

Take note: cards available

Local artist helps advertise SCW

By **Diana Shaughnessy**
and **Anne Brady**
Independent Newspapers

People from across the country soon will know more about the beauty of Sun City West as they receive note cards featuring sketches of some of the community's most notable scenes, drawn by local artist Grant Thompson.

In an effort to bolster the community's image, Sun City West Visitors Center advertising supervisor Ed Allen asked Mr. Thompson to provide artwork for the notebooks, which

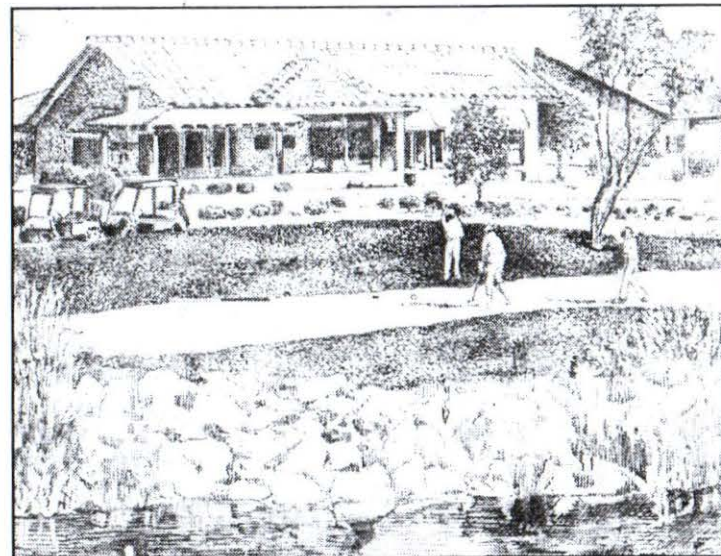
are being sold at the Visitors Center.

"It was something I could contribute to the organization. I thought it was worthwhile," said Mr. Thompson of his decision to provide the artwork free of charge. "I did (the drawings) different ways, some of them on the spot, and some of them from photographs. It worked out pretty good I think."

Each note card set includes scenes of Palm Ridge Recreation Center, the Sundome, the R.H. Johnson Library, the Deer Valley Golf Club House

and the Visitors Center. Each packet contains two of each scene, along with 10 envelopes, and sells for \$5. On the back of each card is a brief description of the scene, along with the Sun City West Web site — www.suncitywest.org. The cards are available at the Visitors Center and various other locations in Sun City West.

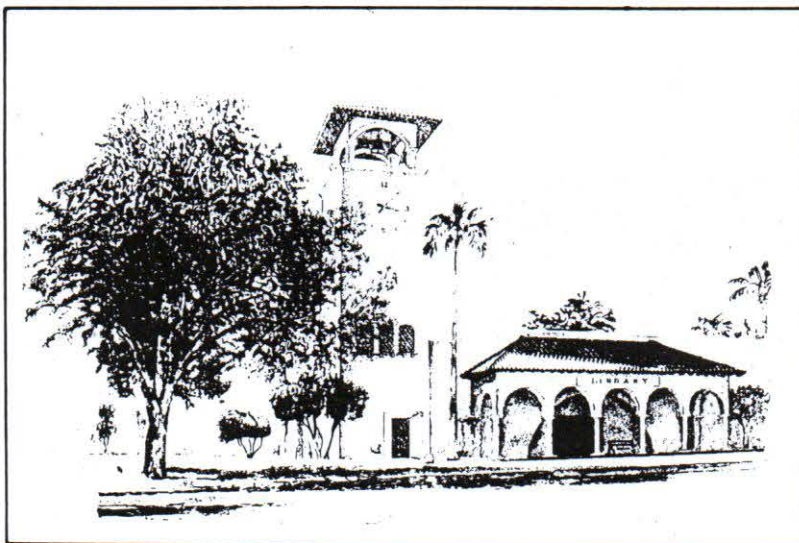
Mr. Thompson's work has been displayed around Sun City West. He also is a member and instructor at the Sun West Art Club. He and his wife, Dee, have lived in Sun City West for more than 10 years.



Submitted photo

This drawing of the Deer Valley Golf Course clubhouse is one of a set of drawings on note cards now available at the Sun City West Visitors Center.

Note card packets featuring SCW scenes



This note card, featuring the SCW Library, is one of five in a set being sold by the SCW visitors Center to raise funds for promoting SCW.

In an effort to bolster its national advertising capabilities, the Sun City West Visitors Center has produced a note card series with sketches of Sun City West scenes. The sketches were drawn by local artist Grant Thompson and a set features five scenes: the Palm Ridge Recreation Center, the Sundome, the Library, the Deer Valley Golf Clubhouse and the Visitors Center.

The packet will consist of two of each scene with 10 envelopes and will sell for \$5. They will be on sale at the Sun City West Visitors Center and various venues throughout Sun City West. They are ideal for one-page notes to friends and are excellent for portraying the beauty of Sun City

See **NOTE**, Page B3

NOTE: Card, from Page B2

West to your friends.

Thompson's work has been displayed around Sun City West before. He is a member and instructor at the Sun West Art Club. He and his wife Dee have lived in Sun City West for over 10 years.



Charles Krejcsi/The Arizona Republic

People from all over the United States come to the Sun City West Visitors Center, where volunteers provide information about the community. The volunteers provide brochures, show a video praising Sun City West and take guests on tours.

Life after Del Webb

Ambassadors keeping image polished

By Lori Baker

The Arizona Republic

AZ REP 3/27/98

SUN CITY WEST — With Del Webb about ready to pull up its stakes from Sun City West, residents are making sure their community continues to thrive.

About 150 volunteers from the Ambassadors of Sun City West have greeted more than 15,000 people who stopped at the Sun City West Visitors Center during the center's first year.

Their goal is to promote Sun City West's lifestyle among potential home buyers. With Webb's pending departure from Sun City West, Property Owners and Residents Association leaders decided to start the center as a way to protect property values.

"We're very pleased about how busy we've been, and we expect our second year to be even busier," said Elaine McCraith, a PORA board member who

oversees the center.

Visitors come from all over the United States, as well as France, Germany, Japan and Sweden. On a recent afternoon, there were people from Indiana, Wisconsin, Virginia and Illinois.

The center, which opened in February 1997 at 13823 Camino del Sol Blvd., is housed in a building that adjoins the Property Owners and Residents Association building.

Webb has only about 50 lots left for new construction in the 20-year-old Sun City West. During the past year, the developer has shifted its advertising blitz to its Sun City Grand development across the street.

Sun City West leaders want to avoid what happened in neighboring Sun City when Webb leaves.

At Sun City's peak, its population reached 47,000. In 1978, Webb started

developing Sun City West and concentrated its efforts there. As a result, Sun City was left without a marketing program.

There was no community effort to promote home sales when residents died or moved away. Sun City suffered high vacancy rates that lasted for several years, and that lowered property values, said Dick Van Andel, president of the Sun City Ambassadors.

Home sales started to take off again after the Sun City Visitors Center opened in 1990 at 99th Avenue and Bell Road. Since then, more than 132,000 people have visited the center.

"We were the pioneers with our visitors center, and we were happy to give advice to Sun City West about starting one," Van Andel said.

Both centers share the same philosophy: It pays to have residents promoting

— Please see **SUN CITIES**, Page 4.

Sun Cities image still being polished

— **SUN CITIES**, from Page 1

their communities. The centers, however, are not in the real estate business. Prospective home buyers choose their own real estate agents.

Although they share some similarities, the two visitor centers operate separately. In addition, the Sun City West center is a branch of PORA, a non-profit community organization; the Sun City center is a stand-alone non-profit group.

Interest in Sun City West has increased since the retirement community launched its own home page on the World Wide Web earlier this month. The address is www.suncitywest.org.

"Over 500 people contacted the Web (site) in a two-week period, and some of those people called us to find out more information," McCraith said.

Those calling up the Web site see a colorful pictorial view of Sun City West and a description of the \$70-million worth of amenities enjoyed by 31,000 residents. That includes seven golf courses, six swimming pools, a bowling alley, a library and four recreation centers that house activities for about 100 clubs. Recreation Centers membership is \$126.50 per person per year. At least one household member must be 55 years old and residents must be at least 19 years old.

Another plus is that Arizona State University's Sundome Center for the Performing Arts, which features big-name performers, is in Sun City West, McCraith said.

In addition, the Ambassadors emphasize the abundance of medical services in the community, including Del E. Webb Memorial Hospital.

The visitors center operates on \$20,000 in annual donations and with an all-volunteer staff. The volunteers provide brochures and show a video of the community as well as take people on tours upon request. The Ambassadors also answer questions from folks calling the center's toll-free number, (800) 482-3798.

Joe Calbeck of the Ambassadors said Sun City West seems to sell itself once people see what's offered.

"One man who was on a tour saw how wonderful the wood-working shop is at a recreation center and he said that was enough for him to see. He was sold on Sun City West," Calbeck said.

The Sun City West center is open from 9 a.m. to 4 p.m. Monday through Saturday and 12:30 to 4 p.m. on Sunday. For information, call 214-8629.

Lori Baker can be reached at 444-7120 or at lori.baker@pni.com via e-mail.

Visitor's Center keeps Sun City West in the limelight

Takes on competition from sister Sun Cities

By CHRIS RASMUSSEN 1017
Independent Newspapers 14/1 1997

As Del Webb Corp. turns its attention to Sun City Grand and begins promoting its newest community nationwide, Sun City West is left with the challenge of fending for itself when it comes to attracting future home buyers.

The first step in that endeavor comes this weekend with the official opening of the new Sun City West Visitor's Center.

Operated by the Sun City West Ambassadors, the center will serve as a focal point and resource center for prospective buyers and visitors to Sun City West.

"We have to stay up with Sun City and Sun City Grand," says Dusty Rhodes, president of the

Real estate experts have told us with the Sun City Ambassadors promoting (their community) on one side of us, and Del Webb at Sun City Grand on the other side, we will be at a real disadvantage if we do not promote ourselves.

— Dusty Rhodes
President
Sun City West Ambassadors

Ambassadors.

The Property Owners and Residents Association sponsored the center, which is located at

13823 Camino del Sol and adjoins the PORA building through a hall.

"We don't want the value of homes in Sun City West to deteriorate," Mr. Rhodes says.

"Like any business you have to keep promoting (yourself). Real estate experts have told us with the Sun City Ambassadors promoting (their community) on one side of us, and Del Webb at Sun City Grand on the other side, we will be at a real disadvantage if we do not promote ourselves."

The center will open its doors 1 p.m. Feb. 1 for a grand opening and dedication ceremony. Jan Rittmaster, Ms. Senior Arizona 1996 and first runner-up in the national Ms. Senior America

See ■ VISITORS, Page 3

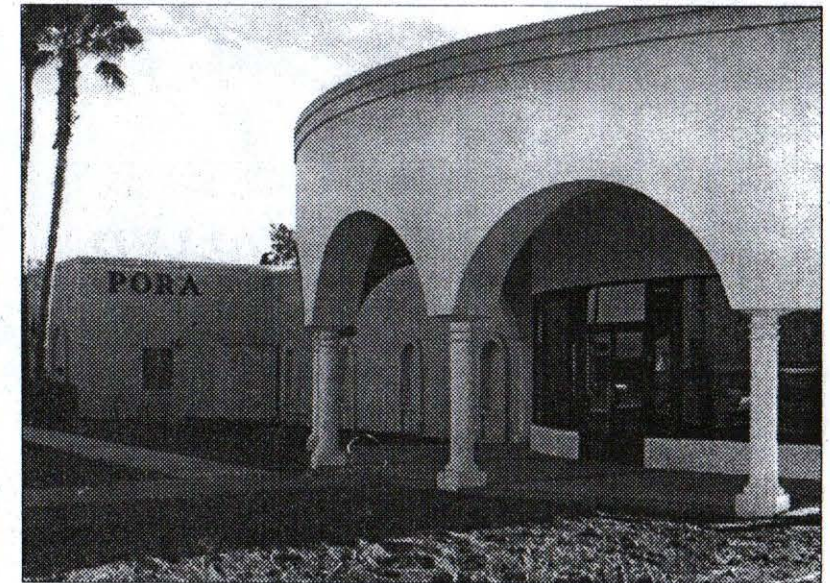


Photo By BRET MCKEAND/Independent Newspapers

Welcome to Sun City West!

The Sun City West Ambassadors are hoping the city's new visitor's center will keep the city in the public's mind, despite surrounding promotional efforts from Sun City and Sun City Grand.

■ VISITORS

IND 2/4/7

From Page 1

Pageant, will kick off the opening by singing the national anthem.

The public is invited to attend. Refreshments will be served.

Inside the 3,300-square-foot facility, prospective home buyers will find brochures, maps and fact sheets promoting the lifestyle available in Sun City West.

A 25-seat theater allows visitors to relax and take in a 13-minute video presentation depicting the quality of life here.

"We want to provide a neutral, no-pressure facility for visitors to learn about the community and a place to pick up literature," Mr. Rhodes says.

The facility was constructed at a total cost of \$360,000. The \$75,000 piece of land the building rests upon was donated by Del Webb Corp.

Mr. Rhodes says the center was built next to PORA and not on R.H. Johnson Boulevard because of the resources available at the PORA building.

Future funding for the Ambassador's Visitor Center will most likely come from Realtors, businesses and through public donations.

A garden displaying native plants, five waterfalls and an outside seating area were donated by Arizona Rainfall and Surprise Landscaping.

White Tanks Palm donated trees and shrubs. Phoenix Precast provided flower urns, picnic tables and ashtrays.

River rocks were donated by Bedrock Stone Co.

Also featured in the center is an electronic locator board map. A push-button map showing areas of interest such as golf courses, places of worship and recreation centers was designed and built by area resident Lou Wolf.

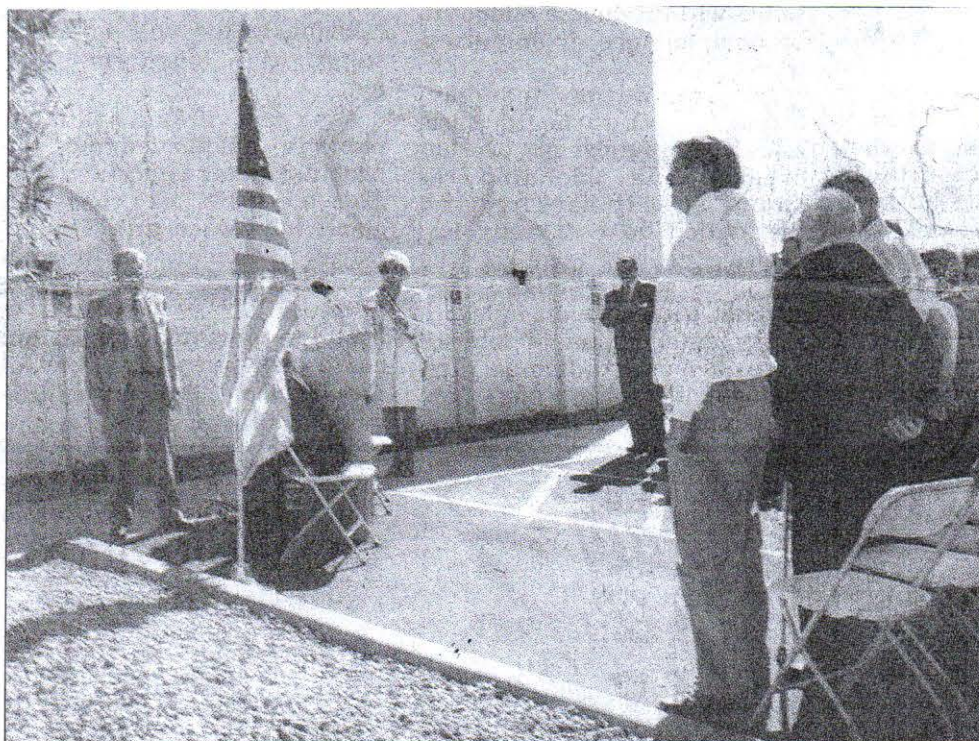


Photo By CHRIS RASMUSSEN/Independent Newspapers

Getting ready for the grand opening

Dusty Rhodes, director of PORA, will see the Sun City West Visitor's Center open Feb. 1. The center will offer prospective home buyers a chance to get a feel for the community. It is located next to PORA's building on Camino del Sol.

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Steve Chernek/Daily News-Sun

Ms. Senior Arizona Jan Rittmaster sings the national anthem at the dedication ceremony for the new Sun City West Visitors Center Saturday.

SCW Visitors Center opens for business

Staff report *NEWS SUN* 2/3/7 1997

Clowns, speeches and a warm, sunny afternoon marked the grand opening of the Sun City West Visitors and Information Center Saturday.

More than 200 people turned out for the official opening of the 3,300-square-foot center, located next to the Property Owners Residents Association building at 13823 Camino Del Sol. Past PORA presidents and other dignitaries spoke at the ceremony.

Two years in the making, the center features a 25-seat theater where visitors may watch a 13-minute video showcasing the Sun City West lifestyle.

The center also has a special map which, with the touch of a button, lights up all the locations of local golf courses, churches and other points of interest.

If visitors then wants to see a specific area, a staff guide will drive them there. Visitors may also receive

a guided tour of the entire community.

More than 300 volunteers will staff the center, answering questions and providing 35-minute tours. The center also holds dozens of brochures, fact sheets and maps of the area.

Marty Schreibaun, operations director, said the center was designed to attract more residents to Sun City West.

"If we explain to the people who we are, we feel that they will fall in love with the place like we did," he said.

An estimated 20,000 visitors are expected to come through the center each year, he added.

Dusty Rhodes, executive director of the Sun City West Ambassadors, said the center could not have been built without the help of numerous groups and residents. They designed the building, built the interior and provided many of its components.

"It is truly a community-wide project," he said. "Everyone had a hand."

Information center in Sun City West to open doors soon

By Barbara Deters
Staff writer

AZ REP 1/15/7 1997

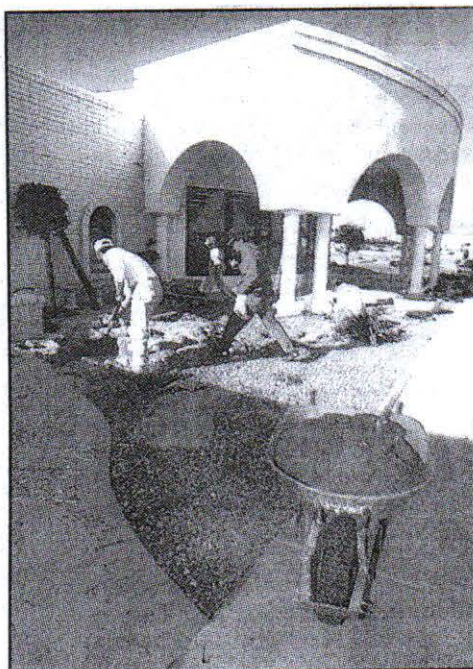
SUN CITY WEST — The place is painted, the landscaping is completed, the furniture is in.

All that's left to do is install some cabinets, and the Sun City West Visitors and Information Center will be ready for business.

The 3,300-square-foot facility on Camino del Sol should be open by Feb. 1, a couple of months later than expected.

"We're virtually complete," said Noel Willis, president of the Property Owners-Residents Association, which built the center. "(But) the landscaping is such a plus that we wanted everybody to be able to see that before we opened."

The contractor, JCI Construction of Phoenix, completed the building on schedule, Willis said, even though See VISITORS, Page 7



Nancy Engebretson / Staff photographer
A crew works on completing the landscaping at the Sun City West Visitors and Information Center.

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the curved windows that adorn the front of the building were delivered two weeks late.

"We were very fortunate that we got a contractor who did exactly what he said he was going to do exactly when he said he was going to do it," said Willis, who managed the construction project. "I have 46 years in the design industry, and this is one of the best construction contracts I've ever had."

The center is next to the association's current office at 13815 Camino del Sol and connected by a PORA office expansion.

The PORA has received about \$80,000 in donations toward the construction of the building, which is designed to be a marketing tool for Sun City West.

About 300 volunteers have received training so they can staff the center, providing 35-minute tours and answering questions of residents and visitors alike.

Brochures, maps and fact sheets about Sun City West, its lifestyle and its clubs and organizations will be displayed in the center, along with brochures highlighting the points of interest throughout the state, which will be provided

by the state.

The facility features a 25-seat theater where visitors can view a 13-minute video espousing the lifestyle in Sun City West.

Total cost of the project was around \$385,000. That included construction of the center, which came in nearly on target at \$270,000, Willis said.

The land, valued at \$75,000, was donated by Del Webb Corp. And the PORA received at least \$30,000 in materials and labor to create a master-gardeners courtyard.

Arizona Rainfall, a Surprise landscaper, and its suppliers donated the master-gardeners courtyard, which includes a seating area, five waterfalls and native plants.

"It's going to be quite impressive," said John Kent, a master gardener who helped design the courtyard. "It will be used as a meditation garden, a teaching garden."

Arizona Rainfall donated the labor, and Phoenix Precast provided flower urns, a picnic table and ashtrays. River rocks came from Bedrock Stone Co., and White Tank Palms donated trees and shrubs.

Ground Broken on Visitor Center Addition

By Hilda Palm

A groundbreaking ceremony for PORA's new Visitor's Center was held last Thursday morning on the site just north of the existing PORA building. When completed this fall the new building will house the Sun City West Ambassadors and also provide more space for other community

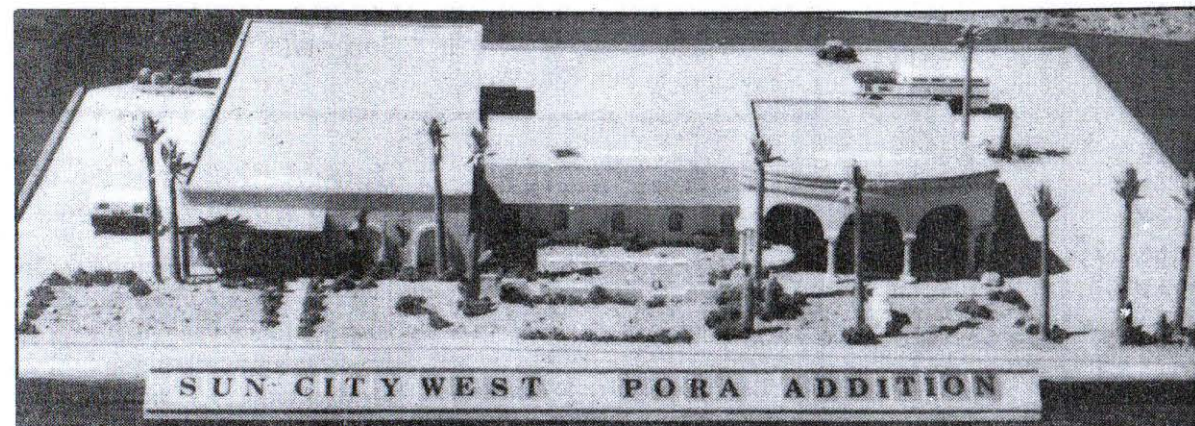


Dusty Rhodes, chairman of the SCW Ambassadors, turned the first shovel as "a symbol of beginning."

Photo, Gene Palm

service projects sponsored by PORA.

The sun shone brightly on the assembled guests so Master of Ceremonies Noel Willis kept the program short and sweet. Willis is the first vice president of PORA and project manager for



the new building.

Ken Allison, AIA, architect, expressed his thanks for having been chosen to oversee the pro-



Chuck Roach (l.) complained to County Supvr. Ed King about how hard the ground was — as if it was his first ground-breaking.

Photo, Gene Palm

ject after the original drawings were developed by a SCW resident, Prof. Keith Christensen.

Michelle Campbell spoke on behalf of Jackson Contractors, Inc., who were chosen to build the structure.

Hal Lind, PORA president, thanked the many volunteers and donors who have supported the project, but especially Noel Willis.

Everyone present was invited to turn a shovel full of dirt. Chuck Roach, SCW Manager for the Del Webb Corporation, which donated the land for the building, complained about how hard the ground was, as if it were the first groundbreaking in SCW in which he had participated.

After a few shovels of dirt had been turned, the assembled

guests were glad to move into PORA's conference room where PORA Dir. Lenore Forti was serving cool refreshments.



PORA Pres. Hal Lind thanked the volunteers and donors who have supported the Visitor's Center.

Photo, Gene Palm

SUN CITIES INDEPENDENT

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Ambassadors, Del Webb finalize transfer of land for new center

By PATRICK O'GRADY
Independent Newspapers

FRONT PAGE

The Del Webb Corp. has donated land for a new visitors center in Sun City West, but owners of the facility are now concerned the company may have too much say in how the center operates.

Officials of the Ambassadors of Sun City

West want to clarify the wording in an agreement between their organization and Del Webb regarding the developer's donation of land for a new visitors center.

Webb had previously agreed to donate land next to the Property Owners and Residents Association for an Ambassadors-sponsored visitor's center scheduled to be open next fall.

Birt Kellam, president of the Ambassadors,

says the original deed transferring the property from Webb to the organization is being reworked to clarify who can use the center and for what purpose.

The new building will be connected to the PORA building even though the Ambassadors are expected to be a separate entity. It will contain offices and conference space for both groups, as well as offering vis-

itors information about the community and organizations.

Under the old language, Mr. Kellam says the property was used for any purpose other than by a nonprofit group, Webb could be back for \$10.

"What they're saying is they don't want

See ■ CENTER, Page 1

■ CENTER

From Page 1

to make any profit off it, which seems palatable to us," he says.

If the organization were to use the visitors center for something other than originally intended, Mr. Kellam says they could risk losing the entire structure. This could happen, he says, even after the Ambassadors pay an expected \$250,000 to construct the center.

New wording would call for the organization to pay the appraised value of the land, roughly \$75,000 Mr. Kellam says, if the building is

used for profit purposes.

Mr. Kellam says the group has also asked Webb for help with furniture to be placed in the new center after the group leaves the community, perhaps from furniture

from the model homes after they are sold.

What furniture will be needed is still in question, Mr. Kellam says, as the group is waiting for plans showing how much furniture they

will need and where they will need it.

"Once we get this, we'll go to Webb and see how much furniture they are willing to give us," he says.

Friday, July 19, 1996 Daily News-Sun, Sun City, Ariz.

Visitors Center started

By BRUCE ELLISON
Staff writer

SUN CITY WEST — Under a broiling sun, a dozen hefty men — and one diminutive female — tried to ceremonially break ground for the new Sun City West Visitors Center Thursday morning.

But after raising little more than dust, they abandoned the effort — and the heat — retreating inside the nearby PORA building for iced tea, cookies and casual conversation.

Among the dignitaries on hand were most board members of the Property Owners and Residents Association, half the governing board of the Recreation Centers of Sun City West, and Chuck Roach, general manager of Del Webb's Sun City West.

Maricopa County Supervisor Ed King, his aide Dick Bryce and developer Denny Ryerson also were in the group of about 80 who attended. So was architect Ken Allison, and Michelle Campbell, who represented the builder, Jackson Contractors Inc. of Phoenix.

"The pride you all will have in this new building is shared by all of us at JCI, as we move toward the successful completion of your project," Campbell said.

PORA President Hal Lind called the visitors center, which will accommodate the Sun City West Ambassadors, a new volunteer organization, "another milestone on the



Steve Chernek/Daily News-Sun

Crockett Muncie, left, of the Sun City West Ambassadors follows Dick Wynant of the Sun City West Posse as he carries a model of the new visitors center away from the center's groundbreaking site following the ceremony Thursday.

'The pride you all will have in this new building is shared by all of us ... as we move toward the successful completion of your project.'

— Michelle Campbell
Jackson Contractors Inc.

road we've been traveling" in Sun City West.

He also praised the initiative and self-reliance of the many volunteers who helped create the concept, the design, the Ambassadors organization and the financing for the project.

Del Webb Corp. donated land for the center, which will be attached to

the PORA building on Camino del Sol.

The overall project is about a \$300,000 development. It should be completed in November and open soon thereafter.

Financing for the building is by the Sun City Bank. A fund drive already has raised about \$50,000 for the structure.

Lind and others especially praised former PORA president Ed Cirillo, who got the project started, and Birt Kellam who helped move it along, Noel Willis, a PORA board member and engineer who shepherded the planning, and Elaine McCraith, another former board member who's in charge of training the Ambassadors.

That group, similar to the Sun City Ambassadors, will staff the visitors center, answer questions, and conduct tours of the community.

Ambassadors, Del Webb finalize transfer of land for new center

By PATRICK O'GRADY
Independent Newspapers

1/21/96

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See ■ CENTER, Page 5

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will need and where they will need it.

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Visitors Center taking shape in Sun City West

By **PATRICK O'GRADY**
Sun Cities Independent

11/15/95

The Ambassadors of Sun City West, Inc. have ended their search for an architect and have hired a group to develop plans and specifications for its new Visitor's Center building.

Board members voted last week to select Kenneth S. Allison Architects of Scottsdale to draw up the plans being used in construction of the new center.

Those plans, along with six site visits from the architect, are included in the \$12,450 price, says board president Birt Kellam.

The lowest bid of \$10,450 came from Jim Blakeslee. The board, however, opted to go with Allison Architects because members felt site visits by the architect were an important feature that needed to be part of the deal, Mr. Kellam says.

"You need to have those site visits so the architect can see how the contractor is doing," he says.

The price of the plans does not include a survey by a civil engineer to check drainage on the land or the price of building permits, Mr. Kellam says. Those items, he adds, can be taken care of by the architect but they may involve additional fees.

Board member Ed Cirillo says the board would have been happy with either architect but went with Mr. Allison because his firm has several associates.

Mr. Kellam says the six architect visits will be augmented by resident architect Keith Christianson who has volunteered to help coordinate the site.

The original designer of the building, Mr. Christianson was unable to draw up specific plans because he is not licensed in the state.

The new architect will draw up plans and specifications that will

be used by the builder during construction and are based on the preliminary design by Mr. Christianson.

The building, as currently designed, will be connected to the Property Owners and Residents Association and be a one-stop shopping center for all the community has to offer, Mr. Kellam says.

Fund raising for the construction has gone exceptionally well, Mr. Kellam says, with the group having already exceeded its goal of \$50,000.

"It's gotten overwhelming," he says. "Just Bill having to sign that many checks is huge."

Treasurer Bill Fry says the group has received 2,013 checks for a total of \$50,811.

Checks from PORA members ranged from \$3 to several hundred dollars, all of which is greatly appreciated by the Ambassadors, Mr. Kellam says.

The group received \$5,000 from the Del Webb Corp. and Ken Meade Realty, Mr. Kellam says. The group is expanding its fund-raising drive into the business and professional community.

The board also voted to spend between \$2,800 and \$3,500 on pre-production of a flyer to promote the community.

Ambassadors efforts paying off

SCW video helps bankroll new building

By BRUCE ELLISON
Staff writer

11-29-95

SUN CITY WEST — The newly formed Ambassadors of Sun City West already has raised over \$50,000 toward the cost of its proposed visitors center, directors were told at a meeting Tuesday.

A 13-minute videotape extolling the virtues of Sun City West as a place to live already has sold 89 copies — with Ken Meade Realty awaiting delivery of 300 copies of the \$6.95 tape.

The Ambassadors board — which for now has the same membership as the board of the Property Owners and Residents Association — approved hiring architect Ken Allison to prepare detailed building plans for the new visitors center/PORA office addition.

The concept design for the building was done by Sun City West resident — and former architecture professor — Keith Christensen, “who also has volunteered to be our on-

site inspection person,” Ambassadors President Birt Kellam reported.

Allison will charge \$12,450 for the detailed blueprints, which will include six on-site visits. The building will be physically connected to the existing PORA headquarters.

Bids for the total job ranged from a high of about \$25,000 to \$10,450, which was turned down in part because it was from a one-person shop, where a schedule might be upset by illness.

Only board member Bill Fry voted against the deal. He said he didn't think the \$2,000 extra was a needed expense.

Kellam said the Ambassadors had a fund-raising goal of \$50,000, and already had collected \$50,811. The donations will pay for about 25 percent of the estimated \$200,000 cost of the center, which is being built on an acre adjoining the PORA building at 13815 Camino del Sol. The land was a gift from Del Webb Corp., which also is contributing \$5,000 a year for three years towards the visitors' center operation.

The first check came in Monday,

Kellam said, so the Ambassadors, which only set up a checking account last Friday, now has a large treasury.

The average individual donation for the building was about \$20, Kellam said, with the range running from \$250 to \$3.

Merchants and professionals in the community will be solicited for contributions.

Two real estate firms serving Sun City West have pledged or contributed — \$5,000 from Meade and \$2,500 from Prudential Mull-Smith, the board was told.

The board also approved spending about \$3,300 on pre-production work for a full-color, six- or eight-page brochure documenting the advantages of life in Sun City West.

Actual printing will be held off until late next year, when the Ambassadors building is about to open.

Later, meeting as PORA directors, the same individuals appropriated \$3,300 from PORA for the work. That item already was in the PORA budget as a contribution to the Ambassadors.

PORA gets first look at Visitors Center

By **TERI CARNICELLI**
Sun Cities Independent

PORA directors recently received their very first look at the proposed Sun City West Visitors Center and initial designs met with resounding approval.

The proposed facility has wide, sweeping arches framing an entry arcade, a theater and a spacious courtyard.

The only thing it lacks is adequate bathrooms.

The initial architectural plan for a visitors center, to be built by the Property Owners and Residents Association on land adjacent to its office, was unveiled to PORA board members at an April 4 meeting.

The Sun City West Ambassadors Committee enlisted the volunteer services of resident and retired architect Keith Christensen for the design of the center.

Mr. Christensen has been an architect for 40 years, specializing in both residential and commercial projects.

"He's just done a bang-up job for us," said Director Birt Kellam, chairman of the Ambassadors Committee.

While board members were pleased with the overall designs and plans, one fatal flaw marred their approval.

Each bathroom, located at the rear of the center by the director's office, contains only two spaces.

"The bathrooms in the PORA building are 50 percent larger than" those planned for the visitors center, Mr. Kellam said.

"Bathrooms in a tourist center are a big deal. People who go to a visitors center expect to be able to use the bathroom."

The Sun City Ambassadors reported that more than 17,000 people went through its visitors center last year. Last month about

2,200 went through the center and many of the more than 100 volunteers conducted 140 tours of the area in visitors' cars.

PORA board members agreed that, if they project a similar or even greater interest in the Sun City West visitors center, two stalls per bathroom would be far from enough.

"This is going to be a real problem area," Director Lenore Forti asserted.

Mr. Christensen said he would have no problem altering the plans to include more space for additional stalls in the restrooms, but he cautioned that the expansion would add to the overall cost of the center.

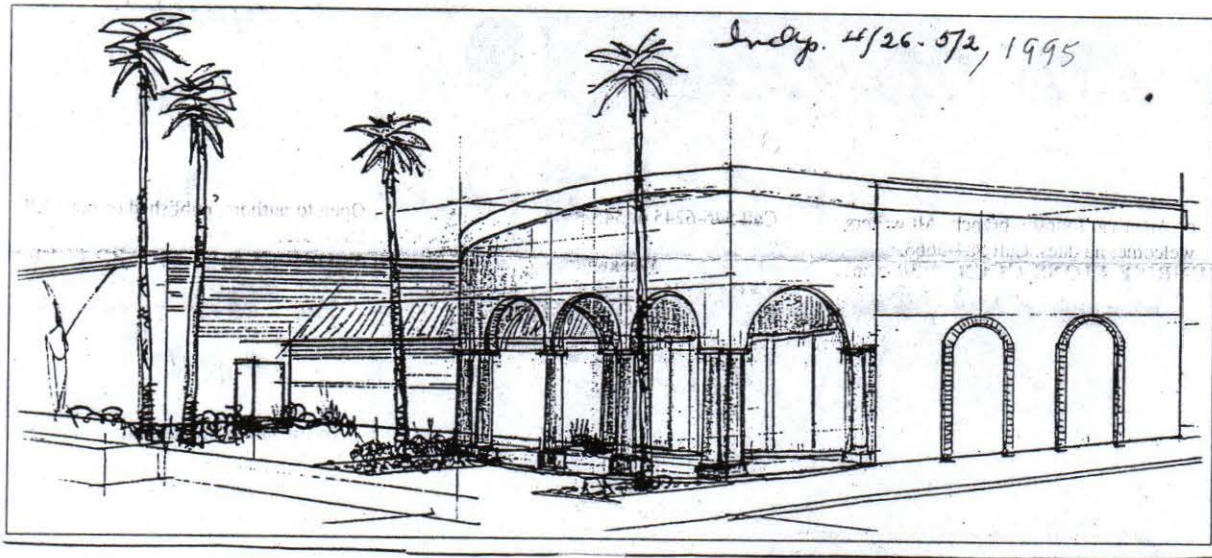
Ambassadors Committee members anticipate construction cost to be somewhere between \$60 and \$70 a square foot, including parking lots.

The main center and a connecting building which measures 32 feet by 86 feet will make for a total of 2,900 square feet.

At \$60 a square foot, construction costs will run about \$170,000; at \$70 a square foot, costs would reach more than \$200,000.

However, if the plans were adjusted to include additional

OVER



space to the south of the main building and to the west to extend the bathrooms, it could increase the cost by more than \$30,000.

Cost continues to be at the forefront of PORA's concerns.

Mr. Kellam said the Ambassadors Committee has been examining the possibility of using a mortgage to pay for the majority of construction costs.

"In the articles of incorporation, PORA does have a limit of \$150,000 maximum" it can borrow against PORA's assets, Mr. Kellam explained.

He has been negotiating with one firm and has received verbal approval of a \$150,000 loan, with a waiver of all points and the appraisal fee. PORA would make payments for a 10-year period at \$1,800 a month. "That's an easy task for PORA," Mr. Kellam pointed out.

"That leaves another \$50,000 or so we may have to raise by some other technique."

He hopes the center will receive

support from the residents as there are fewer businesses available to ease the financial needs of a Sun City West visitors center than there are for Sun City's.

"PORA's membership has doubled by about 50 percent in two years," Mr. Kellam said.

"When I extrapolate what PORA will do in the next two years as Del Webb reaches (the 17,000-home build-out), I expect PORA's population will reach 22,000 people."

If each household contributed something to the nonprofit center, which will aid in keeping property values up by keeping interest focused on the community, "we can get this thing paid for quickly," Mr. Kellam said.

Mr. Kellam asked the other directors to return their site plans with notations and suggestions as soon as possible. Final plans will then be submitted to the Del Webb Corp. to solidify the agreement for the donation of the property adjacent to the PORA office.

SCW has designs on visitors center

By DEBBIE L. SKLAR
Staff writer

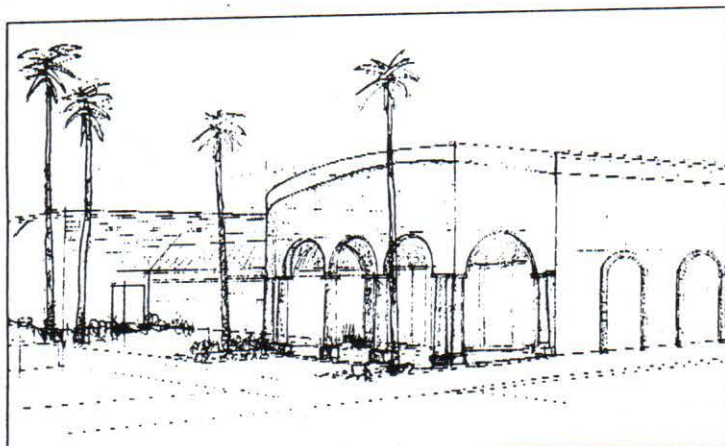
SUN CITY WEST — Residents of Sun City West are a few steps closer to getting their own visitors center.

"We've officially approved the name, which will be Ambassadors of Sun City West Inc.," said Birt Kellam, vice president of the Property Owners and Residents Association. "We had 73 names suggested to us in March for a contest."

In addition to approving the name of the organization that will be responsible for operating the visitors center and marketing the community after developer Del Webb departs next year, PORA directors also got their first glimpse Tuesday of an architect's rendering of the proposed center.

The proposed 2,900-square-foot visitors center will be attached to the PORA Building at 13815 Camino del Sol. Prospective residents will be offered brochures, a video tape and guided tours of the community.

Kellam said Del Webb has agreed to give PORA a half-acre lot next to the PORA building to provide space



Architect Keith Christenson has drawn these plans for the proposed 2,900-square-foot visitors center.

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► See Webb to, A5

Webb to donate land, video

■ From A1

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The name will also make joint advertising easier with the Sun City Ambassadors, and combined solicitation of merchants easier for the two organizations, Kellam said.

"At some point in the future, if the two ambassadors organizations should wish to combine into one umbrella organization, this would be easier to accomplish," said Kellam.

Just how PORA will pay for its new building is unknown.

Kellam said if the board receives \$10 from each of its 16,000 members, the proposed building would pay for itself.

Another possible way to fund the building would be to

obtain a mortgage, he said.

"The only problem is that our bylaws state we can only get a mortgage of \$150,000," he said. "I checked and right now we could get a 10-year loan for \$150,000 and have all fees waived. We could make \$1,800 payments for 10 years."

Kellam said when PORA took out a mortgage on its original building, it was paid off in nine years. He also said when PORA added an addition to the building a few years later, the funds were paid back in 16 months.

PORA President Ed Cirillo suggested the board ask the membership at its June meeting to vote on how to help raise funds for the building.

SCW has designs on visitors center

By DEBBIE L. SKLAR
Staff writer

news - sun 4/5, 1995

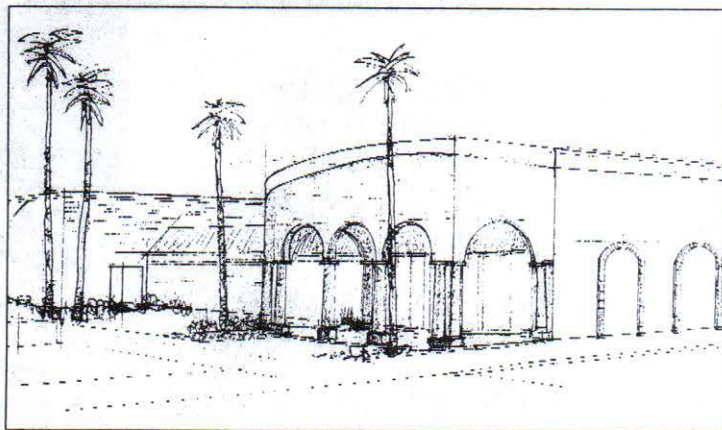
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Group will promote community

By Lori Baker
Staff writer

2-10-95

SUN CITY WEST — Ambassadors of Sun City West Inc. has been selected as the name of a group that will promote Sun City West as a retirement haven.

The Ambassadors will operate under the direction of the Property Owners and Residents Association. A visitors center will be built adjacent to the association's building, 13815 Camino del Sol.

With the pending departure of Del Webb Corp. from Sun City West early in 1996, community leaders say they want to devise a plan to continue promoting the retirement community.

The Ambassadors of Sun City West will raise money to operate the visitors center and to pay for advertising. A similar group, the Sun City Ambassadors, raises about \$100,000 annually — half from individuals and half from businesses.

Association President Ed Cirillo said the Ambassadors would join forces with the Sun City Ambassadors in national advertising but would operate separately on local marketing. The Sun City group has a visitors center at 99th Avenue and Bell Road.

The association board previously had approved spending up to \$10,000 to start a nonprofit corporation, hire an architect and begin producing a videotape about Sun City West. Additional contributions toward operating expenses have yet to be decided.

PORA plans SCW visitors center

By DEBBIE L. SKLAR
Daily News-Sun staff

1/11/95

SUN CITY WEST — The Property Owners and Residents Association is doing its part to ensure Sun City West stays on the map.

Because Sun City West will be responsible for promoting itself when developer Del Webb Corp. departs in 1996, PORA wants to maintain the community's high profile by establishing a visitors center similar to the one run by the Sun City Ambassadors.

"If we go by our bylaws, we can't execute a contract for construction of a building or apply for a mortgage without the approval of the membership," said PORA President Ed Cirillo during Tuesday's board of directors meeting. "The only real question right now, is whether we approach them now, or do we wait four or five months until we have the data from the architects for legal advice?"

The Sun City Ambassadors operates the visitors center in Sun City at 9903 W. Bell Road and provides brochures, videotapes and guided tours.

Cirillo said the cost of a visitors center will depend on how the building is developed.

"Right now we are thinking of connecting the visitors center to the PORA building," said Cirillo. "We might have a wall connecting to the PORA building and have a transit area from one building to another. It's possible we could use that transit area for storage."

The PORA building is located at 13815 Camino del Sol.

Cirillo said the board has hired an architect to develop several options for the center.

"We're waiting to see what they come up with," he said. "We're not going to be a mammoth building."

Board member Elaine McCraith said she believes membership approval is important now rather than

waiting for studies.

Cirillo said he felt the opposite and thought it would be unfair to approach members without any prior knowledge of the center.

"My feeling is that we have to tell the people something," he said. "I think it would be unfair to ask them if they want a visitors center and not tell them anything else. It wouldn't make sense to just ask them if they wanted a center without telling them the shape, where it would be, how we would raise funds if we had to finance it. There is a whole myriad of questions that need to be answered before we approach the membership."

The board voted 12-1 to proceed with getting the answers from the architects before approaching the membership.

Board member Bill Fry, who was the lone "no" vote, agreed with McCraith that members should be approached before any further developments.

Board members John Berg and D.J. Horton were absent at the meeting that attracted 13 residents.

"We're going to try and get some

answers and go to the membership sometime in the middle of the year for approval," said Cirillo. "After today's meeting, I think it's fair to say there was no opposition for the center," he said.

Cirillo said Sun City West residents need a visitors center, because they'll need to continue marketing the community.

"We don't want to wait too late like they did in Sun City," he said. "They already had an economic down turn where they had hundreds of houses sitting vacant for years when Webb left. That drove down property values and we don't want that to happen here."

"We need to have a center like the Ambassadors' visitors center they have in Sun City," said Birt Kellam, PORA first vice president. "We're in the process of trying to get a professional videotape made for visitors."

Kellam said the tape, which the association was told could cost up to \$50,000, will be discussed by a professional producer in a meeting on Feb. 9.

SCW residents unroll welcome mat

Visitors center OK'd

By BRUCE ELLISON
Staff writer

L-9-95

SUN CITY WEST — Members of the Property Owners and Residents Association Thursday overwhelmingly approved rule changes to allow PORA to build a visitors center.

That center, and additional PORA office space, should be ready by the fall of 1996.

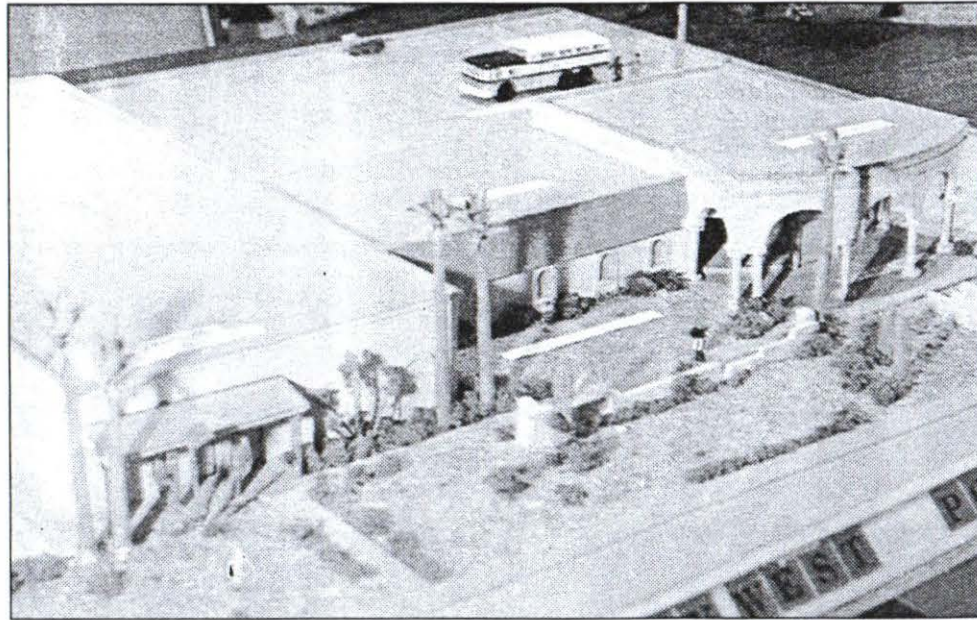
By a vote of 350 in favor and 38 against, members of the organization approved changes to its articles of incorporation to boost the amount of money PORA could borrow to \$250,000, and authorized officials to take out a mortgage in that amount if needed.

The cash is to be used for a 3,800-square-foot addition to the existing PORA building on Camino del Sol that would provide additional office space as well as the visitors center.

PORA's offices now are overcrowded, officials said, and with more new residents expected in the next 15 months, they will become even more crowded. Membership has increased about 50 percent in two years with more than 16,000 now.

Estimated cost of the structure alone is about \$250,000.

The Del Webb Corp. has said it will donate a one-acre commercial lot adjacent to the existing PORA offices for the addition. The building has been sketched out in concept by



Steve Chernek/Daily News-Sun

A model illustrates the proposed Sun City West Visitors Center.

Keith Christiansen, a retired professor of architecture.

The PORA board already has organized Ambassadors of Sun City West Inc. to run the visitors center, and Webb has agreed to contribute \$5,000 a year for three years for its operation.

The ambassadors here will operate in a fashion similar to the Sun City Ambassadors — a group that strongly urged PORA to get its own visitors center.

Birt Kellam, a PORA vice president, said that after Del Webb stops selling new homes in Sun City West

in about 15 months, there would be no agency to promote the community.

During the 90-minute meeting, which packed a social hall in the R.H. Johnson Recreation Center, Kellam observed that Sun City faced serious problems a decade ago when Webb stopped promoting it as a premiere retirement community. At the same time, he said, large numbers of Sun Citians moved to the newer Sun City West or to new long-term care facilities, just as a real estate recession hit.

The result, he said, was a drop of

30 percent to 40 percent in home values and bad publicity in the national press. It took years for home prices to recover, he said.

A visitors center in Sun City West, staffed by the new ambassadors group, would help prevent that from happening in the newer retirement community, PORA officials believe.

Webb's contributions of both land and cash were conditioned on the visitors center not being completed until late 1996, so that prospective homebuyers would not confuse it with Webb's sales center.

That sales center will be demolished to make way for upscale golf course homes.

Kellam also said that adding to existing PORA facilities, rather than building a new structure on nearby R.H. Johnson Boulevard, the main street, would cost only about half as much, primarily due to high land costs on Johnson Boulevard.

While there were a handful of no votes on the matter, and one invalid ballot, no one spoke against the plan during a question-and-answer session.

Before any money is borrowed, Kellam said, "We plan a fund drive both from commercial interests and among PORA members." If each of the 16,000 current PORA members contributed just \$10, he said, no mortgage would be needed.

PORA currently has about \$111,000 in the bank. It paid off its last mortgage, on the current building, in less than two years.

150 Visitor Center Ambassadors honored

By Ruth Borchardt

The Visitor's Center of Sun City West honored its dedicated Ambassadors with an "Ice Cream Social" last week at the Desert Palms Presbyterian Church on Stardust Blvd.

About 200 Ambassadors have worked at the Center since it opened three years ago. Close to 150 people were present for the party. Joe Calbeck was in charge of the affair, introducing some of the people closely connected with the Center since its inception, as well as newer volunteers.

Every month there is a "Volunteer of the Month"—someone who has gone the "extra mile" in time and service for the organization. January's honoree was Eddie Dondero, the important person who drives prospective buyers around the Sun City West Area to promote the saleability of the community.

Since it's opening February, 1997, over 35,000 visitors have gone through the Center. They see a 10-minute video showing the amenities and wonderful possibilities for people living in the community. They are given information on SCWs 200 clubs, plus travel and recreation brochures.

Although they do not sell homes or recommend any particular realtor. Ambassadors' enthusiastic summary of what life is like in this area has been a plus influence for the real estate market. Everyone that has been an



Having fun at the "Ice Cream Social" for Visitors Center's Ambassadors are (Above, l. to r.) Del Miksis; Ambassador Dir. Caryl Shafer; Party Chmn. Joe Calbeck, and Randy Fuller, president-elect of PORA. At right are (l. to r.) Crockett Muncie, Lenore Forti, and Dan Baker.

Photos, Ruth Borchardt

Ambassador has apparently enjoyed the experience. It is of such

benefit to the community that encouragement is given by those involved to continue financial support and volunteer as an Ambassador.

During Birt Kellam's tenure as president of PORA the idea was originated to have a Visitor's Center. A drive was instituted to collect the necessary funds, which were given by businesses and residents. The land itself was donated by the Del Webb Corporation.

Much hard work and effort was put into the project, with Kellam's guiding hand and enthusiasm and the work of all connected with the endeavor—particularly Elaine McCraith



Anderson, Crockett Muncie who did much of the organization and training, plus June Chipp and Dusty Rhodes. Lenore Forti was also a part of the beginning process.

The results have been phenomenal. Prior to its opening Dan Baker, with his resonant voice did the "voice over" on some of the tapes. They were given to the Center by Del Webb Corp., to inspire people to join the pursuit of building this center, situated next to the PORA Building.

Some of the early workers organizing the Center were present, such as Crockett Muncie on hand with husband Dick, Lenore Forti and Dan Baker, plus June Chipp. Birt Kellam was out of town; Dusty Rhodes was involved in another meeting. Elaine Anderson was unable to attend, but dignitaries from PORA were there, among them, Hal Lind, former president of PORA and V/P of the Sun City West Rec Centers' Governing Board, there with wife Evy. Bill Fry, another former PORA president was present, with wife Lea, as was Bob Riley former treasurer of PORA with his spouse Betty. Connie Talvacchia, advertising director for the Center was with husband Bruno, plus president-elect of PORA Randy Fuller with friend Doris Mercier. Jeannie Tarr and Operations Manager Casey Jones gave a warm greeting to people as they entered.

Caryl Shafer, present head of the Visitor's Center, and secretary of PORA, gave a few interesting remarks about the background of the Center, and others who have been very much involved in its success.

PORA gives boost to Visitors Center for Sun City West

By **TERI CARNICELLI**

Sun Cities Independent

11/9-15/94
The Sun City West Visitor's Center is well on its way to becoming reality thanks in part to \$10,000 gift from the Property Owners and Residents Association.

The seed money was set aside by PORA at its Nov. 1 meeting after Birt Kellam, board member and chairman of a visitors center start-up committee, made a presentation regarding the status of the center.

The idea was first proposed earlier this year but little could be done while potential committee members and advisors were out of town for the summer.

The committee, however, has grown a great deal in the last two months and has met several times

Arve Dahl,
president of
PORA, says
the center is "a
high priority for
our community
as we look at
the future of
Sun City
West."



to develop a mission statement and a plan of action.

The purpose of the visitor's center is to "help build a positive community image nationally for Sun City West," Mr. Kellam said.

"We are stymied," he told the board at its Nov. 1 meeting. "We can't do anything now until we get

funding." *11/9-15/94*

The committee has prepared a three-year start-up request, with initial funding topping \$60,000.

"In 1994 we need to get our articles of incorporation done, we need to get our bylaws done, we need tax status advice," Mr. Kellam said.

The committee has already been working on establishing the tax status of the visitor's center.

Businesses which donate money to PORA can write it off on their taxes, but residents in general may not because of PORA's tax status.

Although the visitor's center would probably fall under the same tax category, the committee is hoping to receive a tax status which would allow both residents and businesses to write off donations.

"Because we have far fewer businesses here than does Sun City, we are going to have to depend a great deal more on our residents than we can our businesses," Mr. Kellam explained.

"The only way we could possibly qualify (for the other tax status) is that ... the organization be exclusively educational.

"And so we've re-written our mission statement to say we are educational; we are going to educate people about Sun City West," he said. *SC INDEP*

"I don't know if it's going to work, but nothing ventured, nothing gained."

The committee also needs immediate funding to hire an architectural firm to do initial drafts of a facility and cost schedules for construction. *SC INDEP*

Once completed, the drafts and cost schedules will be presented to the Del Webb Corp. in hopes the company will donate the one-acre parcel located next to PORA for the site of the future visitor's center. *11/9-15/94*

The three-year plan does call for the center being temporarily housed in the PORA building until a new, separate facility can be built. The center would still operate under the auspices of PORA.

"I think the idea of having a visitor's center is not questioned," said Board President Arve Dahl.

"It's important, it's needed, it's a high priority for our community as we look at the future of Sun City West."

See ■ **CENTER, Page 3**

Visitors Center given start-up funding

By Lori Baker
Staff writer

AZ R 11/9/94

SUN CITY WEST — The Property Owners and Residents Association has provided start-up money for a Sun City West Visitors Center.

A citizens committee headed by PORA Vice President Birt Kellam is trying to raise funds to build a center where people can get information about the retirement community.

"We want to help build a positive image nationally for Sun City West," Kellam said. "We want to keep property values

high."

The association's board approved spending up to \$10,000 to start a nonprofit corporation, hire an architect and begin producing a videotape about Sun City West.

Kellam said he has asked Del Webb Corp. to donate an acre of land next to the PORA building for construction of the visitors center. He also asked Webb to provide \$5,000 each year in 1995 and 1996 to help pay the costs.

Kellam said Webb officials indicated that they will wait to make a decision until after the nonprofit corporation is formed and architec-

tural drawings for the center are completed.

With Del Webb Corp.'s pending departure from Sun City West in early 1996, leaders say they want to devise a plan to continue promoting the retirement community to prospective home buyers.

Kellam's committee asked for a three-year pledge of \$60,000 for "seed money" from the association's board at its meeting Tuesday. Board members, however, committed only to \$10,000 and said the remainder would be considered during a budget review of PORA's entire operation.

Although plans for a visitors center are firming, the committee has yet to come up with a name for the promotional group.

Kellam said the Sun City Ambassadors have requested that the Ambassadors name not be used to avoid confusion. Sun City has a visitors center at 99th Avenue and Bell Road.

"We will be friendly competition with Sun City," Kellam said.

The committee proposed that the PORA building be remodeled next year to provide space for temporary quarters for a visitors center.

PORA proposes SCW 'Ambassadors' group

Organization would promote community after Webb leaves

By **TERI CARNICELLI**
Sun Cities Independent

The Property Owners and Residents of Association thinks Sun City West needs a separate organization — similar to one already in existence in Sun City — whose goal would be to promote the community outside of Arizona once Del

Webb leaves.

A PORA committee has been studying the proposal and is prepared to request initial funding for the project at the next PORA Board of Directors meeting.

Birt Kellam, chairman of the committee, says the new group would be organized along the same lines as the Sun City Ambassadors.

Like the Sun City Ambassadors, the Sun City West group would operate a visitors center and promote the community nationwide in hopes of luring potential retirees.

According to Mr. Kellam, such a group will be needed once Del Webb departs from Sun City West. Until now, the Webb Corp. has promoted the community in its efforts

to sell homes.

The group is studying promoting Sun City West on a national basis and building a positive image for the community — “basically doing just what the Sun City Ambassadors group does now,” Mr. Kellam said.

“At our next PORA board meeting we want to make our request for

financing for this Ambassadors,” he said to PORA board members at an Oct. 4 meeting.

“It’s going to be a three-year request, and major money is going to be involved.”

Mr. Kellam said committee members understand the Ambassadors group must be organized so charitable contributions

See ■ **PROMOTE**, Page 9

■ PROMOTE

From Page 1

are tax deductible. Contributions to PORA are not tax deductible.

The committee has been studying the Sun City Ambassadors’ bylaws, articles of incorporation and budget. Mr. Kellam said the Sun City Ambassadors has a budget of \$85,000 a year.

“Over half of their budget comes from individual contributions,

which surprised me,” Mr. Kellam said. “Less than half come from businesses.”

“Sun City had quite a drop in its population when Del Webb Corp. left. So the Ambassadors were used to build that population back up and get the Recreation Centers fees back up,” Mr. Kellam explained.

The Sun City Visitor’s Center

had 17,000 visitors last year.

“Sun City waited two years after Webb left to get their center going. They think we should have ours in place now,” Mr. Kellam said.

PORA Board President Arve Dahl concurred. “We have to make this commitment this year if at all possible,” Mr. Dahl said.

SCW INDEPENDENT
10/12/94

Sun City West planning center for visitors

By Lori Baker
Staff writer

SUN CITY WEST — A citizens group hopes to raise enough money to build a visitors center in Sun City West.

The center would be similar to the Sun City Visitors Center at 99th Avenue and Bell Road, where visitors to that community can view videotapes, pick up brochures and take tours of Sun City.

Birt Kellam, vice president of the Property Owners and Residents Association, is chairing the PORA committee that is planning a visitors center.

With Del Webb Corp.'s pending departure from Sun City West, community leaders say they want to devise a plan to continue promoting the retirement haven to prospective home buyers.

Kellam said the committee will ask for a three-year pledge for "seed money" from PORA at the Nov. 1 board meeting.

Although plans for a visitors center are firming up, the committee has yet to come

See **CENTER**, Page 5

CENTER

From Page 1

up with a name for the promotional group.

Kellam said it hasn't been decided if Sun City West will use the Ambassadors name like Sun City. He said it may cause some confusion and it may be better to come up with another name.

Until a visitors center is built, Kellam said promotional materials about Sun City West will be available at the PORA office. A videotape of Sun City West is being prepared.

While the Sun City Ambassadors raised money from businesses to get its visitors center started, Sun City West will have to rely more heavily on contributions from residents, Kellam said.

"We don't have as many businesses in Sun City West as Sun City does," Kellam said.

Kellam said committee members hope to raise enough money to buy land by early next year.

The Sun City Ambassadors raises about \$100,000 annually — half from individual contributions and half from businesses — to pay for the center's expenses and advertising in local and national newspapers promoting Sun City's lifestyle.

Promotion group may be set up

Ambassadors are role models

By Lori Baker
Staff writer

SUN CITY WEST — A Sun City West Ambassadors group is organizing to promote the community as a retirement haven.

Birt Kellam, vice president of the Sun City West Property Owners and Residents Association, is chairing the committee for the property owners group.

Kellam said his committee is in its developing stages, including creating a corporation so that tax-deductible donations can be accepted. The ambassadors organization's finances will be kept separate from PORA's.

Other committee members are Sun City West residents who helped start the neighboring Sun City Ambassadors — Allen Powell, Dan Baker, Bob McLachlan and Dick King.

"The Sun City Ambassadors have done such a terrific job, and we're looking to them as an example," Kellam said.

With Del Webb Corp. leaving Sun City West soon, community leaders must continue to promote the community so that people will buy homes there, he said.

Like Sun City, the Sun City West Ambassadors want to provide a visitors center. Kellam said various locations will be studied.

One of the challenges for the Sun City West group, however, is raising money to operate the visitors center and to pay for advertising. The Sun City Ambassadors raise about \$100,000 annually — half from individual contributions and half from businesses.

"We don't have as many businesses in Sun City West as Sun City does, so this will be harder for us," Kellam said.

Kellam said he expects to ask PORA for seed money in early 1995 to get the ambassadors group started.

"We want to help Sun City West in any way we can," said Norma Pitcarin, officer manager for the Sun City Visitors Center. "We have done extremely well."

The Ambassadors advertise in local and national newspapers, promoting the Sun City lifestyle.

"We want to help Sun City West in any way we can. We have done extremely well."

Norma Pitcarin
Officer manager
Sun City
Visitors Center

Sun City West

Visitors and Information Center

Ambassador Guidelines

Contents of Ambassador Folder

Purpose of Ambassadors

Requirements for Ambassador Volunteers

General Guidelines

Specific Guidelines for Monitors

Specific Guidelines for Staffers

Specific Guidelines for Host / Hostess

Specific Guidelines for Guides

Ambassador Guidelines Committee

The Committee met during the Summer of 1996. After visiting the Sun City Visitor Center each contributed written ideas for the Sun City West Visitors Center. These were finalized and approved before printing by:

Ambassador President Sherwin Rhodes

Coordinator Elaine McCraith

Mildred Ackley

Mimi Burdette

Bea Clark

Mark Craven

Crockett Muncie

Mary Jo O'Mara

Dick Trasker

Purpose

Ambassadors for Sun City West

The purpose of the Ambassadors is to promote the life style and communal living of this senior adult community where we are proud to be residents.

We, the Ambassadors, are committed to help inform and assist both the existing and prospective residents of this unique community about the many benefits, opportunities and responsibilities attendant with residency. We do this impartially to insure a continued private, peaceful, secure and cooperative way of living.

We further agree to impart factual and current information regarding the amenities that are part of ownership in this community. We intend to accomplish this through the operation of the Sun City West Visitors and Information Center, which we will staff voluntarily under the auspices of the Sun City West Property Owners and Residents Association (PORA).

Requirements for Ambassador Volunteers

Be a Pora member

Attend training sessions

Have no realtor connections

Accept purpose of Ambassadors

Accept and follow guidelines

Accept necessary time commitments

General Guidelines for Volunteers

1. Remember we are here to promote the life style which we enjoy, not to sell homes or convert someone to our thinking.
2. Be "Sun City West" prompt. (be early)
3. Be friendly, not familiar. Refrain from personal commentaries. Focus on the visitor.
4. Speak clearly, audibly, and slowly enough to get the message across. some visitors may have hearing or other difficulties. Don't rush!
5. Show a positive attitude about our community. Be accurate about the information given out. Rely on our resource material or the monitor rather than another volunteer. Monitor will have an answer or send correct information later. Don't wing it if unsure!!!
6. Refrain from making recommendations of any sort.
7. Constructive comments or criticism from any source need to be accepted in a positive vein and not as a personal affront.
9. Try to keep a group size small enough for good eye contact. A large group may need to be divided to give better attention.

Dress Code

You are the first resident a visitor will meet in Sun City West.

1. For Men: A sport or knit shirt and slacks.
2. For Women: A dress or slacks with blouse or knit top.
3. Ambassadors are asked not to smoke or chew gum while on duty in the Center.

Job Description Monitor

1. Responsible for insuring office is adequately staffed for the day.
2. Responsible for running the reception area and the volunteer staff of the Center.
3. Responsible for answering any questions the Host/Hostess is unable to answer.
4. Practice tact and watch word usage in an effort to maintain a consistent, factually correct Center.
5. Remember everyone is a volunteer.

Specific Guidelines and Duties for Monitors

1. Come early. Open center. Close Center, key, lights, air-conditioning, etc.
2. Check attendance
 - a. record no shows, late arrivals, early departures
 - b. call for substitutes if needed
 - c. check sign in sheet
3. Orient staff
 - a. request review
 - b. assign daily task
 - c. ask if hourly rotation at desk is desired
 - d. new information
 - e. are duties clear, questions
4. Check literature, call the designated volunteer if needed.
5. If material in display space is unauthorized call owner to see if they wish, disposal or will pick-up.
6. Keep daily log of activities requiring further attention, sign and date.
7. At shift change be sure P.M. staff is in place before A.M. staff leaves.
8. Be aware of floor conversation so compliments or suggestions can be discreetly made when needed.
9. Keep a professional attitude in Center. Idle people "quiet".
10. Avoid use of command words such as "should, ought to, must," etc.
11. Know procedure of Center's functioning to help respond to any questions arising from volunteers.
12. Know location of forms, materials and supplies.
13. Check Staffer's material out and in.
14. Be pleasant.

Monitor Coordinator Elaine McCraith 584-3471

Specific Guidelines and Duties of Staffers

During the first week of your calling month

1. Pick up needed materials at the Center
 - a. Print out notebook for your day with directions attached
 - b. Straight edge
 - c. Highlighter pen
 - d. Calendar page for next month, sign when complete
 - e. Form for computer changes
 - f. Call Crockett to report and ask any questions
2. Schedule 3 Host/Hostesses and 1 Guide for A.M. shift and the same number for the P.M. shift for each of your week days for the month, be it 4 or 5 days
3. Each H/H and Guide is expected to be scheduled twice in the same month. Write name in both places. Some volunteers of the same name and phone may choose to work together.
4. Use highlighter pen and draw through the names of those you schedule. Don't call names previously crossed off.
5. In a blank space of the calendar add the names of 2 other guides (not called by you) and 3 H/H (not called by you) for the A.M. and P.M. This will give the monitor names available for substitutes for that day.
6. Suggest the volunteer bring some quiet activity should they have a slow time. Suggestions: books, puzzle, correspondence, etc.
7. On computer change form fill in the columns with any corrections needed. (deleting a volunteer, corrections or changes in phone, scheduling, spelling, or comments).
8. When scheduling is completed sign the calendar page and date it. This should be at least 5 days before month ends. Return all materials you took from the center and check them in with the monitor. Be sure the notebook, calendar page, straight edge, pen and computer forms are returned. They will be reused!!!

Staffer CoCoordinator Crockett Muncie 584-4942
Call to report and await your next assignment

Job Description Host / Hostess / Guide

1. Be responsible for following the Monitor's instructions and Center's guidelines.
2. Greet visitors with a smile, a handshake and a warm welcome to the Sun City West Visitors Center.
3. Make sure each visitor signs the visitor register.
4. Develop a rapport with the visitors and determine what their interests are. Remember your purpose is to sell Sun City West life style.
5. Suggest seeing the video. (11 minutes)
6. Answer all questions honestly and to the best of your ability, (know our available resources). If you are unable to answer a question refer it to the Monitor for his / her handling.
7. Inform the visitor of the brochures available in the Center.
8. If the visitor is interested in any particular area of Sun City West, offer the Guide service of the Center or directions from the wall map.

Specific Guidelines for Hosts / Hostesses

1. Arrive early, check in with monitor. Stay full time.
2. Secure name tag and return it later.
3. Review materials and receive assignment.
4. Assist monitor, if requested, in preparing Center. (restrooms, VCR, tape, coffee and cookies if being served) Check Center to be sure it is ready to open.
5. Check the available literature.
6. H / H at reception desk will count total walk-ins and record a daily log. Also have videos available. Answer phone, keep a log of number and purpose of call. Refer to monitor if mailing is requested or detailed information is needed.
7. Floor H / H will be ready to greet visitors. See to guest sign in and state purpose of visit.
8. Suggest 11 minute video. Accompany them to the video room.
9. During your conversation determine the focus of their interest for your best response.
10. One H / H will follow through with the same visitor without interruption from another volunteer.
11. If group is too large for good eye contact consider dividing and securing another H / H.
12. Be aware we are not recommending anything except our life style. Resource material is available for personal choices.
13. Know that SCW is open to anyone over 55 (all ethnic groups). Only one homeowner needs to be at least 55.
14. Be ready with responses to avoid controversial issues such as politics, religion, or individual views.
15. Welcome questions. Keep answers to the point.

16. Know location of medical facilities, stores, golf courses, recreational and entertainment facilities. (use map)
17. Know locations of areas within easy reach of SCW. For example, theater, restaurants, Arrowhead Towne Center, Mayo Clinic, etc.
18. Would visitor like a guided tour of the area? Introduce to a guide and mention areas of interest visitor has mentioned.
19. Be certain each visitor, before leaving, has a bag with hand outs and brochures.

Specific Guidelines for Guides

1. Guidelines for H / H also prevail.
2. Know suggested designated tour. Indicate tour route on wall map.
3. Ride in visitors' car and direct the driver.
4. Practice the route yourself determining road lanes and best route. Know the safest route for traffic.
5. Determine what other interest areas will be added to the tour.
6. Be very aware of your comments regarding traffic, golf carts and driving habits; put in a positive comment.
7. Be careful to remain unbiased as you tour various sections of SCW.
8. Have answers in mind for controversial subjects or tricky areas. We are selling a life style. Suggest resources for their choice.
9. Depending on your tour time in the PM check out if need be and return your name badge the next day. Take your belongings with you.
10. Your spouse can ride along only if this person has also attended the training sessions.

3/47. *Alasty*
from: Walt Selover

Ambassadors of Sun City West

Attracting Prospective Residents

The Coming Need

For the past 10 years, or longer, Del Webb has been conducting an advertising and promotion campaign to attract prospective home buyers to Sun City West. The investment averaged about half a million dollar per year, paid for from the selling price of lots and homes they built. That is the business of Del Webb Corporation. The result is a population of Sun City West reaching nearly 30,000 who share in the costs of maintaining the many facilities we all enjoy.

For all practical purposes, the lots have been sold and homes built. Del Webb has discontinued advertising and promoting Sun City West - and is promoting our next door neighbor, Sun City Grand.

Yet, the need to continue to attract prospective residents to Sun City West has not diminished; it has simply been transferred from Del Webb to current residents of our community. The essential need of every mature retirement community is to attract replacement residents.

Why?

1. We own over \$70,000,000 of facilities and equipment. They must be maintained and/or replaced over time.

If population declines, the costs of maintenance and replacement must be shared by fewer people. Each of us will have to pay a larger share of the costs of maintaining all the facilities and services that provide the lifestyles we came to Sun City West to enjoy. (Or see a reduction in the amenities.) As the cost to each of us increases, there is some point on that cost curve that is unacceptable and we must bail-out. The result would be an accelerating decline.

2. Property values can only be maintained by a continuing market demand.

Many residents say they have little interest in the value of their property when they die. There may be a few for whom that may not just be idle chatter, but most recognize that the value of their homes is a significant part of their estates that will pass to the benefit of their offspring. And, it ignores the first point that if they don't die, and population decreases, the costs of maintaining their lifestyles will increase at an increasing rate.

It is essential that we make a continuing effort to attract replacement residents since Del Webb is no longer doing so and is, in fact, wooing some of our current ones.

How Do We Go About It?

It is not likely that residents would agree to fund an annual half-million dollar advertising and promotion campaign without the obvious opportunity to recoup the costs, as Del Webb could do from the proceeds of lot and home sales. Yet the need is long term and ongoing for a constant stream of replacement home buyers. We must get-out the word about what Sun City West offers to prospective retirement home buyers; and we must do it throughout the country.

A carefully planned, continuing program of publicity, event management and public relations can get the job done by volunteers at costs we can afford.

Publicity, Public Relations and Event Management

Let's define terms for a moment -

Advertising is a paid-for process that allows the advertiser to determine quite specifically what it wants to say or show; purchasing space or time in the media of its choice. Advertisers pay the media to have that control of the message, its presentation and timing of appearance.

Publicity is quite another thing. It involves advising editorial staffs of the news media about activities, events and people that we in Sun City West want the general public to know about. The usual procedure is to send publicity releases to the editorial staffs of the media we think appropriate to the information we are releasing. The hope is that the editorial staff will agree that the release is newsworthy for its readers, viewers or listeners. Only if it agrees will our information appear; and the editors are free to edit our release in any manner that pleases them. Publicity is quite inexpensive, involving only postage and/or a telephone call, but we have no control over whether or not our releases are published or broadcast.

Public Relations (of which publicity is a part) is considerably broader, and more complex in attempting to reach its goals. In its simplest form, instead of sending a news release to a news medium about an event taking place in Sun City West, perhaps we would invite an editorial representative from the medium to come and see our event firsthand. We hope it will be written about and appear in print or on the air. We save postage but we would probably pay for the news writer's lunch, or transportation, or whatever would be appropriate. There would still be no guarantee that our news would appear in print or on the air; or how it would be treated. (Consider how drama critics sometimes handle reviews.) The underlying objective is to have good things about Sun City West appearing before the public. Public relations can be as complex and involved as we believe will be productive; or as we can afford.

Event Planning and Management is a more complex tool of Public Relations. In addition to sending the news media information about the everyday happenings in Sun City West, we can create newsworthy events that are most likely to be covered by editorial staffs of the media. Well thought-out newsworthy events that will attract coverage by the news media might cost more to create than everyday news, but will generally have a greater chance of appearing in the media. They will usually be more effective in reaching the public, (or specific publics) than news releases of everyday happenings by themselves.

It seems to me that with a dedicated group of volunteers, we can create a great many productive, newsworthy events to promote Sun City West.

Our Prospective Audiences

We are interested in reaching everyone over, or approaching, 55 years of age wherever they reside. We are more particularly interested in those contemplating retirement. We can increase the effectiveness of our media effort by concentrating geographically on those areas that have produced the greater numbers of current Sun City West residents. If, as has been discussed, around 25% of current residents were already in Arizona, our task has been simplified to some degree. Phoenix and Tucson media reach over 75% of Arizona's population. It is important to establish a list of the states and cities our residents came from, ranked by percentage of our population. That will help us to concentrate our efforts geographically in

those areas that have demonstrated a greater likelihood of attracting new residents to Sun City West.

When we know where, we can put together lists of the media and editorial personnel in those cities or communities to whom our messages will be directed. The more specific we are, the more effective our efforts will be.

Home State - Home Town

News of a former resident of a state or community has a significantly greater probability of being used by the editorial staff of a news medium than a story about an individual with no relationship to that community. No mystery about it. The editor knows that the story has a much greater chance of being read or heard by his audience. We all pay attention to information about people we know or are familiar with.

Our Message

There isn't just one. We will need many different messages if we are to maximize the effectiveness of our efforts.

Interests

Let's think about our target audiences, and recognize that they will have a variety of interests that essentially replicate those of our current population. That's not a coincidence. The facilities, amenities, activities, climate and geography that will attract replacement residents are exactly the same as those that attracted current residents.

Some made the decision to move to Sun City West for the opportunity to develop their needlepoint skills, some for golf, some for model railroading, some for woodworking, or metal working, some for organized bridge competition, some for tennis, some for swimming, some for climate, some for bocce ball. There are hundreds of other interests we appeal to. And we must recognize that appealing to their specific interests is one of the key elements to success in attracting replacement residents.

Everyday News

Golf, tennis, softball and bowling among the sports; dancing of all kinds; theatrical performances, art and craft exhibits are among the everyday activities that can generate news media coverage; publicizing activities going on at Sun City West. For instance, every Thursday, The Arizona Republic publishes a list of those who have holes-in-one in the Phoenix metro area; identifying the golf course and the residence of the player. Since The Republic covers about 65% of Arizona, we are presented with a golden opportunity to communicate, with Arizona golfers, the magnitude of the golfing facilities Sun City West has to offer when they retire. Unfortunately, it appears that our lists of "hole-in-ones" are not being communicated to the Republic since we rarely appear on the lists.

I was a resident golfer in Phoenix for 19 years; read the Republic everyday, and had no idea of what Sun City West had to offer golfers. Almost didn't move here because of that. (Let's get that fixed immediately.) But it's not just holes-in-one that can help us get space in newspapers. Our local newspapers publish the weekly men's and women's competitions. That doesn't do much for reaching non-residents. But it could if we made sure that the names of the weekly winners were sent to their hometown and neighborhood papers. That's the kind of thing those publications will usually run. Simple and time-consuming thing for volunteers to do, but it will generate impressions about Sun City West.

The results of our tennis tournaments, softball and bowling leagues are the stuff to get useful media space if we make sure that the information about the players gets to the

hometown press. We haven't reached most prospective residents if the stories appear only in our local publications. And, the stories have to be re-written, featuring the hometown angle.

The everyday news about the hundreds of other Sun City West activities, featuring the people involved, and sent to the hometown press, will build a significant awareness of our community with people who would otherwise never be aware we exist.

Building On Interests -

There is another category of media that can be utilized to build awareness of our retirement community. They are the special interest publications, most of them national in scope. Tennis magazines, model railroading, metal working, woodworking, jewelry crafting, lapidary, weaving, ceramics - there are literally hundreds of publications, each devoted to a specific interest or activity. I would want the readers of those publications to know that when they are ready to retire, there is a community where they can find an ample supply of talented enthusiasts sharing their enthusiasm. This kind of specific publicity will require articles about exhibits or techniques or competitions, in addition to news releases. The material will have to be written by the people who know what they are talking about if this effort is to be successful. The articles would be about the particular craft or hobby; not about Sun City West. We benefit just by being the community where it happens.

Event Creation & Management-

There are many hobbies, crafts and activities that occupy the attention of Sun City West residents but are not everyday newsworthy. Consequently, publicity releases would have little chance of being used editorially in the news media. Yet, awareness of what our community has to offer in these categories would attract prospective residents interested in these hobbies and activities. Creating newsworthy events may be the way to generate the media attention we are looking for.

Bocceball and lawn bowling are two that immediately come to mind. Perhaps we could create a national and/or international Bocceball tournament (with the grand finals on Columbus Day). This would certainly get the attention of all the Bocce players in the country, and could generate special coverage in the many newspapers published for the Italian communities throughout the country. Our Bocce ballers would know best how to set-up such a tournament, bring in nationally ranked players or teams, and how best to publicize the event. It is my impression that very few retirement communities have the Bocce facilities and organized activities that we have. But that doesn't do us any good if Bocce-playing seniors everywhere don't know about it. The same goes for lawn bowling.

The magnitude of our tennis facilities is a fairly well kept secret, even in the Phoenix metro area. We have intra-community competition, but that doesn't increase awareness outside where it could attract prospective residents who are tennis enthusiasts. We could create tennis events such as metro-wide tournaments with the quarters, semis and finals on our courts. And we could start year around inter club matches with Phoenix, Scottsdale, and neighboring community tennis groups. These kinds of activities will get newspaper space to build awareness of what our community has to offer.

Sun City West is almost unique in the West for its platform tennis facilities. It is a very big winter sport in Connecticut, New Jersey and eastern Pennsylvania. Our whole family played it when we lived in Connecticut. (Don't have to shovel the snow off the court here.) In the 19 years we lived in Phoenix, I never heard of any courts in the area, and we gave away our paddles and equipment. Didn't even find about it until we had lived here several

months. Perhaps we could create a platform tennis event that would get magazine attention, to reveal to players in the East that there is a retirement community that will enable them to stay with that sport.

I believe we can create newsworthy events, that would get newspaper and magazine space for most of our arts and crafts activities. Woodworking, jewelry making or weaving, for instances, would more likely have exhibitions than competitions, but properly introduced to the editorial writers, and inviting them in to review or participate, would help build awareness among prospective residents. And those articles could be multiplied beyond the original publications by sending copies to the hometown publications of our residents who are written about.

The events that will help us obtain media coverage might cost a little money in terms of prizes, awards and favors, snacks, cold drinks, etc. They might also be self-liquidating from entry fees and/or sponsorship support. There are many ways to create newsworthy events; the most effective ways will be determined by the nature of the hobby, sport, craft or activity itself. The key to getting media coverage is focusing on the event and not attempts to sell Sun City West. Sun City West's involvement with the event will generate the awareness we are looking for.

To get the job done by means of public relations, publicity and event management, we will need a cohesive group of probably 100 or so volunteers. This should include a representative from each of the major arts, craft, and hobby clubs and the sports groups. We must also enlist the support of the State Clubs to generate the lists of the major and hometown media and their editorial staffs; and cross reference State Club members with their newsworthy activities in the hobby and sports groups. If Charlie Smith hits two home runs to win the softball title, we want to know he's from Hibbing, Minnesota, so we can make sure their newspaper gets the news.

We'll need from 10-15 people who can write acceptable articles and new releases to take the information from the activity clubs, State Clubs and sports groups, and put into good form.

Summary -

Sun City West must launch a concerted effort to attract replacement residents. We cannot afford to buy the advertising time and space that Del Webb used to attract a population of about 30,000 people. Yet, over the next 12-15 years, that's how many replacement residents we must attract if we are to continue to spread the costs of maintenance and replacement of our facilities and amenities; and maintain property values of our homes. It can be done at a cost we can live with.

AMBASSADORS OF SUN CITY WEST, AZ

BY-LAWS

Final Draft
October, 1996

AMBASSADORS OF SUN CITY WEST, AZ
BY-LAWS

ARTICLE I
NAME

This organization shall be known as the Ambassadors of Sun City West Division of PORA (Property Owners and Residents Association).

ARTICLE II
BUSINESS

The mailing address and principal not-for-profit business location of the organization shall be the Ambassadors of Sun City West, _____ Camino del Sol, Sun City West, 85375-____.

ARTICLE III
PURPOSE

The organization shall maintain an information center in Sun City West where existing and prospective residents, and the public at large, may be made aware of the benefits of the superb retirement lifestyle available here. Such an information center shall provide a hospitable reception for visitors and supply verbal and published information.

ARTICLE IV
ACTIVITIES

- A. Operation of an information center for and on behalf of all existing and potential residents of Sun City West.
- B. Promotion of Sun City West as a premier retirement community offering choices and lifestyles.
- C. Such other matters or services as shall be consistent with the purposes for which the Ambassadors of Sun City West was organized.

ARTICLE V
DIRECTORS

Section 1. GENERAL POWERS

The affairs of the organization shall be managed by its Board of Directors working within the policies established and approved by PORA.

Section 2. BOARD DECISIONS

The act of a majority of the Directors present at a meeting at which a quorum is present shall be the act of the Board of

AMBASSADORS OF SUN CITY WEST BY-LAWS (CONT.)

Directors. Except as otherwise provided in the by-laws all voting shall be by voice vote.

Section 3. NUMBER AND TENURE

The Board shall consist of nine (9) Directors, but may be expanded to as many as fifteen (15) by a majority vote of the Directors. Initially Directors shall be elected to serve a term of one (1), two (2) or three (3) years. The length of each Director's term shall be determined by each Director's own preference in coordination with the Executive Committee of the organization. Assessment of an individual Director's term of office shall be made with the uppermost purpose of ensuring continuity of the Board. Subsequent Board terms are to be three (3) years.

Section 4. REPRESENTATION

The Board shall be made up of residents of Sun City West and, where practical, individuals who have businesses located in Sun City West.

Section 5. SELECTION

At the April meeting of the Board of Directors, the Executive Director of the Board shall appoint a Nominating Committee to select candidates for the following year's Board. Current Directors shall also be responsible for recommending prospective candidates. At the November meeting, candidates and their qualifications will be matched with abilities needed on the Board. Directors for the following year, excluding those whose current term has not yet expired, shall be voted upon by secret ballot at the November meeting of the Board of Directors. Candidates will be elected in order of number of favorable votes cast. In the event of a tie for a Directorship available, the Board shall vote again on the deadlocked candidates to break the tie. The Executive Director shall cast a vote only in the event of a second tie.

Elected Directors shall be notified immediately and seated at the January meeting. Those nominees not elected to the Board shall be notified immediately and thanked for their interest in the Ambassadors of Sun City West.

Section 6. RESIGNATION

A Director may resign by filing a written letter of resignation with the Secretary.

AMBASSADORS OF SUN CITY WEST BY-LAWS (CONT.)

Section 7. ABSENCES

Any Director who will be absent from a meeting is required to notify the Executive Director or Secretary that he or she will be absent. Three consecutive absences without excuse may be interpreted as a voluntary resignation.

Section 8. TERMINATION OF DIRECTORSHIP

By affirmative vote of two-thirds (2/3) of all the members of the Board, a Director may be suspended or expelled for cause after an appropriate hearing. If a Director fails to attend two consecutive regular meetings of the Board without reasonable cause, that Director's term of office may be terminated by a majority vote of the Board.

Section 9. TRANSFER OF DIRECTORSHIP

Directorship in the organization is not transferable or assignable.

Section 10. VACANCIES

Any vacancy occurring on the Board of Directors, either because of resignation or death, or because of an increase in the size of the Board, shall be filled by a vote of the remaining members of the Board on available candidates. A Director thus selected to fill a vacancy shall serve the unexpired term of his or her predecessor in office.

ARTICLE VI OFFICERS

Section 1. NUMBER

The officers of the organization shall be an Executive Director, Operational Director, Volunteer Director, Financial Director, Public Relations Director and Secretary. The Board of Directors may elect or appoint other officers it deems necessary such as assistants to the designated Directors, etc.

Section 2. ELECTIONS

The officers of the organization shall be elected annually by the Board of Directors at the regular annual meeting of the Board of Directors. A Nominating Committee appointed by the Executive Director shall present a slate of officers to the Board of Directors for a vote at the regular meeting in December.

AMBASSADORS OF SUN CITY WEST BY-LAWS (CONT.)

Section 3. DUTIES

A. EXECUTIVE DIRECTOR

The Executive Director shall serve as the chief elected officer of the organization and shall preside at all meetings of the Board of Directors and the Executive Committee. In the event the Executive Director is not a member of the PORA Board, the Executive Director will then serve as an ex-officio member of the PORA Board. The Executive Director shall be an ex-officio member of all committees. The Executive Director reports to the PORA Board and general membership. The Executive Director, with the approval of the Board, shall appoint all committee chairpersons. The Executive Director shall enforce the organization's by-laws.

B. OPERATIONAL DIRECTOR

The Operational Director is responsible for the daily physical operation of the information and visitors center. In the absence of the Executive Director the Operational Director shall act as Executive Director.

C. VOLUNTEER DIRECTOR

The Volunteer Director is responsible for the training and staffing of all volunteers including monitors, staffers, hosts, hostesses and tour guides. In the absence of both the Executive Director and the Operational Director, the Volunteer Director shall act as Executive Director.

D. FINANCIAL DIRECTOR

The primary duties of the Financial Director are:

1. preparing an annual budget
2. preparing a plan for an annual "operational fund drive"
3. working with the PORA Treasurer on the financial status of the center. All checks pertaining to the center and the financial statement of the center will be prepared by the PORA Treasurer.

E. PUBLIC RELATIONS DIRECTOR

The Public Relations Director shall be responsible for promoting the purpose and operation of the center to the public, and shall maintain liaison with the Governing Board, Sun City Visitors Center, Northwest Valley Chamber of Commerce, Arizona Office of Tourism, Arizona Office of Senior Living, etc.

AMBASSADORS OF SUN CITY WEST BY-LAWS (CONT.)

F. SECRETARY

The Secretary shall take minutes of all regular and special meetings and prepare and distribute written copies of same. The Secretary shall be the primary source of communication to members of the Board of Directors, including notification of changes in time and place of regular meetings. The Secretary shall keep all necessary records of the organization and a list of all members, addresses, and telephone numbers thereof. The Secretary shall answer correspondence, and shall perform such other duties as may be assigned by the Executive Committee or by the Executive Director.

Section 4. REMOVAL FROM OFFICE

An officer may be removed from office by a two-thirds (2/3) vote of the Board of Directors whenever, in any Board member's judgement, the best interests of the organization would be served by such removal.

Section 5. VACANCIES IN OFFICE

The Board of Directors shall have the power to fill all vacancies among the officers.

ARTICLE VII EXECUTIVE COMMITTEE

Section 1. GENERAL POWERS

All of the officers shall serve on the Executive Committee. The Executive Committee shall recommend policy to the full Board of Directors for ratification, and implement those policies. It shall provide guidance and counsel to the chairpersons of all committees. It shall identify trends, opportunities and problem areas, and propose approaches to them. It shall regularly evaluate the effectiveness of all programs undertaken by committees. It shall review and approve an annual budget prior to its submission to the Ambassador Board, and then to the PORA Board. It shall determine salary levels and increases for any paid employees. And, via copies of minutes, it shall report all its actions to the Ambassador Board as well as the PORA Board.

Section 2. LIMITATIONS

The Executive Committee shall have no authority to obligate the Ambassadors of Sun City West. Any contract in excess of five hundred dollars (\$500) needs the approval of the PORA Board. It may take no action contrary to the expressed intent of the Board of Directors.

AMBASSADORS OF SUN CITY WEST (CONT.)

Section 3. COMPOSITION

The Executive Committee shall consist of the officers set forth in Article VI, Section 1. The immediate past Executive Director shall be an ex-officio member without voting rights.

ARTICLE VIII COMMITTEES

Section 1. SELECTION OF MEMBERS

With the exception of Nominating Committees, the Board of Directors shall establish standing and special committees by majority vote. Chairpersons of these committees shall be appointed by the Executive Director in consultation with the Executive Committee, with the approval of the majority of the Board. The number of non-board members on each committee shall be left to the discretion of the chairperson of that committee. The term of each committee shall be one year maximum, ending with the calendar year. Any committee may be re-established for the following calendar year.

Section 2. STANDING COMMITTEES

Standing committees of the Ambassadors of Sun City West shall be created by the Executive Director as needed and approved by the full Board.

Section 3. AD HOC COMMITTEES

Ad Hoc committees shall be created as required by these by-laws or special circumstances. A Nominating Committee shall be formed annually.

ARTICLE IX MEETINGS

Section 1. EXECUTIVE COMMITTEE

The Executive Committee shall meet once a month at a regular time and place tailored to the schedule of its members. During the months of July and August the Executive Committee will meet only if a quorum is available. A quorum shall be at least half the members of the Committee. Emergency meetings may be called by any member of the Executive Committee with the agreement of a majority of the Committee.

Section 2. BOARD OF DIRECTORS

The Board shall meet at least once monthly except during July and August. The time and dates of Board meetings shall be

AMBASSADORS OF SUN CITY WEST BY-LAWS (CONT.)

posted in the organization's offices. Special meetings of the Board may be called by the Executive Director or by forty percent (40%) or more of the Directors. Notice stating the purpose of the special meeting shall be given to all Directors.

Section 3. QUORUM

A quorum for all Board meetings shall be a majority of the total number of Directors.

Section 4. VOLUNTEERS

A meeting with all Ambassadors of Sun City West volunteers shall be held annually in conjunction with the PORA October membership meeting. The Executive Director shall chair the meeting and all Executive Committee members will report on their programs.

ARTICLE X CONTRACTS, CHECKS, DEPOSITS AND GIFTS

Section 1. CONTRACTS

Neither the Ambassadors Board of Directors nor any office may enter into a contract or execute and deliver any instrument in the name of and on behalf of the organization. Recommendations will be made to the PORA Board of Directors for their approval and execution.

Section 2. CHECKS, DRAFTS OR ORDERS

The Ambassadors Financial Director shall maintain records of all incoming and outgoing financial transactions which have been approved by the Board of Directors. The PORA Treasurer, with the approval of the PORA Board, shall deposit receipts and make payments for the debt incurred following the procedures as outlined in the PORA by-laws.

Section 3. DEPOSITS

All funds of the organization shall be deposited from time to time by the PORA Treasurer, to the credit of the organization, in such banks, trust companies, or other depositories as the Board of Directors shall designate. These funds shall not be co-mingled with any other organization's funds.

Section 4. GIFTS

The Board of Directors may accept on behalf of the organization any contribution, gift, bequest or devise for any purpose of the organization.

AMBASSADORS OF SUN CITY WEST BY-LAWS (CONT.)

ARTICLE XI
BOOKS AND RECORDS

The organization shall keep correct and complete books and records of account and shall also keep minutes of the proceedings of its Board of Directors, the Executive Committee and any other committees exercising any authority of the Board of Directors.

ARTICLE XII
FISCAL YEAR

The fiscal year of the organization shall be the calendar year.

ARTICLE XIII
RULES OF PROCEDURE

Robert's Rules of Order shall govern the organization in all cases to which they are applicable and in which they are consistent with these by-laws or any special rules of order that the organization may adopt.

ARTICLE XIV
AMENDMENTS

These by-laws may be altered, amended, or repealed and new by-laws adopted by majority vote of the Board of Directors at any regular or special meeting. Notice of any proposed amendment shall be given by written notice to the Directors at least ten (10) days prior to the meeting at which these changes shall be considered.

* * * * *

Adopted by majority vote of the Ambassadors of Sun City West Board of Directors this ____ day of _____, 19____.

Name: _____ Title: _____

Adopted by majority vote of the PORA Board of Directors this ____ day of _____, 19____.

Name: _____ Title: _____