

AFM September 2011 Letter

Written by Arizona Foothills Magazine

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15 Years and Counting

Fifteen years ago, *Arizona Foothills Magazine* started out of a house in the Foothills. Back then, everyone knew the Foothills as Ahwatukee Foothills. In fact, the first couple of issues were titled *Foothills Magazine*. The Foothills was a fast-growing area that Del Webb advertised everywhere; the ads told residents to move to the Foothills on the other side of South Mountain off I-10. We did, and we loved it. That was not the only growing area back then. Some of the best places developers went to were areas around the mountains or, as some called them, Foothills. We eventually decided to add "Arizona" to the title and increase circulation to Paradise Valley, Scottsdale, Carefree, Cave Creek and even Tucson. Everyone that lives in these areas have an appreciation for the beauty of the Foothills, and we see it every day.

What changes come to mind when you think of the past 15 years? Here are few that I think of:

Shopping has changed so much with Scottsdale Fashion Square adding two wings and countless luxury brands that rival the best shopping in the country; Kierland Commons and Scottsdale Quarter did not exist.

Resorts and hotels. We added W Scottsdale, Westin Kierland Resort & Spa, JW Marriott, Westin and Sheraton Phoenix Downtown hotels, Hotel Valley Ho, Talking Stick Resort and Sheraton Wild Horse Pass.

Sports. We added to major league baseball with the Arizona Diamondbacks, along with the NHL's Coyotes, WNBA basketball and Rattlers football (which came and left then came back).

Restaurants. We had some of the best back then with Christopher's, Tarbell's and Vincent on Camelback. They are all still with us today. Nice job, guys.

High-rise living did not exist, except one building near the Phoenix Country Club. Today we have some of the best places to live that are in the sky. Now you can live high-rise-style around the Valley from Scottsdale to Tempe to Phoenix.

Country clubs and golf courses back then where Phoenix Country Club and Desert Mountain, along with new ones that were just opening called DC Ranch and Troon North Golf Club. Now, we have so many that rank with the best in the world.

Health. We've seen every major health group add jobs and new facilities, including the new Mayo Clinic Hospital, Cardon Children's Medical Center, Scottsdale Healthcare's North Scottsdale location and many more.

Education. Arizona State University has transformed Downtown Phoenix, and the light rail is used by so many students. They are bringing life to so many small businesses on the line.

Today, as we all face challenges, look back and say we did an amazing job here in the Valley of the Sun. Things like this do not just happen; it takes teamwork and a lot of very dedicated people who have one common goal: to make this the best place to live. We all did it. The goal of *AFM* is to provide superior reader service and share with you the people that make this the best place to live. We get to do it not just monthly but daily on AZFoothills.com. If you have not checked it out, we have hundreds of new features on the people, places and things that are the very best. Thanks for all your support. We love what we do, and we look forward to seeing you at all the events this fall.

Michael S. Dee *President and Publisher*