

Webb, Sun City West might cut ties by July

By **Connie Cone Sexton**
and **Lori Baker**
Staff writers

SUN CITY WEST — He came to deliver a message: What does Del Webb Corp. see for the future of Sun City West?

Chuck Roach gave a vision of a bright future but one with a caveat: The residents must be careful who they choose to lead their community.

Speaking before more than 3,000 people in the Sundome on Wednesday, Roach, Del Webb's vice president and general manager for Sun City West, reminded the audience that Webb's exodus from the community is pending.

If home sales for an expanded portion of Sun City West remain brisk, the company could be moving on by July.

Webb plans to build a new retirement community in Surprise — separate from Sun City West. Construction might start in the late summer, with the first homes available in 1995.

Because the Sun City West Recreation Centers board controls the policies for the community's recreational facilities, the residents should ensure that they have focused leaders.

"Make sure you understand the decision to expand facilities is a decision the governing board makes," Roach said.

"We believe if anything is done to your facilities, public discussion should be held."

Roach referred to a proposal from the board to pour concrete over the asphalt
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WEBB

From Page 1

golf cart paths on the community's golf courses.

Some board members had proposed using \$1 million from the recreation centers' reserve fund to pay for the improvements.

"Ladies and gentlemen — that is a wake-up call," he said. "Your dollars will be spent if you're not involved."

Earlier this year, the board had golfers vote on the concrete golf cart paths. Golfers rejected the proposal.

Roach targeted the "political maneuvering" by some factions in the community.

"Is this the kind of political process you want in your community?" he asked.

A chorus of "No" answered him.

"I don't think you want it. I don't think we want it," Roach said.

He directed them to remember the "political maneuvering" when they vote Dec. 7 for new rec board

members. Eight people are competing for three seats.

"There have been some allegations that Webb controls the board," Roach said.

He pulled out a reference book and read the definition of the word "advise," which Roach said he, as Webb's representative, is allowed to do.

Under the definition, he said advise can mean to "control" and "influence."

"Influence?" he asked the audience of his actions. "I certainly hope so. Control? Not in any way, shape or form."

Roach warned the crowd that it could be in for that kind of leadership if certain residents were elected to the board. He did not name any individual, however.

But he called them an "aggressive minority," one that could upset their lifestyle.

Roach also gave the crowd a guideline on what kind of person it

should vote for.

He suggested that a good candidate should be fiscally responsible; committed to listening to both sides; willing to say "no" to friends; driven by public service, not notoriety; able to find affordable solutions to problems, not just create more problems; and able to work within a system, not wanting to circumvent it.

Board candidates are Ev Bey, who owns newspapers in California; Beverley Bradshaw, a retired public relations manager; Dess Chappellear, a retired U.S. Bureau of Reclamation engineer; Richard Egan, a retired attorney; Allan Grossman, a retired chemical engineer; Robert Kelley, a retired vice president for an investment banking company; John McMillan, a former Oklahoma legislator and retired hospital executive; and Connie Peterson, a retired teacher and business owner.

A lesson in history

In answer to John W. Larson's description of the property south of R.H. Johnson Boulevard and Camino del Sol as a shopping center site, something like Arrowhead, I don't know where he ever got that idea. That was never considered as a shopping center at all. It was always planned by Del E. Webb Corp. to be an industrial area.

I was a director on the second board of directors for PORA and I also worked for Del Webb.

I moved here long before him, and was part of the 36th couple to move into Sun City West. We will be celebrating our 33rd year of living here next month.

The problem was, nobody wanted to bring any industrial businesses in here, so then it was decided by Del Webb to build the patio homes in that part of the area, and open up the rest to commercial businesses and offices.

That was after we decided to secede from the Dysart school district, so those homes are now paying school taxes. When we seceded from the school district, Del Webb would not help us, so we did not include that whole area owned by Del Webb in the secession, so that and another parcel at Beardsley and Stardust Boulevard, and all the shopping centers, were excluded in the secession and pay school taxes.

In fact, there are homes that were built on a former vacant lot at Beardsley and Stardust (which is partly still there) that somehow were given the tax break that should not have happened, because that parcel was also not included in the secession.

So you see, Mr. Larson, your information is not reliable. So that's my history lesson for today.

Ron Perry
Sun City West

View of history incorrect

In the Sun City West Independent, Jan. 5, 2011, Ron Perry questioned John Larson's description of a planned shopping center in the heart of Sun City West. As the editor of the SCW history prepared for the community's 25th anniversary, perhaps I can shed more light on this subject.

Mr. Larson was correct. John Meeker, president of the Del E. Webb Development Co (DEVCO) when SCW was being planned, was impressed with the new Metro Center mall, and wanted one like it in the new community. Back in 1978, when construction began, SCW was planned to be a community of 70,000, and a major mall made sense.

As part of the de-annexation from the Dysart School District in 1981, DEVCO agreed to let the area planned for the future regional mall to remain in the school district. This included the commercial strip on the west side of Camino del Sol from Spanish Garden Dr. to Meeker Blvd. Interestingly, Sundome Plaza to the east of Spanish Garden was not included in the school district. Mr. Perry is correct in explaining that this is the reason that the Sandridge casitas pay school taxes today. The shopping "preserves" at Stardust and Beardsley Blvds. and at Stardust and RH Johnson Blvds. were included in the de-annexed area, and the residents living there do not pay school taxes.

The record high interest rates of 1981 caused the Webb Corp. to shed assets and reduce the interest it was paying. Phase II of SCW, some 7,500 acres west of Grand Ave.

were sold, and the community was reduced to a planned population of 25,000. A year or two later, plans for Arrowhead Mall were announced, and the need for a mall in the center of SCW evaporated.

Mr. Perry referred to plans for an industrial area. This, however, was to be located outside of SCW on the triangular tract north of Bell and east of Grand. Various businesses were suggested for the tract with the latest being a chemical manufacturing plant in 1998. The fact that it would discharge a 150-ft plume of steam into the air, made it an unattractive addition to the area, and PORA was instrumental in convincing the company to locate elsewhere.

For the complete history of Sun City West, I recommend the "SCW Silver Celebration," which gives the story of the community's first 25 years. A committee of some 20 individuals researched the history of various facets of the community and had the benefit of input from many of the early "Pioneers," as well as DEVCO personnel who helped design and build the community. These researchers also had the advantage of the voluminous records that DEVCO donated to the Sun Cities Area Historical Society.

Edson F. Allen

Sun City Historical Society

POLICY RE USE OF PHOTOS

4/1/02 SC Independent - Bret McKeand, Publisher 972-6101

OK to use any photo - Only ask for credit "Somewhere in book"

Don't need to identify which photo(s) came from SCI

Bret willing to scan photos for us - Also kept many originals that he felt would have historical significance - eg - opening of Kuentz.

Told him I'd check back with him when I return in Nov.

DAILY NEWS SON -

Maryanne Leysdon 876-3691 call after 11:30

4/15 OK to use Include credit line somewhere

Photos prior to 1985 were all given to Historical Society

After that, have originals we can borrow

WESTER Lyle Thompson 584-2992

OK to use photo "Seat of the pants" policy. Give credit in

list of those providing help will be sufficient

THE SPREAD AT SUN CITY

*it hasn't yet reached Wickenburg, but with the new development
the population will total 120,000 and be an even stronger economic factor*

About the middle of last month the first seventy units in Sun City West were delivered to purchasers who were at the head of a waiting list of thousands. Presently about a hundred units a week are being delivered, and it is estimated supply will not catch up with demand until sometime next year.

Sun City West will cover 13,000 acres, with approximately 38,500 dwellings. When it is done, Sun City West and the adjacent Sun City will total about 120,000 people.

Sun City is reported to be the largest single development by one builder in the history of subdivision design. The president of the Del Webb Development Corporation, Del Webb Meeker, was a Phoenix boy who caught the eye of Del Webb when he caddied for the builder at the Phoenix Country Club. Meeker said, "There wasn't anybody left to caddy for me, I was the last one, and I ended up caddying for one day. We were friends."

Del Webb hired Meeker, who worked his way up. He was in charge of subdivision design when he went into Sun City at its inception in 1959. He took over as president of the development corporation in 1965, and was responsible for planning Sun City West.

Meeker was interviewed at the development corporation's offices in Sun City.

What have you got planned for Sun City West?

Meeker: Well, you know, we've been fourteen years getting ready for this project. We've learned all the things we've been building this

one. In the planning over there we've been able to do, I feel, a better job than we were able to do here because of the configuration of the property. We were able to do a core area, we call it. People have easy access to the center of an activity area, where the big recreation center is going to be.

Q: What are the recreation centers you'll be putting in?

A: We have six golf courses. We'll have three recreation facilities, with a main facility that will have, hopefully, all the tennis courts that will be needed, four lawn bowling greens, eight platform tennis courts — that's kind of a cross between tennis and handball — and a running track around the bowling greens. It will feature a surface called Superturf. We have a physical therapy consultant on exercise, on what's good and what's not good. We were going to go with a rubberized surface initially, but it's harder on the joggers. Ideally, the best thing to save ankles and knees would be to have sawdust. Well, we obviously can't do that, so we're going with this. It's kind of on the order of Astroturf.

The track will be a quarter of a mile long, and we'll have an obstacle course in there, where, if a person is up to it, he can go over and do chinups, situps — really, we're emphasizing the physical fitness more than we ever have. We're going to have an exercise facility featuring all the latest machines they can use. We're going to have pulse monitors so they can check to make sure they don't have any problems. This new facility will be the largest of its kind in the country. It's over a hundred thousand square feet.

Q: How much will it cost?

A: We will spend, on these three facilities, including the Sun Dome, a 6,800-seat theater, in excess of 15 million dollars. Of course, that figure will depend on cost at the time they're built. That doesn't include the golf courses.

Q: For that reason will homes in Sun City West be more expensive than those in the original development, discounting normal inflation factors?

A: No, no. In fact, this is a pattern we have been following from this community on amounts we're spending. It's on the same ratio.

Q: You spend X-amount per unit?

A: X-amount, yes. Well, it evolves back to that. But the Sun Dome will serve both communities.

Q: That's a rather large facility, like another Grady Gammage or Symphony Hall, isn't it?

A: It's bigger than both of them put together.

Q: Do you think you'll be taking bookings away from those two facilities?

A: No, I think we're not going to book the types — maybe some of the same types of entertainment — but I would rather look at it that we would complement them.

Q: As far as booking in celebrities, won't you have an advantage because of the Webb holdings in Las Vegas?

A: No. It's different entertainers. We have no contact with

go to family entertainers, like Lawrence Welk. He doesn't go to Las Vegas. He's super. The people like him. In fact, we're very hopeful that we'll be able to get him to open this facility.

Q: Do the people in Sun City see Sun City West as a separate community or just an extension of their community?

A: No, it is a distinct and separate community. One day we'd like to see that change. We'd like to see them integrate together wherever they can. But of course that decision must be made by them, not us. For that very reason we've stayed away from any permanent joint uses.

Q: What's the average age of somebody who buys into Sun City now?

A: Of the new buyer? I would say it's at 65, maybe a little less.

Q: Will you have a younger population in Sun City West than here?

A: I really don't think so. Of the first three thousand buyers, maybe 25 to 30 percent of them are Sun Citizens.

Q: Are some of these people buying in Sun City West for investment purposes?

A: I would imagine, yes. At least, indications show that. We have tried to limit that as best we can.

Q: How do you do that?

A: We will not sell more than one home to a family.

Q: Do you stipulate the buyer has

A: We stipulate that, but it's hard to enforce.

Q: You mentioned there are things you have learned building Sun City that will affect building Sun City West. What are these things? What are some mistakes you have made?

A: Physically, I don't think we made any terrible mistakes. I have seen some buildings we put up in the past, and with hindsight you'd like to do it a little differently, do a better job. We've been very lucky in that the people have accepted and made most everything we have done out here work. The Sun Bowl, for instance, the recreation facilities, the golf courses. They took them over a couple of years ago and are making them operate every bit as good, or better than I think that we were able to run it.

Q: When you say they've taken them over do you mean Webb is no longer subsidizing them?

A: We gave the golf courses to them in this community, and they are operated at a break-even basis.

Q: Are they operated by the Homeowner's Association?

A: No, this is the Recreation Center Association. They physically own all the recreation centers. It's a non-profit corporation and all homeowners belong to it.

Q: That requires a \$40 per year assessment?

A: Forty dollars per year per person. They own it, consequently every homeowner has a stake in it.



"We've been eighteen years getting ready."

Q: Is this in the deed restrictions?

A: Yes, in the deed restrictions.

Q: Is it also in the deed restrictions that a home here can only be sold to someone 50 or older?

A: No, it is not.

Q: Has that been enforced somehow by the company?

A: At the outset we — and we've been challenged on this — but we had it researched by our legal counsel several times, to see if we could do that at the outset. We were advised we could not, but we could, however, restrict our sales policy, which we have tried our very best to follow. We do not sell all the resale homes in Sun City. Other realtors operate here as well as homeowners who wish to sell their homes themselves — they can sell to anybody, really. The way of life out here is



John Meeker

"We're emphasizing physical fitness."

not conducive to families. They can't belong to recreation centers. There are no schools in the community.

Q: Are there people living in Sun City who would be excluded under your sales policies?

A: There are a few, yes, a very few.

Q: Have you asked any of them why they want to live in Sun City? Are they usually close to 50?

A: Oh, some are. Some may work out here and wish to stay here. Particularly those without children may want to. There are some children in the community that are from broken homes, but that figure has remained low over all the years.

Q: Some things might be affected by Webb no longer subsidizing



photographs, ROD

"There is a fund geared to help people."

Sun City. For example is it correct that landscaped medians will be changed to require maintenance?

A: When we started out county at that time accepted area south of Grand Avenue. We are maintaining that area. When we crossed Grand, we changed their policies. We cut down on maintenance as possible, but we had grass shrubs in medians. They changed their policies to what they will accept the medians provided we make certain changes.

Q: Like converting to dry landscaping?

A: Yes, well, really, to leave trees and eliminate the high maintenance shrubs and all grass, change it to gravel or decomposed granite. We have been dealing with the county on this for some time. We are not going

who meet the requirements to be naturalized, and have to learn English, and they work with them. They've learned Spanish so they can teach these people English. That's how far it has gone.

Sun City does not get the recognition that it should for being the industry and the provider of jobs that it is. Their income is, I think, \$300 million a year (based on completion of phase one of Sun City West, total estimated personal income \$326,500,000). There are deposits out here approaching a billion dollars, in the banks and savings and loans in Sun City. They do not borrow that money. That money is used for homebuilding in Phoenix, and for new cars; the banks have branches here and they take it and loan it in Phoenix.

Q: The first part of Sun City you built, sometimes referred to as "across the tracks," do you foresee that becoming a singles community? Somebody dies first, right?

A: Well, yes, and I'm sure there are some more singles down there than in the newer sections. That's natural. But the thing you must not overlook is that when a couple sells their home, and another couple moves in, they're younger, and it starts over again. You have that steady mixture, always.

Q: When somebody dies, is the home usually sold by the survivor?

A: Not necessarily. Some will stay there. Some will remarry.

Q: Has Webb ever considered building a singles complex for retired people?

A: No.

Q: I'm sure a lot of people who retire now are single — divorced or widowed?

A: And we do have some single buyers, yes.

Q: You offer condominiums and townhouses and so forth?

A: We have four modes of living. We have single family, garden apartments, patio apartments and duplexes. We've had those for the past twelve or fifteen years. They can choose the lifestyle they want to go with. They can move to a garden apartment from a single family home. A lot of people move back and forth to see what they like best.

Q: How does one go about buying a home in Sun City West? Do you just put some money down?

A: No. You'd have to go over and get in the waiting list. (They had had 10,000 inquiries and processed 3,000 sales at the time of the interview.) Our planning has not caught up with the sales demand. It probably won't until next year. You register a letter of intent that you want to buy. You have a certain period of time to come back in when the lots become available. Then you must put down \$500 at that time and

make your lot selection and selection.

Q: Have you done some research to determine what to advertise to, by which you learned about the current buyer in Sun City?

A: Yes, we have. We started a number of years ago. We advertise locally, because there are a lot of people, visitors to Phoenix we like to attract out here. Our advertising consists really of a thrust. It's toward a vacation come and spend one or two weeks with us and get a sampling of the Sun City life.

Q: I take it you didn't anticipate the demand you're seeing for houses in Sun City West.

A: We just could not anticipate the demand. It has been a surprise. We try — although we are going to be able to do it in some instances, in Sun City West

machines we just gave them over here. They bowl. They may not do it as strenuously as a younger person. They jog. They have over 500 members in their joggers club. That's a lot.

Q: What do you see as the major

'we're subsidizing the bus service and taking care of the medians'

misconception people generally have about Sun City?

A: That these people come out here, to sit down, and wait to die. It's the furthest thing from the truth. If the person who thinks that could get out here and see how active they really are — and I'm talking about all these generations you're talking about — and the activities that go on out here, a lot of people couldn't keep up with them. They're a vibrant group. They are a political force to be reckoned with in this state from now on out.

Q: Do you think that creates some resentment?

A: That probably does.

Q: Because they are an almost exclusively upper middle-class conservative group that will number more than 100,000, does that upset people who feel that in a normal population mix they would have more representation?

A: That's possible, yes.

Q: How big can Sun City get? Are you planning another development after Sun City West?

A: We've not looked that far down the line.

Q: Have you acquired land?

A: We have the original Sun City, comprised of 8,900 acres, and we already have another 13,000 acres. It took us nineteen years to get where we are. I'm sure if demand stayed up where it

we want to look at more, or go elsewhere or what, but no decision has been made. It would be premature to make any at this time.

Q: Would the land be available? Can Sun City stretch to Wickenburg?

A: Well, that would be a consideration. We'd have to see where land is available, with adequate water and drainage.

Q: Do you anticipate any problems in Sun City now that Webb is no longer subsidizing things here?

A: The only thing we're subsidizing has been the bus service, and we've been taking care of the medians. We have been working on a phase-out of those two items for a couple of years. We do not want to see any trees removed. Not one. It was a tremendous effort to get them put in the first place, and we, and the people, have got to find a way to keep those trees. And we'll find it. The bus service we've been providing, it's been minimal, but there are a lot of people that use it; they need it because they can't afford to own a car, or they can't drive because of a physical impairment or whatever. And we're going to find a way to keep the bus service operating in this community at the lowest possible cost. It's going to take all the community to support those people that do ride the bus, because they cannot be made to pay just for that service. It would be prohibitive for them to pay for it. We're working on that problem now.

Q: When you went with this company, did you anticipate Sun City would reach this stage?

A: No. How could I? When I saw this piece of land, we took all day to drive around, and it was full of cotton. I had been in housing in Phoenix in smaller subdivisions since 1955, and I couldn't envision such a big place ever being filled with homes. It was beyond my expectations. I didn't think it could happen in my lifetime. It did, and here we are, going on to a second piece. □

Media Contacts:

Mike Maresh, DAILY NEWS SUN, 10102 Santa Fe Drive, SC 85351 876-2513
Joanne Winograd, Reporter, attended 4/4 SCAHS meeting. 876-2532
Carol Krusemark, Advts. Acct. Exec. 876-2564
Pat Starkey, Production 876-2510 pstarkey@aztrib.com

SUN CITIES INDEPENDENT, 10220 W. Bell Rd, Suite 116, SC 85351 972-6101
Bret McKeand, Publisher, *VP AZ Group Jeremy Perlman*
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Beth Carlino does Del Webb news. 15901 W. Huron Dr., SCW 214-1436



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Lee, here's a draft of a release on the book that I plan to distribute after the Historical Society's annual meeting on Wednesday. I'm arranging for the picture to be taken at that time. If the Anniversary Committee has any special theme, or name, for the 25th anniversary activities, I'd be happy to include this.

The Historical Society people haven't seen this yet, and may have comments of their own to add -- and then there's the media. Who knows what questions they may ask in addition!

ED

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SUN CITIES AREA HISTORICAL SOCIETY



SCW history takes shape. Connie McMillin, president of the Sun Cities Area Historical Society Board, and Ed Allen, chair of the SCW History Committee, hold a mock-up of the forthcoming "Sun City West Silver Celebration" book that has been under development for the past two years. The book is now being prepared for printing and finished copies will be available in time for sale in conjunction with 25th anniversary events planned for Sun City West in early 2003.

For more information, contact: Ed Allen 623-975-1815



SUN CITIES AREA HISTORICAL SOCIETY

November 15, 2002

For Immediate Release:

RESEARCH AND WRITING COMPLETED ON SUN CITY WEST HISTORY

A history project begun two years ago under the auspices of the Sun Cities Area Historical Society is nearing completion. The result is a 300-page book entitled "Sun City West Silver Celebration 1978 – 2003."

Twenty-four chapters span the quarter century in which Sun City West has grown from desolate desert into an active adult community. Historical facts are interspersed with personal anecdotes to liven the story. Early residents will find much that will remind them of their "pioneering" years. Recent residents will find an informative and entertaining basis for understanding all that has gone into making Sun City West what it is today.

In 2000, two Historical Society board members, Ed Allen and Phyllis Street, initiated the project to document the 25-year history of Sun City West. Volunteers were sought to help research, conduct interviews and to write portions of the history. More than two dozen people have worked on various stages of this project over the past two years. Many others in the community have contributed and have double-checked the material presented.

The book will contain nearly 140 illustrations and include a detailed index to help readers quickly locate subjects or persons of interest to them. Typeface, type size and spacing, and margins are all being selected so as to make this as easy to read as possible. While many history books of similar scope and size sell for \$19.95 or more, this book will be priced at only \$12.

It is expected that content will be given to a printer the first week in December, and that printed copies will be available by the end of January. As a result, books will be available for purchase at various locations in Sun City West in early February. For convenience of residents, the book will also be on sale at the various events planned by the Sun City West Anniversary Committee.

The Sun Cities Area Historical Society is a non-profit organization dedicated to collecting, organizing, preserving and displaying the history of the nation's first truly successful adult communities – the Sun Cities of Arizona. The Society is located at 10801 Oakmont Drive in Sun City and occupies the first of the model homes introduced in 1960.

For more information, contact: Ed Allen 623-975-1815



Chuck & Betsy Bennett
25th wedding anniversary
12522 W. Pinetop Dr.
SCW

(Original horse)

Pennsylvania



NEWCOMERS FIRST TO PURCHASE NEW SUN CITY WEST HISTORY BOOK

The new Sun City West history officially went on sale February 1 at the PORA Visitors Center. Nancy Dewhurst sold the first copy of "Sun City West – Silver Celebration" to Gretchen and Paul Phillips. Gretchen explained, "As new residents, we'd like to learn about the history of the community and what went into making it what it is today." Paul and Gretchen purchased their home last November after having rented here for two seasons.

The history of Sun City West was sponsored by the Sun Cities Area Historical Society to help commemorate the community's 25th anniversary. Two years in the making, the book is now on sale at the Sun City West Visitors Center, 13823 Camino del Sol, and the Historical Society, 10801 Oakmont Drive in Sun City.

The book consists of 24 chapters and contains nearly 140 illustrations. A detailed index helps the reader easily find the subject of his or her choice. The 300-page book sells for \$12. Proceeds will benefit the SCW Visitors Center, the SCW Library and the Sun Cities Area Historical Society.

For more information, call Ed Stroming, 546-5646, or Ed Allen, 975-1815

Sun City West Visitors Center, 13823 Camino Del Sol, Sun City West, AZ 85375. (800) 482-3798 (623) 214-8629
Fax: (623) 584-4253 e-mail: visitorscenter@suncitywest.org www.suncitywest.org



A Division of PORA
Property Owners and Residents Association



SUN CITIES AREA HISTORICAL SOCIETY

January 5, 2003

To: Phyllis Brown, Publisher, Sun Life Magazine

From: Edson F. Allen, Chairperson, SCW History Project

Phyllis, here is the photo I promised you in my email of Dec. 4. It shows our new Sun Cities Area Historical Society president and myself, with a preliminary copy of the new book. Earlier, I had sent you the cover art and material on the book's content.

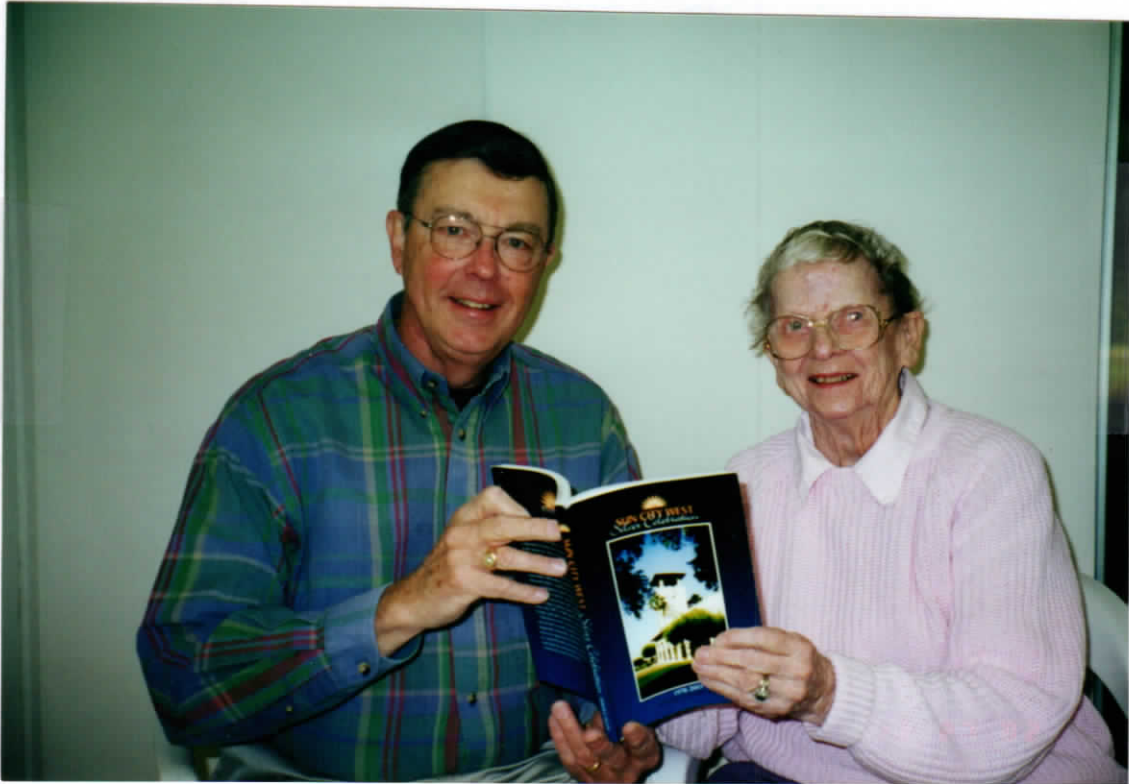
I received page proofs last Friday, and they will be going back to the printer with only two very minor changes. Their printing schedule calls for us to have books delivered to us by the end of January. I'll have a more specific date once they receive the proofs with the minor corrections that must be made.

You'll note from the caption that Jane Freeman is the new SCAHS Board president. She was active with the "Jubilee" book that recorded Sun City's first 25 years – and which led to the formation of the Historical Society. She was a Godsend to our SCW history project, as she knew so many of the Del Webb people, and obtained their cooperation for interviews. She also wrote the "pre-history" – the first four chapters that deal with Del Webb and the events leading up to SCW. A remarkable woman and a wonderful asset to our history project.

Please let me know if there is anything else that you need for this article. You will be among the first to receive a copy of the book as soon as it is off the press.

Edson F. Allen, Chairperson, SCW History Project
Member, Sun Cities Area Historical Society Board

*1/28/03 - Will be in Feb/Mar issue. Pls send a copy.
1/29/03 - Sent a copy*



SCW history takes shape. Jane Freeman, president of the Sun Cities Area Historical Society Board, and Ed Allen, chair of the SCW History Committee, hold a copy of the “Sun City West Silver Celebration” book that has been under development for the past two years. Copies will be available for sale in conjunction with 25th anniversary events, as well as at the Visitors Center in Sun City West and at the Historical Society’s headquarters in Sun City. Jane Freeman was co-author of the “Jubilee” which was published to celebrate Sun City’s 25th anniversary in 1985. She also was a contributor to the new book on the history of Sun City West.

For more information, contact: Ed Allen 623-975-1815

Dec. 4, 2002 Via E-mail

To: Phyllis Brown, Publisher, Sun Life Magazine

From: Edson F. Allen, Chairperson, SCW History Project

I enjoyed talking with you about the Sun City West history project the other day, Phyllis. You're obviously a woman who enjoys her work!

I'm sending you several items for an article on the forthcoming book about the first quarter-century of SCW. This project was sponsored by the Sun Cities Area Historical Society. The book will be available by the end of January, and I think you felt your February issue would be the best bet for this article.

Attached is a brief write-up on the project in a MSWord format. Also included are the front and rear covers in PDF format. I also included the Table of Contents to give you a better idea of the book's content.

I've tried to keep the write-up brief to give you the necessary space for the heading and front cover illustration. You expressed interest in a "people picture," and I'll arrange for that at our Dec. 13 Historical Society Board meeting. We will have new officers at that time, and I think it wise to send you a picture with the new president rather than the photo that I have of the former pres. and myself with the book.

If you want additional text regarding the book content, just let me know. Once I begin writing, I find it hard to stop as I've lived and breathed this project for the past two years. I expected a sense of relief when this went off to the printer ... but instead am concerned with finding ways to promote the sale of the book!

Please call me at 975-1815 with any questions or comments. You should have a photo of the new president, myself smiling over the book by Dec. 20 at the latest.

Best Regards,

Ed Allen

11/27 - Phyllis Brown

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1/15/03

United Methodist Men March Meeting

"FROM LIZARD ACRES TO LUSH OASIS"

Just 25 years ago, Sun City West was desert range land. In looking it over, an early rancher exclaimed, "Jumpin' Jehosaphat, this land isn't fit for raising anything but lizards." But in less than two decades, "Lizard Acres" was transformed into the lush oasis we call home today.

For the past two years, Ed Allen has headed a project for the Sun Cities Area Historical Society, researching and writing the history of Sun City West. At our March meeting, Ed will take us back to the early years – the plans, the people and the events that shaped today's community.

1/16/03 Sent to:

Bob Stewart

975-6676

20437 N. Shadow Mountain Drive

Surprise, AZ 85374-5082

January 14, 2003 ... For Immediate Release:

HISTORICAL SOCIETY PARTNERS WITH VISITORS CENTER

Jane Freeman, President of the Sun Cities Area Historical Society, today announced an agreement between the Society and the Sun City West Visitors Center to store, distribute and sell the soon-to-be-released history, *Sun City West Silver Celebration*. Sub-titled *The First 25 Years*, the book records the transformation of a cattle feed lot called "Lizard Acres" to the lush oasis that residents enjoy today. The editor, Edson F. Allen, a Sun City West resident, headed the committee that researched and compiled the 300-page book, now enhanced with 140 illustrations.

Freeman noted that this partnership benefits both parties. The Visitors Center is centrally located within Sun City West and has the necessary storage space. Center volunteers have agreed to staff sales tables at various events and locations within the community, as well as sell books in the Center. In return, the Center will receive a share of the sales proceeds to help expand its national advertising and promotion programs on behalf of Sun City West.

Randy Fuller, President of PORA and Caryl Shafer, Director of the Visitors Center, signed the contract along with Ms. Freeman. Copies of the new book may be purchased at the Visitors Center, 13823 Camino del Sol, and at various Sun City West anniversary activities in coming months. It will also be available at the Historical Society's headquarters at 10801 Oakmont Drive in Sun City. The book will sell for \$12 and be available in early February.

Photo: Jane Freeman (seated), President of the Sun Cities Area Historical Society, signed an agreement with the Sun City West Visitors Center to store, distribute and sell the new Sun City West history. Signing for the Visitors Center were Randy Fuller, President of PORA, and Caryl Shafer (standing) Director of the Visitors Center.

For more information, contact: Ed Stroming, SCW Visitors Center, 546-5646, or
Ed Allen, Sun Cities Area Historical Society, 975-1815

Email to Mauryne Hall 12/02/02

dept9@rescw.com

Hi Mauryne! Here's a PDF file of the cover of the upcoming book on Sun City West history. Thought you might be interested in what the book contains, so I've included two other attachments.

One is the rear cover that gives a description of the content. The third attachment is the Table of Contents which will show you the major sections and 24 chapter titles.

As background, this history project was initiated by, and sponsored by, the Sun Cities Area Historical Society. The project started two years ago, and has been worked on by a committee of about 20 people. All but two are Sun City West residents. Probably 60-80 people have contributed information and/or been involved in checking content.

The completed book will be 6" x 9" in size and have a soft, perfect bound cover. It will have more than 300 pages, including an Index that will allow readers to quickly zero in on subjects or people of interest to them. It will also carry some 140 illustrations.

The book will be priced at \$12 to make it affordable to as many as possible. We've already experienced a high level of interest in the book even though we haven't done much to publicize it. People have an interest in "roots" and this will be both informative and entertaining to residents both old and new.

If I can provide any more background or input, just give me a call!

Ed Allen
975-1815

Email to Joe Davisson 9/9/02

jdavisn@aol.com

623-584-9244

It was good talking with you this evening, Joe. From what I'm reading in the WESTER, the Anniversary Committee has been very, very busy this summer. It looks like you have a great number of activities planned, and this will be a year to remember! Maybe it will help smooth over the unpleasantness of this year's Rec Center controversies.

As I mentioned, the history of Sun City West is now written. The final chapters are with Bruce Ellison for editing. He's sure been a terrific asset as he not only knows English grammar, he knows our history!

The book will have 23 chapters and be about 240 pages in length. Subject to scanability, it should contain nearly 100 illustrations. With the editing and any rewrites done over the next two months, the book should be ready for the printer in early December. Printed copies should then be available by the end of January.

We'd appreciate your including mention of the book's availability in future articles on anniversary plans. Per your request, here's a brief sentence or two for you to consider including.

"For the past two years, a committee sponsored by the Sun Cities Area Historical Society has been compiling the history of Sun City West's first 25 years. This will be printed in book form and available for purchase at the various anniversary activities."

This will help get some needed visibility for the Historical Society as well as inform the community on where this project stands. For your information, the Historical Society will be using the Visitors Center to warehouse, distribute and assist with sales at the various anniversary activities. The Society is considering a selling price of \$12 which seems quite reasonable for a book of this size. If you have any opinions on this, I'd welcome them as the final figure is still under discussion. We want the book to be reasonably priced so as many can afford it as possible -- and at the same time, provide funds for the Historical Society.

If you have any questions, or want to get in touch with me, I can be reached via email or phone: (920) 746-0515. We hope to be back in Arizona by Nov. 1. I look forward to touching base with you when we return and would be happy to share our marketing plans with your committee if that would be appropriate.

Best Regards,

Ed Allen



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From: Suncityind@aol.com | [Block Address](#) | [Add to Address Book](#)
Date: Tue, 11 Jun 2002 15:18:54 EDT
Subject: Questions on the progress of Sun City West history book
To: edsonallen@yahoo.com

Mr Allen:

My name is Jeremy Pearlman and I am a reporter with the Independent Newspapers. Last year, I did a story about the Sun Cities Area Historical Society's effort to create a book chronicling the history of Sun City West and spoke to you. A year has passed and I would like to write an update about this effort. I have spoken with Phyllis Sheet and now I have some questions for you.

- How are things going with this effort?
- How far have you folks progressed?
- What types of research were conducted to create this history?
- Now with over a year of work put into this book, what do you hope this history will provide Sun City West and what will residents glean from reading this book? Have your feelings changed at all? - *broader appreciation of time, talent & leadership*
- How much work is still left?
- How many people have been involved so far and what types of tasks are they working on? - *close to two dozen*
- So far, how much time has been contributed? How have they done?
- Where will the proceeds go?
- Are all the contributors volunteers?
- When should we expect this book to be finished and available for purchase?
- Where will the book be available and how much will it cost? How many will be produced?
- What are the focuses of the book (the different chapter discussions)? - *Send To C*
- Why do you feel it's important to create a history for Sun City West?
- How do you feel this book will fit into the celebration of Sun City West's anniversary?
- I have heard that this effort has consciously chosen to separate itself with the Silver Anniversary Celebration Committee and that group's work planning events to mark the 25th anniversary. Why?
- Have there been any interesting moments that you or others working on this project have had in the last year while creating this book?
- Have there been any interesting challenges that you or others have faced while working on this project? - *Time - Pursuit of trivial facts takes on a life of its own*
- Is there anything else I haven't asked, which might help me write a story on this topic?

Post office just didn't happen

- 1) A sense of the past and how far we've come from raw desert of lizard Area*
- 2) Understanding and appreciation of the past and the many who have worked hard to make SCW what it is today*
- 3) Some little known facts that may prove interesting - Entertain, value*

Interviewing early residents finding answers to common questions -

Eg. - What's planned for that land betw SD & CV?

- Time shares
- Orval Robertson



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Date: Wed, 12 Jun 2002 10:44:01 -0700 (PDT)**From:** "Edson Allen" <edsonallen@yahoo.com> | [Block Address](#) | [Add to Address Book](#)**Subject:** Fwd: Questions on the progress of Sun City West history book**To:** "Ed Allen" <edsonallen@yahoo.com>

Note: forwarded message attached from Jeremy Pearlman of the Sun City Independent newspaper.

I wanted you to be aware that Jeremy has contacted me for an update on our progress, and he plans an article on us for next Weds or the following Weds. If any of you would like to contribute to this article, please call Jeremy at 623-972-6101.

The part you could help with has to do with the questions on "interesting moments" or "interesting challenges" as he's looking for some personal anecdotes. Judy, I know you had some interesting times with interviews, and might like to share these with Jeremy.

I hope to have given him background re the comment that we have "consciously chosen to separate ourselves from the Silver Anniversary Celebration Committee..." I told him we appreciate their taking on the planning of this anniversary as our hands are full completing the history project. I said that I feel we have a good working relationship as the Anniversary Committee has agreed to let us sell books at the events they are planning. I also mentioned that Lee Vogel serves on both committees, keeping us updated on their plans, and they on us. Also, we've provided photos to Betty Stoneking who heads up their PR activities, and have commented on some proposed news releases. The upshot is that we are working together where needed, and are grateful that a group has taken on the responsibility for this important anniversary celebration.

I did not give Jeremy any info on selling prices or places where the book will be sold, telling him that the marketing plan is under development. He agreed to do another story later on when we have this resolved.

I hope to send you a rough draft of a marketing plan in the next few days.

I'm trying to get some accurate population figures for projection purposes. Once I have them, I'll send you a draft for comment.

Hope you all are enjoying summer. Please send us some as it's been cool and rainy in Wisconsin. There's good news though -- the cool weather stunts mosquito growth!!


ED


 =====
edsonallen@yahoo.com
efallen@dcwis.com

Please feel free to e-mail your responses to suncityind@aol.com, or call me 623-972-6101 as soon as possible.

Thanks for all of your help.



Sincerely,
Jeremy Pearlman
Independent Newspapers

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Date: Tue, 12 Mar 2002 09:52:53 -0700
Subject: Sundome newsletter
From: "Peggy Roberts" <iwritenow@cox.net> | [Block Address](#) | [Add to Address Book](#)
To: edsonallen@yahoo.com

Hello, Mr. Allen. My name is Peggy Roberts and I'm writing the Sundome Performing Arts Association newsletter. Sharon Arnold forwarded your name and e-mail address to me along with a fax containing the Sundome historical overview that you wrote. 3

3/28

37 Year

Sept 1
Jan 1
May 1

Begin planning Sept. issue in July. Will contact me in Wis. Asked her to hold off until then.

We may be interested in publishing an excerpt or two in our newsletter with due credit if you would be so kind as to grant us permission.

Would you please give me a call at your convenience to discuss the possibility? I would appreciate it greatly.

Thanks!
 Peggy Roberts
 480-947-5999
 iwritenow@cox.net

(I'll be out of town March 14-25.)

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11/13/01

TO THE SUN CITIES INDEPENDENT, Sun City West Edition

SCW History Taking Shape

The committee writing Sun City West's 25 year history met recently to review progress made during the summer months. The book will have seven major sections: Events leading up to SCW; The Pioneer Years; Physical Evolution of the Community; Scope of Active Retirement; Health Care and Human Services; Political Evolution; and Issues for the Future. The SCW History Committee is sponsored by the Sun Cities Area Historical Society.

In order to add interest, the group is soliciting personal recollections of events that have taken place since Sun City West began in 1978.

For example, Victor Simpson recalls that back in the early 80s, the Phoenix-area dealer for Mack Trucks submitted the winning bid for two new fire trucks. The manufacturer, Mack Truck, offered Sun City West the opportunity to save delivery charges of \$1200 per truck if they would pick them up in Buffalo, NY, where they were built.

The local dealer agreed to send a man to drive one of the trucks to Sun City West. Simpson was fire district chairman at the time, and agreed to drive back the second. He and his wife, Margaret, took turns driving the truck on the long trip west. Simpson recalled that many passing drivers would wave to Margaret but no one waved at him!

If you have a story you'd like to share, call Betty Stoneking at 584-1915. We're looking for real-life experiences whether they happened years ago or just yesterday. Help make the SCW history come alive!

The committee also needs individuals with skills in editing, graphic design and dealing with printers. Contact Ed Allen, 975-1815, if you are willing to help in any of these areas.

For more information, contact Ed Allen, Committee Chairperson, at 975-1815. A more detailed outline of the proposed book is attached for your reference.

11/23/01

TO THE DAILY NEWS-SUN, Sun City West Edition

**SCW History
Needs Your Story**

You can add interest to the history of Sun City West by contributing a personal recollection of life in this active, growing community. The SCW History Committee, sponsored by the Sun Cities Area Historical Society, seeks personal anecdotes to add spice to the many facts being gathered about the city's first 25 years.

Perhaps you attended the opening of the Sundome in 1980 and were one of the first in the door. Or, do you recall one of the lavish grand opening of new house models? Maybe you were one of those driving along Bell Road when the bridge washed out.

Phyllis Street, for example, recalled how her husband carefully raked the gravel after her young grandson had visited and played in the yard. The next morning, there were huge paw prints crossing the back yard. Larger than rabbit or coyote tracks. They had a neighbor who was a hunter, and called him to look at the tracks. He told them it was a mountain lion! Mr. or Mrs. Lion made a repeat visit a few nights later, crossing the Street's patio on the way south along the wall.

If you have a story you've shared with friends and neighbors, share it with the History Committee. Call Betty Stoneking at 584-1915. We're looking for real-life experiences whether they happened years ago or just yesterday. Help make the SCW history come alive!

The SCW History Committee also needs individuals with skills in editing, graphic design and dealing with printers. Contact Ed Allen, 975-1815, if you are willing to help in any of these areas.

For more information, contact Ed Allen, Committee Chairperson, at 975-1815. A more detailed outline of the proposed book is attached for your reference.

11/06/01

TO THE WESTER FOR IMMEDIATE RELEASE

**Personal Anecdotes Sought
By SCW History Committee**

Work is underway on a history of Sun City West's first 25 years. The SCW History Committee, sponsored by the Sun Cities Area Historical Society, has developed an outline of subjects to be covered, and volunteers are gathering source material. In order to add interest, the group is soliciting personal recollections of events that have taken place since Sun City West began in 1978.

For example, Dee Balaker, recalled the hordes of crickets that plagued residents in the early years. Dee's home is on the south side of Beardsley, and at that time, there was only desert to the north. After repeated complaints from many neighbors, DEVCO arranged to have the desert area sprayed. Instead of starting along Beardsley and working north into the vacant land, the sprayers began out in the desert, working their way toward Beardsley. The net result was a massive "cricket drive," sending millions of the insects toward the homes instead of away from them.

If you have a story you'd like to share, call Betty Stoneking at 584-1915. We're looking for real-life experiences whether they happened years ago or just yesterday. Help make the SCW history come alive!

The committee also needs individuals with skills in editing, graphic design and dealing with printers. Contact Ed Allen, 975-1815, if you are willing to help in any of these areas.

For more information, contact Ed Allen, Committee Chairperson, at 975-1815

OUTLINE FOR "25 YEARS OF SUN CITY WEST" HISTORY

Revised: Nov. 6, 2001

- 1) Preparing the Way for Sun City West
 - Del Webb and organization
 - Sun City's success
 - Obtaining land
 - Ground-breaking, Feb. 15, 1978
- 2) The Pioneer Years – 1978-1980
 - First residents
 - Early challenges due to lack of facilities; Garage sales
 - Loss of Aqua Fria bridge
 - Residents organize ... birth of PORA
 - Completion of RHJohnson complex
 - Early clubs and organizations
- 3) Physical Evolution of the Community
 - Residential phases including expansion area, Grandview, etc.
 - Amenities – golf courses, rec centers, Sundome
 - Religious community
 - Business community and Post Office
 - Fire District
- 4) Growing Scope of Active Retirement
 - Formation of the Rec Center Board
 - Growth in clubs
 - Civic and service organizations
 - Volunteerism – Prides, Posse, etc
- 5) Growth of Health Care and Human Services
 - Early "trailer" office & Dr. Hyashi
 - Del Webb Hospital
 - Sun Health
 - Foundation and Helping Hands
 - Assisted Living
- 6) Political Evolution of the Community
 - Maricopa County serves the community
 - PORA – Quasi-governmental body
 - School bond issues and de-annexation
 - Local issues: incorporation, Bodine property, 303 Exchange
- 7) Current Issues Affecting Future History
 - Graying of the community – effect on clubs, rec. facilities, volunteerism
 - Baby Boomers and their interests
 - Facing growth of the surrounding area – competition for retirees and water
 - Impact on the environment – water, plant life, asphalt, etc.
 - SC and SCW ... unique communities that will never be repeated



SUN CITIES AREA HISTORICAL SOCIETY

(Following is a copy of a release sent to the Independent, Wester and Daily News Sun to build awareness for this project and, hopefully, to locate additional volunteers.)

March 23, 2001

SCW History Project Underway

A group of ten volunteers met Wednesday to begin the process of documenting the history of Sun City West. A working outline was adopted to guide the initial research in seven areas: The period leading up to ground-breaking in 1978; the Pioneer years of 1979-80; the physical evolution of the community's homes, amenities, churches and businesses; the growing scope of active retirement; the growth of health care and human services; the political evolution of the community; and a concluding section on current issues that will affect future history.

An initial step will be to review newspapers and newsletters going back to 1978 to identify key events and activities. The group will also be looking for early residents with personal accounts of life in Sun City West during its earliest years.

This history project is being sponsored by the Sun Cities Area Historical Society. People interested in working on this research, or contributing to it, are encouraged to call board members Ed Allen, 975-1815, or Phyllis Street, 584-0323. The goal is to have a printed history ready in time for the 25th anniversary of ground-breaking, February, 15, 2003.

(For more information, contact Ed Allen, 975-1815)

February 3, 2001

To: Dee Hjermstad, President, Recreation Centers of Sun City West, Inc.

Subject: Sun Cities Area Historical Society -- "History of Sun City West"

I tried to reach you several times this week without success, and since my wife and I are leaving for Hawaii on Monday, I thought it best to describe this project in a letter.

I am a member of the Board of the Sun cities Area Historical Society. We are interested in facilitating and encouraging a written history of Sun City West for distribution during its 25th anniversary year of 2003. I have volunteered to lead this project, and to form a committee of interested SCW residents who would be willing to work on it.

Since your organization represents Sun City West, we wanted to inform you of this project and invite your organization's participation. We would encourage you to document the history of the Rec Center organization to be included in this community history. We would also appreciate your help in locating people interested in history who might like to work on a project like this.

I am enclosing a brief paragraph that we would appreciate your including in your next newsletter. And, if you have a staff member or volunteer who would like to serve on this committee, we would welcome them.

We hope to have this committee formed by early March. One of the first activities will be to contact clubs, churches, businesses, local service organizations and others to encourage them to document their history and submit a summary for this community history. The Historical Society has received a great deal of material from Del Webb and this, along with our archives, will provide the committee with a rich lode of information to mine.

I met with Randy Fuller of PORA and found him very supportive of this project. We trust you, too, will find this a worthwhile effort. I'll try to reach you when we return from Hawaii to see if you have any questions or comments.

One final point -- the Historical Society is primarily interested in seeing that a history is published for the 25th anniversary of Sun City West. We do not see ourselves as the group planning activities to celebrate this anniversary. Others will need to step forward to work on these. It's not too early to be thinking about the anniversary, as ground-breaking ceremonies for Sun City West were held on Feb. 15, 1978. How time flies!

I look forward to meeting you when your schedule permits.

Sincerely,

Edson F. Allen, Trustee, Sun Cities Area Historical Society
Home: 975-1815 or edsonallen@yahoo.com

History Researchers Needed

The Sun Cities Area Historical Society is looking for individuals interested in helping to document the first 25 years of Sun City West history. This group will have access to the extensive archives of the SCAHS, and will contact clubs, churches, businesses and other local organizations to encourage them to contribute to a community-wide history. The final product of their effort will be to publish a report for distribution during 2003 -- Sun City West's 25th Anniversary Year.

Interested individuals should contact SCAHS Board members, Phyllis Street at 584-0323, or Ed Allen at 975-1815.

History Researchers Needed

The Sun Cities Area Historical Society is looking for individuals interested in helping to document the first 25 years of Sun City West history. This group will have access to the extensive archives of the SCAHS, and will contact clubs, churches, businesses and other local organizations to encourage them to contribute to a community-wide history. The final product of their effort will be to publish a report for distribution during 2003 -- Sun City West's 25th Anniversary Year.

Interested individuals should contact SCAHS Board members, Phyllis Street at 584-0323, or Ed Allen at 975-1815.

February 21, 2001

FOR IMMEDIATE RELEASE TO THE WESTER: *INDEPENDENT*

History Researchers Needed

February 15, 2003 will mark the 25th anniversary of ground-breaking for Sun City West. Since then, "Lizard Acres" has blossomed into a complete community of more than 17,000 homes, stores, banks, offices, places of worship, hospital and more.

The Sun Cities Area Historical Society is looking for individuals interested in helping to document the first 25 years of Sun City West history. This group will have access to the extensive archives of the SCAHS, and will contact clubs, churches, businesses and other local organizations to encourage them to contribute to a community-wide history. Many of the early residents still live here and offer a rich lode of personal anecdotes about SCW's earliest days. The history would not be complete without summaries of the various issues that Sun City West faced during its growth... and faces in the future. The final product of the committee's effort will be to publish a booklet for distribution during 2003 -- Sun City West's 25th Anniversary Year.

The committee needs a wide variety of skills to be successful. For example, people willing to interview others... to make mailings to, and to contact clubs and organizations... to review archives for significant historical items... to write sections of the history... to edit written material... to double-check accuracy... and more. In so doing, participants will learn many interesting, little-known facts about their community.

If you would like to be involved in this research activity, contact SCAHS Board members, Phyllis Street at 584-0323, or Ed Allen at 975-1815.

#

For more information, contact Ed Allen, 975-1815