

Key Notes

Upcoming Meetings:

- Sedona's Local Mixer will not be held in December.
- December 16, General Membership, Annual Holiday Party / Meeting, Jimmy Buffett's Margaritaville (Glendale)
- January 11, Sedona's Local Mixer, TBA
- January 15, General Membership Meeting, Casino Arizona (McKellips/101)

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Celebrity Spotlight

Hike In Phoenix... Urban Hiking in the Valley of the Sun

The excitement of hiking with your expert guide awaits you. See spectacular views of our Valley and mountains! We'll ensure that you are prepared, safe, & have a rewarding, educational and memorable tour. Transportation can be provided to/from the trails. Fee includes refreshments, snacks and a souvenir cap to take home! 100% Satisfaction Guarantee. No fun, no pay! Try to reserve at least 24-hrs. in advance. It's easy to reserve or buy gift certificates: online, via e-mail, or by telephone. Visa, MasterCard, American Express and Discover accepted. Fully-insured. Guides are CPR and First Aid certified. Group, private and specialized hike tours can be arranged. Our website lists special packages and tours periodically like Sunrise or Sunset. Join us for a great day of fun!



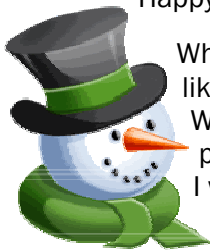
Hike In Phoenix • (480) 948-0260, 877 HIKE-PHX • www.HikeInPhoenix.com

Submitted by: Tom Ruberto, Arizona Key Magazine
(2008 NCA International Partner of the Year)



President's Corner

Happy Holidays fellow members!!



While I enjoy all the festivities that happen around this time of year, I think I like the shopping more!!

We are nearing the end of the year and it is time wrap up 2009 and prepare for 2010.

I want to thank each and every member for your help through the later part of this year, you made my interim tenure as president enjoyable and memorable.

There are positions available on the board of directors, the nomination forms were already sent out, but if you need to receive another copy, please contact me soon, as they are due on Dec. 18th. Official voting will conclude at the January metro Phoenix meeting. Don't forget that your membership renewals are due before the end of January. I will start sending email reminders shortly.

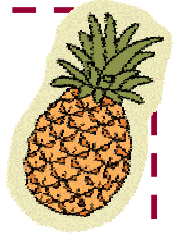
The board has already begun planning the membership meetings through the beginning of the first quarter, and I am exited at the new locations that we will be visiting and venues that have offered to host our members. We are looking forward to starting 2010 with a BANG!! So remember to invite potential members to the upcoming holiday mixer at Jimmy Buffett's Margaritaville on December 16th. A special Thanks! to Michelle & Maryn for offering to host our group as we celebrate the end of this year.

I Look forward to seeing you at the next meeting,

Ginger St. Pierre NCA-Arizona Chapter President, NCA Certified Concierge



Membership Corner



MEMBER RECEIVES RECOGNITION AWARD: Barbara Siewert, concierge at Radisson Fort McDowell Resort & Casino, recently received the prestigious annual Pineapple Award for "The Best Yes I Can Attitude". This is the top award given out. The Radisson Fort McDowell Resort and Casino presents "Pineapple Awards" to employees that have been outstanding during the year in various categories. "Yes I Can" is the Radisson's service philosophy. (480) 789-5300 www.radisson.com/ftmcdowellaz

ANNUAL MEMBERSHIP RENEWAL: Your annual membership fees are due no later than January 31, 2010. You will be receiving email reminders very shortly. If you require any additional documentation please feel free to contact Ginger St. Pierre (480) 827-4700 or ginger@visitmesa.com

Concierge Members: Have you recently received an accolade or reached a significant milestone that you would like to share with us? Please send your information to Ginger St. Pierre for placement by the 15th of the preceding month: ginger@visitmesa.com

Meeting Minutes



The **November 10th Sedona Monthly Mixer** was held at **Saito's Japanese Grill** Everyone had a delightful time. A special thanks to Linda and her staff for providing fantastic service. Items addressed on the agenda included: Special guest speakers, Affiliate/Concierge member updates.

The **November 18th General Membership Meeting** was hosted by **Arizona Mills** and **GameWorks**. Thank you to Daisy Kunkel & Nat Handler for hosting our group. Special Presenters: Rebecca Heller with the new Musical Instrument Museum, Kip Culver with the Copper Spike Train Excursion and Fred Greenspan with Hike In Phoenix. Additional items addressed on the agenda included: General update from Chapter President, Affiliate/Concierge member updates.

Mark your calendar for the next membership meetings:

Annual Holiday Meeting: Wednesday, December 16th @ Jimmy Buffett's Margaritaville, Glendale

Phoenix Metro General Membership Meeting: Wednesday, January 20th @ Casino Arizona, Scottsdale

Affiliate Announcements



Hot Air Expeditions: Sunset flights now available for the season. (480) 502-6999 or (800) 831-7610 www.hotairexpeditions.com

Sedona Adventure Outfitters NEW Sedona Nightlife Tour: Allow S.A.O. to guide your guests through a unique variety of musical venues and Night Clubs on your personal Sedona Journey. They'll feel like an emerging star when using their all-access VIP pass and show up with a personal local guide for the evening. This is more than just a shuttle service, this is an opportunity to mingle with the Sedona Crowd in style. (Wednesday through Saturday only) *****15% Commission to**

All Concierge – when booked directly with our reservations department through January 31, 2010
(928) 204-6440, www.SedonaAdventureTours.com

Scottsdale C.V.B.: Imagine gliding over the desert's towering Saguaros, relaxing to the soothing sounds of a waterfall, or tasting the desert with regionally inspired dishes and cocktails. All these experiences (and more) can be uncovered in the **2010 Experience Scottsdale** destination guide, the official visitors' guide of the Scottsdale Convention & Visitors Bureau. The guide is now available and free for visitors and residents looking for the best places and new ways to experience the city. To receive a free copy of the **2010 Experience Scottsdale** magazine, contact the Scottsdale Convention & Visitors Bureau at (800) 782-1117 or (480) 421-1004 or online at www.ExperienceScottsdale.com.

Cave Creek Outfitters. Our western cookout area is perfect for groups of 15 to 50 guests. Enjoy delicious steak & chicken cooked over mesquite wood along with all the fixins', served on tin plates, while seated under a covered pavilion. Cowboy entertainment sets the perfect mood under the stars around the campfire. (we also set up for breakfast & lunch) (480) 471-4635 or (888) 921-0040 www.cavecreekoutfitters.com

Attention Affiliate Members: This is a new section to help promote your current specials and discounts to the membership. Please send your information to Ginger St. Pierre for placement by the 15th of the preceding month: ginger@visitmesa.com

Todd's Tips - Golf for Women

Let's talk about the ladies.....

For women and probably for the majority of high-handicappers, the long clubs are the most difficult clubs to hit. A lot of people lack confidence with the driver and fairway clubs. They are more difficult to hit because they have less loft. They slice more often than not. Here are some tips on how to hit them:

Learn the difference between hitting an iron and wood.

When you hit an iron, you want to have a steep angle of decent to get the ball up in the air. When you use a driver, the ball is teed up, so you want to sweep the ball off the tee, not hit down. If you hit down, the ball will pop up in the air. Ball position is critical. Play the ball opposite your front foot which will encourage a sweeping blow. Since you play the ball more forward in your stance your back shoulder and hip will be lower at address. This tilt is critical for you to sweep the ball.

To be a good driver, you need to have club head speed.

You need at least 80 miles per hour of club head speed to hit a 15-degree lofted club or less. To help speed up your clubhead speed, **you need to have light grip pressure.**

Tight grip pressure kills speed. Hold the club above the ground and feel the weight of the clubhead. If the clubhead feels light, you are holding it too tightly. Adjust your grip pressure until you can feel the weight of the clubhead.

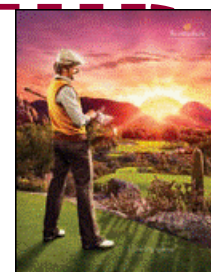
To hit a driver and your fairway woods, **it is important to shift your weight on the downswing.** This move will help create clubhead speed and attack the ball at the correct

angle. At the top of your swing, the majority of your weight should be on the inside of your back leg. This position braces you to push off on the downswing. If your weight stays on the front leg at the top of the swing, then you have a reverse pivot.

If you top your driver or fairway clubs, you may be losing your spine angle at the top of your swing. To correct this, work on your body motion and keep the same level throughout your swing. **Avoid bobbing up and down. Do not lift the club up in the air with your arms; try to keep the clubhead low to the ground at least until it has passed your right foot** (if you are right-handed) so that at the top of your swing you have made a full turn with your shoulders and your weight is predominantly on your back leg. When you make a turn you will stay at the same level, so that you will not top the ball.

Good drivers of the ball never take a divot with a driver. If you are striking the ball correctly, you will be sweeping the ball off a tee. Never hit down with a driver and take a divot. Hover the clubhead above the ground before you hit your drive, which will help alleviate tension and encourage more of a sweeping blow. Take practice swings brushing the ground with the driver, but never taking any turf. Try a few of these tips and watch your game improve in no time!

Submitted by Todd McNeeley, Golf Sales,
Marriott Golf Arizona, **NCA Preferred Partner**



Courtesy Scottsdale CVB



Photo courtesy: www.examiner.com

DID YOU KNOW?? Arizona has been given a grand opportunity to showcase the "Grand Canyon State" with a tree to illuminate the foreground of the Nation's Capitol.

The tree was chosen from the Apache-Sitgreaves National Forest headquartered in Springerville, AZ.

2009 is the first year Arizona has contributed the Capitol Christmas Tree. The tree is about 125 years old (that's longer than Arizona has been a state!)

Arizona's tree traveled throughout the state visiting nearly 24 cities and towns before beginning its journey to Washington, D.C. It took a caravan of approximately 12 vehicles, including two semi-trucks, to escort the tree east. The Capitol Christmas Tree 2009 traveled more than 3,000 miles during its tour and delivery. <http://capitolchristmastree2009.org/>



Arizona's Gift
from the Grand Canyon State
CAPITOL CHRISTMAS TREE 2009

Event Highlights

Thru 1/1/10 • Mesa Arizona Temple Holiday Light Display, downtown Mesa (480) 964-7164 www.lds.org

3-30 (select nights) • Las Noches de las Luminarias, Desert Botanical Garden (480) 941-1225 www.dbg.org

- 4 • Annual Holiday Tree Lighting Ceremony and Old World Santas, Veterans' Memorial Park, Sierra Vista (520) 417-6980 www.VisitSierraVista.com
- 4 • Holiday Festival of Lights and Tree Display, Civic Center, Prescott (928) 708-9336 www.visit-prescott.com
- 4-5 • Lake Havasu State Park Annual Boat Parade of Lights, Windsor 4, Lake Havasu www.azstateparks.com
- 4-6 • 41st Annual Fall Festival (Tempe Festival of the Arts), downtown Tempe (480) 355-6060 <http://tempefestivalofthearts.com>
- 5 • Holiday Harmony Snow and Glow Event, Scottsdale Civic Center, Scottsdale (480) 312-0217 www.Scottsdaleaz.gov
- 5 • 2nd Annual Christkindlmarkt, North Macdonald Street, downtown Mesa (480) 502-8510 www.ChristkindlmarktAz.com or www.ac4gc.org
- 5 • Tumbleweed Tree Lighting & Parade of Lights, downtown Chandler (480) 855-3539 www.downtownchandler.org
- 5 • 1st Annual 'Que & Brew: An Official Triple Crown Event BBQ State Championship, Emerald Design Center, Tempe (602) 363-5196
- 5 • 21st Annual Christmas Cowboy Poets Gathering, Wickenburg (800) 942-5242 www.outwickenburgway.com
- 5 • 55th Annual Cottonwood Christmas Parade & 16th Annual Chocolate Lover's Walk, Old Town Cottonwood (928) 634-7593 www.cottonwoodchamberaz.org
- 5 • Sharlot Hall Museum Annual Frontier Christmas Open House, Sharlot Hall Museum (928) 708-9336 www.visit-prescott.com
- 5 • Christmas Apple Festival, Willcox Community Center, Willcox (520) 384-2272 www.willcoxchamber.com
- 5 • 1st Annual Pecan Festival, FICO Green Valley Pecan Field, Green Valley Sahuarita (520) 625-7575 <http://greenvalleychamber.com>
- 5 • The APS Parade of Lights, downtown Williams www.williamschamber.com
- 5 • 23rd Annual Christmas Parade of Lights, Historic Navajo County Courthouse, Holbrook (928)524-6558 www.GoTourAz.com/holbrook
- 5 • Main Street/APS Electric Light Parade, Historic Main Street, Payson 928-474-5242 www.paysonrimcountry.com
- 5 • 51st Annual Holiday Parade, Sierra Vista (520) 458-6940 www.VisitSierraVista.com
- 5 • Christmas Parade and Courthouse Lighting, Courthouse Plaza, Prescott (928) 708-9336 www.visit-prescott.com
- 5-6 • 3rd Annual "Joy to the Herd" holiday celebration, Shamrock Farms, Stanfield (602) 477-2462 www.shamrockfarmstour.com
- 6 • La Fiesta de Guadalupe, DeGrazia Gallery in the Sun, Tucson (520) 299-9191 www.degrazia.org
- 8 • Petrified Forest National Park's 103rd Anniversary & Holiday Open House, Petrified Forest, (928) 524-6228 www.nps.gov/pefo
- 8-13 • Little House on the Prairie, ASU Gammage, Tempe (480) 965-3434 www.asugammage.com
- 11 • 14th Annual Christmas Parade of Lights, Historic Downtown Wickenburg www.wickenburgchamber.com
- 11-13 • 24th Annual Poinsettia Festival Gardener's World, Phoenix (602) 437-0700
- 11-13 • 39th Annual Winter Street Fair, Fourth Ave., Tucson (520)624-5004 www.fourthavenue.org
- 12 • APS Fantasy of Lights Boat Parade, Tempe Town Lake (480) 921-2300 www.tempe.gov/destinationtempe
- 12 • Holiday Marketplace, Downtown Chandler (480) 855-3539 www.downtownchandler.org
- 12 • Christmas in the Park, Litchfield Park (623) 935-9040 www.litchfield-park.org
- 12 • Annual Festival of Lights, Tlaquepaque, Sedona (928) 282-4838 www.tlaq.com
- 12 • Camp Verde Christmas Light Parade & Family Festival, Main Street, Camp Verde, (928) 567-9294 www.visitcampverde.com
- 12-13 • Phoenix Tequila Fest, US Airways Center, Phoenix (480) 558-1122 www.phoenixtequilafest.com
- 12-13 • Arts Center Holiday Art & Music Festival, Mesa Arts Center (480) 644-6500 www.mesartscenter.com
- 12-13 • 33rd Annual Pueblo Grande Museum Indian Market, South Mountain Park, Phoenix (602) 495-0901 www.pgindianmarket.com
- 12-13 • Phoenix Feline Fanciers-Cat Show and Agility Trials, Phoenix Convention Center (602) 262-7272 <http://phoenix.gov/phxpcd.html>
- 12-13 Fairgrounds Antique Market, AZ State Fairgrounds, Phoenix (602) 717-7337 www.azstatefair.com
- 12-13 & 19-20 • 1st Annual Festival of Trees, Tubac (520) 398-0707 www.toursantacruz.com
- 13 • Rawhide Rumble Car Show, Rawhide, Chandler www.Rawhide.com
- 22-24 • Holiday Luminaries, Fountain Lake, Fountain Hills (480) 837-1654 www.fountainhillschamber.com
- 29-1/3/10 • Annie, ASU Gammage, Tempe (480) 965-3434 www.asugammage.com
- 12/26-1/3 • Zoppe Italian Family Circus, Chandler Center for the Arts (480) 782-2683 www.chandlercenter.org
- 28-1/1/10 • 62nd Annual Arizona National Livestock Show, Arizona State Fairgrounds, Phoenix (602) 258-8568 www.azstatefair.com
- 31 • 21st Annual Insight Bowl, Sun Devil Stadium, Tempe (480) 350-0911 www.fiestabowl.org
- 31 • Fiesta Bowl Block Party, Mill Avenue District, Tempe (480) 350-0911 www.fiestabowl.org



Please note that the events listed, only represent a handful of events happening statewide. For a complete listing, please visit the Arizona Office of Tourism website: www.arizonaguide.com

AZ CHAPTER AFFILIATE MEMBERS

A Day In The West • (982) 203-1019 www.adayinthewest.com
 Arizona Key Magazine • (623) 869-8880 www.arizonakey.com 
 Cave Creek Outfitters • (480) 471-4635 www.cavecreekoutfitters.com
 City's Finest Magazine • (602) 327-3861 www.citysfinestmagazine.com
 Enterprise Car Rental (Sedona) • (928) 282-2052 www.erac.com
 Hot Air Expeditions • (480) 502-6999 www.hotairexpeditions.com
 Hike In Phoenix, LLC • (480) 615-8900 www.HikeInPhoenix.com
 Jimmy Buffett's Margaritaville • (623) 772-0055 www.margaritaville.com
 McCormick Ranch Golf Club • (480) 998-3800 www.mccormickranchgolf.net
 Marriott Golf (Camelback & Wildfire Golf Clubs) • (480) 905-7981 
http://golf.marriott_vacations.com
 Oak Creek Vineyard & Winery • (928) 649-0290 www.oakcreekvineyards.net
 Pink Jeep Tours • (928) 282-9000 www.pinkjeptours.com
 Red Rock Western Jeep Tours • (928) 282-1851 www.redrockjeep.com
 Scottsdale Convention & Visitors Bureau • (480) 421-1004 www.experiencescottsdale.com
 Sedona Adventure Outfitters and Guides • (928) 204-6440 www.sedonaadventuretours.com
 Sedona Metaphysical Spiritual Association • (928) 282-9425 www.sedonaspirtual.com 
 Sedona's New Day Spa • (928) 282-7502 www.sedonanewdayspa.com
 Stellar Adventures • (602) 402-0584 www.stellaradventures.com
 The Kachina House • (928) 204-9750 www.kachinahouse.com
 Vaughn's Southwest Custom Tours • (602) 971-1381 www.southwesttours.com 
 World Class Concierge Inc • (602) 340-1166 www.worldclassconcierge.com

NATIONAL CONCIERGE ASSOCIATION • LOCAL CHAPTERS

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 Quebec City, Canada • Tennessee • Washington, DC Metropolitan (*Pre-Charter*) • NCA At-Large Member Chapter
 CEO: Sara-Ann Kasner • President: Pat Brengman

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National Concierge Association

**Key Notes: A Monthly Publication for
 Hospitality Professionals. Exclusive to the
 Arizona Chapter NCA Membership**

(480) 827-4700 • www.nationalconciiergeassociation.com

Submissions and suggestions including pictures and other items of interest pertaining to concierge and the hospitality industry are welcomed. Please send your contribution to: Ginger St. Pierre, Director of Marketing—ginger@visitmesa.com by the 15th of the prior month. Please include your contact information for follow-up.

****Disclaimer**** The editor makes every effort to make sure that the information contained is as accurate as possible during production and will assume no responsibility for error or omissions. Please verify event information beforehand.