona historian James H. McClintock said that Padre Ortega in 1754 referred to the Real de Arizona as "the town in whose district were silver mines" in 1751. McClintock said that the Spaniards dropped the letter *c* and adapted the Indian name to Spanish phonetics. He set the location of Arizonac as west of Old Sasabe about eight miles and south of the international boundary, about a mile at a place called Banera. Here, according to an Arizona pioneer named Isaac D. Smith, the Indians used a small stream which they called Aleh-zon ("young spring"). Smith told McClintock that the Spaniards destroyed the village of Arizonac c. 1790.

In 1821 Mexico broke free from Spain. Until 1825 her State of Sonora stretched to the Gila River. The portion which is now Arizona was separated for a brief period and then again joined to Sonora. There it remained until the Gadsden Purchase of 1853 when upper Sonora became part of the United States, being known as Doña Ana County, Territory of New Mexico. By the purchase the United States moved her boundary line far south of the Gila River, but missed by several miles the original plan to secure a seaport on the Gulf of California. She acquired a region which was already dotted with place names of Spanish and Indian derivation.

The Gadsden Purchase brought new riches and new troubles to the United States. Part of the trouble stemmed from the Gold Rush in California. Americans by the thousands swarmed to the West Coast, some by way of Cape Horn, some across the Isthmus of Panama or across central Mexico, and others by struggling across the unexplored vastness of lands beyond the Mississippi and in the great Southwest. The clamor for safer and better routes led to a series of explorations by military engineers and topographers. Armed with transit and chain these men searched for possible routes for sturdy wagons, for suitable terrain to

NO

HONEYMOON

NOGALES

LUKACHUKAI

*the reasons why*  
**PLACE NAMES**  
**IN ARIZONA**  
*are so named!*

IN

CYCLOPIC

FLAGSTAFF

LOW

CHUICHU

MEXICAN WATER

SNOWFLAKE

HORSE THIEF BASIN

TWO GUNS

WOOLAROC

ALLEY

GIANT CHAIR

BUMBLE BEE

WATOB

TOMBSTONE

TORTILLA FLAT

GOLDROAD

KE

TUCSON



BY CHARLES H. NEWTON

OVER

the reasons why  
PLACE NAMES IN ARIZONA  
are so named!

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## PREFACE

Perhaps as you travel through the state of Arizona you will ask yourself, "How did this community happen to be named? For whom was it named? What does the name mean?" Such natural curiosity prompted a hobby of mine--seeking the answers to these and similar questions.

Take the name of the state for instance. There exist today a number of theories as to how Arizona received its name, and the version accepted by most historians is that the name is derived from the word **ALEH-ZON**, a Papago Indian word meaning "young spring" or "small spring." It is believed that **ALEH-ZON** referred to some small springs located approximately eighty-five miles south of Tucson near the town of Banero, Mexico, which at one time was a sizeable Indian village. Similar theories are that **ARI** is of Indian origin meaning "few" or "small" while **ZONAC** or **SON-A** means "spring" or "fountain." One historian credits the name to **ARIDA** meaning "dry" and **ZONA** meaning "zone," the combination meaning "dry zone." Still another version is that the name of the state is derived from the Aztec word **ARIZUMA** meaning "silver bearing."

Credit for first applying the name Arizona is accorded Padre Ortega sometime prior to 1754. He referred to this region as the "Real of Arizona." In 1854 when New Mexico memorialized Congress to create the Territory of Arizona, the names Pimeria (for the Pima Indians), Gadsonia (for Secretary of State Gadsden) and Arizona were suggested. Being more euphonious, the name Arizona was officially adopted.

While the name of the state is of interest, it is no more intriguing than the hundreds of other names which have left their impressions for posterity. Consider such names as Bumble Bee, Goldroad, Chuichu, Window Rock, Two Guns, Mexican Water, Skull Valley, Snowflake, Flagstaff, Tombstone, Rimmy Jim, Tiger and others.

The coming of the railroad to Arizona was responsible for many of the names in our state. Credit for naming a number of our Indian tribes as well as our communities is given to the early Spanish explorers who entered the state in the fifteenth century. Here you will find the names of early prospectors, ranchers, farmers, Indian fighters, soldiers and, of course, names descriptive of the scenery that lends itself so well to place names.

All names are listed in alphabetical order. In parenthesis following each county name is the year in which the county was created. In parenthesis following each community name is the name of the county in which it is located.

The writer cannot, of course, guarantee the correctness of all information in this booklet, but it has been gathered from old timers, newspapers, periodicals and publications believed to be authentic and reliable.

## Helpful Links

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### Helpful Links

# The Meaning of Arizona

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### Genealogy

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### Law

### Maps

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### Visually Impaired

### Web Search

Historians disagree about the meaning and derivation of the place name Arizona. What is now southern Arizona and northern México was known by the Spanish as the **Pimería** Alta, or Upper Pima Country after the natives of the area whom the Spanish called Pima. Within this area was a district in what is now southern Pima Co., AZ and northern Sonora, México that the Spanish called Arizonac, Arissona or Arizona.

James H. McClintock in *Arizona, Prehistoric, Aboriginal, Pioneer, Modern: The Nation's Youngest Commonwealth within a Land of Ancient Culture* (Chicago: The S. J. Clarke Publishing Co., 1916) and in other works noted that the name was probably derived from a native place name that sounded like Aleh-zon or Ali-Shonak which meant small spring or place of the small spring. This place is believed to have been south of the international border in Sonora, México near a place called Banera eight miles west of Old Sásabe. It is believed to have been a station of the Sáric mission destroyed in the late 1700's by the Spanish.

The *Dictionary: Tohono O'odham/Pima to English, English to Tohono O'odham/Pima* indicates that the place name Arizona comes from Al Shon which is translated as Place of Little Spring.

### Sources:

- Barnes, Will C. *Arizona Place Names*. Tucson, Ariz.: The University of Arizona Press, 1988, pp. 26-27.
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- Granger, Byrd Howell. *Arizona's Names: X Marks the Place*. Tucson, Ariz.: Falconer Pub. Co., 1983, pp. 30-31.

### See also:

- **Meaning of Arizona** from p. 26 of the *Teacher Resource Guide*. Phoenix, AZ: Arizona State Library, Archives and Public Records Museum Division, 2000.

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Updated: 12/6/2003

# ARIZONA

## A Short History by Odie B. Faulk

UNIVERSITY OF OKLAHOMA PRESS : Norman

### *The Colonial Years*

Xavier del Bac and Guevavi. They were replaced soon afterward by Fathers Ignacio Javier Keller and Jacobo Sedelmayr. Like Kino these two men tried to expand the mission field north. With royal permission to attempt the reconversion of the Hopis, Keller in 1743 made an attempt to preach north of the Gila but was turned back by the Apaches. The next year Father Sedelmayr reached the Casa Grande ruins but could not secure guides willing to brave Apache wrath. Sedelmayr reported that the Apaches interpreted the Spanish desire for peace as a sign of weakness and therefore did not hesitate to attack the newcomers and their converts. There was no military deterrent to such attacks, for the nearest presidio (fort) was at Fronteras, far to the south.

Rumors persisted that the Jesuits had found mines to the north, mines of incredible richness. Such rumors had their origins in the lingering tales of the Seven Cities and the Gran Quivira, which had lured so many Spaniards to the north country. No facts ever supported such charges against the Jesuits, but the stories persisted. Then in 1736 a silver strike was made in southern Arizona, but not by the Jesuits. A Yaqui Indian brought ore samples to a Sonoran merchant, who in turn revealed the find to others, and soon the news became public. It was located at an arroyo known by the Indians as *Arizonac* (probably astride the present international boundary just west of Nogales). Spaniards in incredible numbers rushed to the area, infected by the desire to get rich quick. Estimates of their number vary from five to ten thousand. And some of them did make incredible finds. The silver strangely was in sheets atop the hills and gulleys, and thus the strike became known as the *planchas de plata* (sheets of silver). These "nuggets" averaged from 25 to 50 pounds; one

### *To the Ends of the Earth*

weighed an astounding 425 pounds and was so solid that it resisted attempts to break it into smaller pieces for easy transport. Knowledgeable observers estimated that approximately 10,000 pounds of silver were taken from the area within a few months.

Upon hearing of the strike, the commander of the nearest presidio, Captain Juan Bautista de Anza (the elder) of Fronteras, moved to the area with soldiers to collect the royal taxes. According to Spanish law, all sub-surface deposits were the property of the king, and a tax of 20 per cent was levied on mineral deposits. However, Anza's task was complicated by the nature of the find. The ore was almost pure silver, and, strangely, it was flexible when taken from the ground, resembling a mass of soft wax; but on the following day, after exposure to air, it became hard and inflexible. Anza had to decide if the silver that had been found constituted "ore," on which there was a tax of 20 per cent, or "treasure," on which there was a tax of 95 per cent. Anza collected depositions and sent them to Mexico City for the viceroy's decision, meanwhile impounding all the silver he could find. Eventually the matter was decided in Madrid. The king ruled that the find was a "curiosity," therefore constituting a treasure with the higher tax applying.

Even before this decision could be communicated to Anza, the area had been abandoned. The large—and small—nuggets atop the ground were gone. To tunnel in search of more would have required huge investments, for men and supplies would have had to be brought far north of the line of settlement. Prices for freighting were excessive, and any profits derived would likely have gone to merchants and teamsters rather than to mine operators. And there was the Apache menace. The *Real de Arizonac*



### *The Colonial Years*

(as it was called after the king's decision) lay astride an Apache war trail south, and the miners would have had to fight constantly to hold their claims.

The *Real de Arizonac* did have one lasting effect, however. In 1754 the story was told in an anonymous book published in Barcelona, Spain, entitled *Apostolic Labors of the Company of Jesus*. In 1850 José Francisco Velasco retold the story in his *Noticias Estadísticas del Estado de Sonora* (Statistical Notices of the State of Sonora). Many of the early speculators in Arizona mining were inspired by Velasco's book with its tale of sheets of silver to be found lying on the ground. One early promoter translated the story and used it to sell shares in his mining venture, popularizing the name Arizona to the extent that the territory thereby derived its name. Another effect of Velasco's book was to perpetuate the legend of Jesuit mines, for he cited the earlier work from which he drew the story. Today the legend of the Lost Jesuit Mine (or the Lost Padre's Mine) still lingers, along with numerous other famous "lost" mines and buried treasures, most of which exist only in the imagination.

After the excitement occasioned by the *Real de Arizonac* died away, the region reverted to its quiet status as a missionary outpost. Fathers Keller and Sedelmayr continued their endeavors, searching for heavenly, rather than earthly, riches. By mid-eighteenth century there were eight religious establishments in Pimería Alta with resident missionaries. Keller and Sedelmayr were talking of establishing missions in the Hopi country to the north and near the Colorado River to the west. Beneath the surface of this seeming success with the Indians, however, there were the smouldering hatreds and personal jealousies which brought disaster in 1751.

SUN VIEWS FEBRUARY 2005

## Visitors Center Absorbs Info Referral

The closing of Information Referral Service has caused the loss of many of their services, but the Visitors Center is filling a portion of the void. The Visitors Center is expanding its database to better answer many new questions.

As informational needs arise, please call the Visitors Center at 977-5000. They have added

information about area clubs, restaurants, parks and recreation, museums, and the like. Questions regarding medical needs and services are being directed to Sun Health at 876-5432 and requests for tradesmen (electricians, plumbers, contractors, etc.) are being directed to the Home Owners Association at 974-4718.

DAILY NEWS-SUN

THURSDAY, FEB. 24, 2005

# SC data lands new home

## Visitor Center becomes referral hub

**ANNIE BOON**  
DAILY NEWS-SUN

The Sun City Visitors Center has taken in droves of resource material from the recently closed offices of the Sun City Information and Referral Service.

When SCIRS closed its doors Dec. 1 after 25 years of service in the community, its board of directors was committed to finding a new home for the hundreds of phone numbers and local resource data available to new and existing Sun Citians, said Dorothy Fant, former SCIRS president.

Olive Branch Senior Center and Interfaith Community Care were among the agencies that requested the resource materials, Fant said, but the Visitors Center's request won the bid.

Ethel Sanders, SCIRS board member, said the board decided the Visitors Center would be a perfect venue to house and distribute the information into the community.

"They seem to be the natural choice, people come to them all time," Sanders said. "It seemed to be the place where the materials would do the most good."

Dottie Barna, a Visitors Center spokeswoman, agreed.

"It's such a good fit," Barna said. "We already answer questions, and now you can walk into the Visitors Center, ask questions and we'll have the information."

In 2004, the Visitors Center assisted 12,615 walk-in visitors at its Bell Recreation Center office, answered 3,252 telephone inquiries and mailed 3,083 information packets across the nation and seven foreign countries, Barna said. These and other activities were accomplished with the assistance of 80 volunteers who contributed 4,571 hours of community service.

The Visitor's Center was

given the SCIRS computer and all of the informational material managed by the former SCIRS, said Paul Herrmann, director of the Visitors Center. However, referrals will not be handled by the Visitors Center, he said.

Residents seeking referrals for contractors or other local organizations and businesses are being directed to the Sun City Home Owners Association, Herrmann said. Any health or medical related referral requests are being directed to Sun Health.

Providing contact information for local resources to Sun City newcomers as well as existing residents is a primary goal for the Visitors Center, Herrmann said. Another objective is keeping Sun Citians in touch with local clubs, chartered and non-chartered, he said.

Obtaining the SCIRS materials has been a challenge, Herrmann said. Most of the informational paperwork SCIRS gave away was on three-by-five inch index cards. The Visitors Center staff and volunteers are now inputting each card into a computer system for easier reference.

Some of the information cards were written a decade ago, and phone numbers or contact names have changed, so as the data is being computerized, it's also being verified and updated, Herrmann said.

SCIRS closed after it failed to garner enough funds to keep the office space rented and the phone lines running. It also lacked enough volunteers to manage phone calls. Last year, the organization was unable to apply for its regular financial support from the Valley of the Sun United Way/Sun City Community Fund because of computer and staffing issues.

Herrmann said, the Visitors Center will not receive any funding from the Valley of the Sun United Way/Sun City Community Fund.

Because the Visitors Center has evolved into much more than a resource for out-of-towners, the board is mulling over ideas for a name

### From A1

change, Herrmann said. The board will vote on a new name for the Visitors Center at its next board meeting March 17.

"As we get involved in new things, 'Visitors Center,' doesn't say all that we're doing now," Herrmann said. "'Visitors Center' lets residents think we're here for the visitors only, but we're here for the residents as well."

Sun Citians recently received a letter asking them to support the Visitors Center. Previous supporters of SCIRS are encouraged to contribute to the Visitors Center now that it has absorbed much of what SCIRS once provided.

"It's imperative that Sun City remains active in the quest for new retirees," Barna said. "A steady stream of new people will help continue to increase home values, help local businesses remain healthy, and in general help maintain our vibrant community. Your gift will help the Visitors Center in its efforts to keep Sun City in the position of prominence it deserves."

To obtain a contribution envelope, or for information about the Sun City Visitors Center, call 977-5000 or visit their office at Bell Recreation Center, 16820 N. 99th Ave., Sun City. Volunteers are available Monday through Saturday from 9 a.m. to 4 p.m.

**See INFORMATION, A5**

WEDNESDAY, MARCH 9, 2005

DAILY NEWS-SUN

# FUTURE IS NOW

## Sun City Visitors Center eyes national reach

**ANNIE BOON**  
DAILY NEWS-SUN

The Sun City Visitors Center is positioning itself to meet the challenges of a changing community by updating its technology and its image.

Today, the Visitors Center will open its doors to the media to announce its active presence in Sun City and its plan to expand its reach into the community as well as across the country, said Paul Herrmann, Sun City Visitors Center director.

"It used to be that we would sit here and wait for people to come through our door," Herrmann said. "We want to be much more active than that. We have so much available not only to visitors, but to our residents."

Stepping into a more active role in the community means smart advertising and using the latest technologies, Herrmann said. When residents or prospective residents visit the office at Bell Recreation Center, off Bell Road and 99th Avenue, they can explore an interactive map of Sun City.

By pressing one of several buttons on the map, small light bulbs illuminate points of interest in Sun City. For example, by pressing a button that reads "golf courses," seven bulbs light up across the map to indicate where Sun City's seven golf courses are located. There are buttons for churches, shopping centers, recreation centers, libraries and other local amenities.

"It makes it so much



JOY LAMBERT SLAGOWSKI/DAILY NEWS-SUN

Cheryl Chamerlain of Castle Rock, Colo., is shown the interactive map of Sun City by Fran Hoppmann of the Sun City Visitors Center Tuesday. The map lights up locations such as churches, golf courses and shopping centers in the city.

easier when people can visualize where things are," Herrmann said. "People can come in here and play with it. They find it very helpful."

The Visitors Center Web site is being updated to include interactive maps online. There will be several

maps with points of interest available to click on for more information.

For instance, if an online visitor clicks on the map for "shopping centers" an image of Sun City will appear with dozens of icons indicating the location of various shopping

centers.

Going a step further, a visitor can click on a specific shopping center and the board will list the stores in that center with telephone numbers.

The Visitors Center has a business sponsorship program designed to attract donations from local businesses, and this interactive map and business listing should be one more reason businesses should make a contribution, Herrmann said.

There also are plans to update the Sun City informational video. The videos are aired in the Visitors Center office to prospective residents and also are sold. The latest version was produced in 1999, and Herrmann said they are virtually obsolete.

Since Sun City Information and Referral Service closed its doors in December, the Visitors Center acquired all of its information. Herrmann and volunteers are in the process of computerizing phone numbers and other local data that SCIRS stored on hundreds of three-by-five index cards.

Herrmann said a name change also may be in the Visitors Center's future. The board of directors will consider ideas for a new name and vote on one at their next meeting, he said.

"The name 'Visitors Center' limits what we are," Herrmann said. "We're here for residents just as much as we are for visitors."

For information about the Sun City Visitors Center, call 977-5000.

SUN CITIES INDEPENDENT April 13, 2005

# Visitors Center adds services

By Cecilia Chan

Independent Newspapers

Where to eat in Sun City, the Sun Bowl performance schedule and the latest local news are just a mouse click away.

The Sun City Visitors Center is adding more information to its Web site as it expands its role in the community.

"In the past we basically sat in the promenade and hoped people came through the door so we could tell about Sun City. It was strictly geared for the tourists, people interested in finding out about Sun City," said Paul Herrmann, executive director. "Now we are looking at being an asset to the community as well."

Notably, the Visitors Center absorbed the operation of the Sun City Information and Referral Service when it closed its doors last year and it offers a

Donations made be made to the Sun City Visitors Center, 16824 N. 99th Ave. Sun City, AZ 85351 or call 977-5000. To view Web site, [www.suncityaz.org](http://www.suncityaz.org)

one-stop volunteer service, where residents can fill out an application, which is then forwarded to the chosen volunteer opportunities. It also stages the Health and Safety Awareness Expo and the Resident Orientation. Plans are to bring in a sports expo in February 2006.

The latest offering is the expanded Web site, developed three years ago by Mr. Herrmann, whose goal is to fill in informational gaps in the community.

The Sun Bowl schedule, for instance, he said was not readily available anywhere. The Web site also gives residents the ability

See Center — Page 5

## Center

Continued From Page 1

to voice what new clubs they want to see in Sun City.

"People coming here have new ideas," Mr. Herrmann said. "We don't have an investment club. Would that be something people are interested in. We could act as a facilitator to gather information for them and get it incorporated as a charter club in the rec center. It's not the rec center's responsibility to create new clubs. It's their responsibility to facilitate them when they get started."

The Web site also includes maps showing the community's eight golf courses, seven recreation centers, the nearly 30 restaurants and 21 shopping locations, which includes a list of the stores in those areas with hours of operation, telephone numbers and Web addresses. A list of churches is soon to follow.

"We are just trying to make things more convenient for resi-

dents of Sun City to find things easier," Mr. Herrmann said.

He said at first the Visitors Center would not list Sun City businesses on its Web site unless merchants made a contribution. The Visitors Center is supported solely by donations from residents and businesses.

"I went to the board of directors and said in a sense it was penalizing residents," he said. "Let's do it for the good of residents and hopefully business would response in a positive and financial fashion with us for doing it for them."

The Visitors Center in January launched its annual residents fund-drive but donations for some reason are lagging behind compared with last year, he added.

"We have 26,008 residences in Sun City," he said. "Last year over 1,400 residences contributed. It's not a good response from the community. We are hoping to do more for the community and as we take on more responsibility, hopefully the community will respond in a financial way to keep it going."

Colorado resident Roger Maxwell, a recent visitor, was impressed with the wealth of information offered.

"It's very good," he said, carrying a bag full of literature about Sun City. "They covered everything I can think of. They answered all my questions."

More than 12,000 people, including residents, dropped by the Visitors Center last year.

Until the Visitors Center stepped up to the plate two years ago, no entity paid to nationally advertise Sun City since 1978. With ads in a national retirement publication, the Visitors Center now send out more than 3,000 informational packets each year compared with 200 a year previously.

The national exposure is paying off for Sun City. Since 1999, close to 20,000 new recreation membership card were issued, meaning in the last five years the residence ownership change hands 50 percent, Mr. Herrmann said.

Many potential residents who come into the Visitors Center are

from the Midwest such as Michigan, Minnesota and Iowa, said volunteer Lois Johnson.

"Recently we've had people from Phoenix buying in," she said. "They are still working but buy for the price."

She and other volunteers act like sales representatives, extolling the virtual of living in Sun City to visitors.

"Once they get in here, we make sure they know about Sun City," volunteer Bill Burt said. "Looking at other retirement areas, Sun City has a lot to offer, a lot more."

The most common question he fields from visitors is how big is Sun City's land mass — seven miles long and three miles wide.

Once visitors end up homeowners, the goal is to make the Visitors Center as relevant to residents.

"I think lot of people when they come in here are expecting more from the community," Mr. Herrmann said. "We are hoping to give them more of what they are expecting."

*SunViews*

May 2005

## Visitors Center Now Has Dual Purpose In Sun City

For many years the Visitors Center's singular purpose was "visitors," those interested in moving to Sun City, but now it is also focusing on the Sun City residents and their needs.

This expanded focus can be seen in the recent additions to its Web page. Residents can easily find information about Sun City businesses online. Individual maps can be viewed for the Recreation Centers, Golf Courses and Country Clubs, Shopping Centers, Churches and Restaurants. These maps detail the location, addresses and phone numbers. In the case of businesses, they also list hours of operation.

It might be surprising to find 19 shopping areas in Sun City and two others at the north and south

borders. It's equally surprising to see a list of 29 restaurants in this community. These are the businesses residents need to frequent for the good of the community and because it makes good financial sense. Residents save with 6.3% sales tax and not having to drive long distances.

A "What's New" page has been added at the Visitors Center. Updated regularly, this page is intended to keep you abreast of what's new at the Visitors Center and around Sun City. You can find the Sun Dome schedule, a new clubs survey, and other information. There is also a "testimony" page devoted to positive comments from residents about their community. You'll also find out about the upcoming Health & Safety Awareness Expo

as well as the Resident Orientation.

Check out the Web page, [www.suncityaz.org](http://www.suncityaz.org) and let them know what you think and what additions you would like to see.

Oh, by the way, the Visitors Center is now a Wi-Fi hot spot. Bring your laptop computer into the Visitors Center, sit outside on the bench or in the parking lot in the privacy of your car and connect to the web. It's FREE and it's available 24/7.

This is just the beginning. Look for the Visitors Center to become more and more active within your community. As the slogan says, "You've got to love it!"

A special thank you is extended to Humana MarketPoint, the Visitors Center Sponsor for the month of May.

# Sun City Visitors Center

*...It's So Much More*

The Visitors Center is more than its name implies. It still promotes the vibrant community of Sun City to visitors with both national print advertising and its extensive web page ([www.suncityaz.org](http://www.suncityaz.org)). But most recently it's also become a community organization informing and educating residents.

Many Sun City residents don't understand that Sun City is really *not* a city, that the Recreation Centers of Sun City, Inc. (RCSC) is *not* a governmental body, they do *not* pay recreation fees, and the Home Owners Association (HOA) does *not* receive monies from the RCSC, etc. The Visitor's Center is hoping to clarify many of the misunderstandings that have perpetuated throughout the years.

The Center *is* promoting education and fun right in Sun City by presenting a Health & Safety Expo on September 19th, sponsored by Humana, and planning a Sports Expo for February of '06.

The influx of new residents is



Paul  
Herrmann

bringing new interests and ideas to our community. The Visitor's Center office and web page will be used to share these new ideas and to gather names of others with similar interests. It can then help charter a club with the RCSC or get an area club going.

Encouraging a renewed resident/business partnership within our community is another of the Center's goals. A Partnership Program has already posted shopping centers, Recreation Centers, golf course, restaurant and church information on the



web page. Anyone visiting the site can find phone numbers, hours of operation, and business locations on various maps. And shopping in Sun City has many advantages, including a lower sales tax and a savings of both time and gasoline.

Stop in at the Bell Recreation Center or jump on the internet highway for a visit and find out how much more this active and ever growing resource has to offer, you'll be glad you did! ☼

# Sun Citian lands Advisory seat

## Governor names SC Visitor Center director to post

ANNIE BOON  
DAILY NEWS-SUN

Paul Herrmann of Sun City was appointed by Gov. Janet Napolitano to serve on the Governor's Advisory Council on Aging, making him the first Sun Cities resident on the council.

"I'm very excited. It's great that someone will be representing the Sun Cities," said Herrmann, director of the Sun City Visitors Center. Napolitano announced his appointment during this week's Conversation with Governor Napolitano event at Sundial Auditorium in Sun City.

The Governor's Advisory Council on Aging advocates enhancing the quality of life for seniors in Arizona by researching issues, making recommendations and monitoring state legislative and administrative policies and programs. Until Herrmann's appointment, the council was void of any Sun Cities representation.



Herrmann

### FYI

Herrmann was appointed to a three-year term and will serve on the council's Mature Worker Committee, which will meet next month. Until then, he intends to get acquainted with his position and fellow council members while identifying senior issues of local and state concern.

■ To offer ideas on the Governor's Aging 2020 plan, call 602-542-4710 or e-mail [gaca@azdes.gov](mailto:gaca@azdes.gov).

■ For information about the Governor's Advisory Council on Aging, call 602-542-4710 or visit [www.azdes.gov/gaca](http://www.azdes.gov/gaca).

"I'm open to all input from different residents," he said.

"I'm glad the governor's office recognized the need for someone from Sun City to be on that committee," said George Davis, Sun City Home Owners Association director and former chairman of the HOA/PORA joint governmental affairs committee. "Coming from Sun City, the largest retirement community in the world, that shows thoughtfulness on the part of the governor. I think Paul will be an excellent representative. He'll add many ideas and give the council guidance."

With nearly 100,000 seniors living in the Sun Cities, the HOA board found it alarming that neither community had a voice on the council.

Melanie Starns, the governor's policy adviser on aging, said Herrmann was selected partly because the council lacked a West Valley voice and also for his background in business, making him a qualified member of the Mature Worker Committee.