

AFM February 2011 Letter

Written by Arizona Foothills Magazine

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The Grass Is Greener...



My goal each week is to meet five new people.

It can be anyone but I strive to actually sit down, listen and learn about them. This may not happen each week with the daily challenges of life. If that's the case, I add to the list the next week to make up for the few I did not meet, and my list gets longer each week. The Waste Management Phoenix Open is a great week to catch up and meet new people. This month's signature event is great for golf, of course, and, my favorite thing, people-watching as well as getting out and supporting our community. More than half the people I talk with never even watch the golf; they just love socializing and want the VIP tickets to someone's skybox.

We all have seen changes in the Valley over the past four years, and we are fortunate to have a bunch of men in the Valley who call themselves the Thunderbirds. These guys have fun with what they do, as we all should. However, getting sponsors, selling tickets and organizing an event like the Phoenix Open is a lot more work nowadays, and the pressure is always on them. Every year it keeps getting better, and when you see a Thunderbird in his jacket with all that sweet bling he wears around his neck, you know that he worked his butt off this year and we all get to enjoy the fruits of his labor. This really is about everyone who lives here and that we must have a can-do attitude and never forget that Arizona is the best place to live. To all the Thunderbirds and volunteers this year: Great job!

New and fun this year: At AZFoothills.com, we will be covering all the events at the skyboxes, corporate village and, of course, the Birds Nest with our new video crew. We will have photographs and video updated daily on AZFoothills.com in case you forgot who you were with or just want to see who is there every day. We will have giveaways and answer questions like: Who is the best dressed and who is under dressed at the Open? Who has the best skybox? There will be many more original surprises in store for you at AZFoothills.com. We make living in Arizona fun and sophisticated. Tweet us @AZFoothillsMag and @MichaelSDee to let us know where you are at; we may just have some Greenskeeper passes for you during the Open. At least we can come take a picture if you'd like to be famous.

Have a fun time!

Michael S. Dee President and Publisher