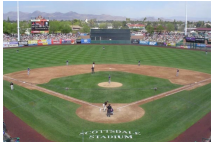


Scottsdale Spring Training: How Businesses can Hop on the Bandwagon

Written by Nadine Toren

[Television personality](#) and AZfoothills.com columnist [Nadine Toren](#) is scouring the area, finding savvy Valley features, bringing readers "on the scene." Every day she'll introduce you to [celebrities](#), [athletes](#), and give you an inside look into local events and hot spots. She'll touch on topical issues, and keep AZ fans posted on all the big talkers [around town](#).



I know we're not even in 2012, but Scottsdale is already gearing up for Spring Training. Here's how hot Valley businesses can reap the benefits of the baseball season.

Old Town: it's the hot, happening hub of Scottsdale...and some guys want to paint the place orange. Let me explain. We all know the area is the home-away-from-home for the San Francisco Giants; yes, Spring Training is surely the talk of the town when March rolls around. And it's one organization's mission to make 2012's baseball season even bigger, provoking fans and businesses to see Scottsdale in a more exciting light.

Introducing the Scottsdale Charros. They're a non-profit that's been around the block since 1961, hosting Giants Spring Training games every year. Thanks to the Charros, Scottsdale Stadium boasts a beautiful physique, offering baseball lovers an enjoyable experience. The group raises tons of funds through advertising, banners, and tickets; in turn, putting money into the community. (They benefit area youth sports and education programs.) But the best part about the 40+ person Charros group is that they boost our local economy, teaming up with swanky Scottsdale businesses.

"We have quite the RSVP list to Wednesday's networking event," said Mike Loustalot, 2012 Baseball Chairman.

Loustalot and his Charros club is hosting quite the party November 16th, 2011th. While the event is closed to the public, it *is* open to business owners interested in collaborating with the Charros. It's an excellent way to get involved in Spring Training festivities...the season kicks off the 3rd of March!

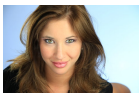
"Business owners will learn about exclusive marketing opportunities through the Charros, all benefitting downtown merchants," he said.

And according to the organization's marketing department, mixer guests will truly get a taste of Scottsdale's spirit.

"Wednesday's reception is at the bold, newly refurbished Saguaro Hotel. It's the new Old Town hotel hot-spot," said Kelly Ehlers, owner, Evoke Brands.

The attendees are surely big-wigs around town; representatives from The City, Cowboy Ciao, Crown Imports, Orange Table, Grimaldi's, Sapporo, the Scottsdale Resort & Conference Center, and the United States Marine Corps have signed up for the mixer. Other prominent business leaders are sure to make an appearance.

So if you're an Old Town owner wanting to jump on the Spring Training bandwagon, now's your chance. For more information, visit: <http://www.springtraining.com>.



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