Arcadia Little League is decked out in Diamondback gear this season, proudly wearing the uniforms donated by the Arizona Diamondbacks. Read more about the uniforms from the hometown team on page 16.

Bicyclette is the brainchild of a longtime Arcadia resident who loves to cruise the streets in style.

Local farmers’ markets are in full bloom with fresh produce and handmade items by local vendors.

The Pressroom downtown brings music and entertainment to an old printing press warehouse.
This year will be Team Taylor’s 2nd Annual Arcadia Family Fun Run taking place on Sunday, April 13th. The goal is 1,200 runners/walkers and raise $100,000 for SIDS Research. Register or donate by visiting teamtayloraz.com.

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Departments

06 What’s Happening?
10 Teacher of the Month
15 Behind the Business
37 Places We Liked
42 Veggie Beat
44 Cookbook
46 Where’s the Neighbor?
61 Julie at the Movies
62 Book Club
63 Music Notes
64 Sports

Articles

20 It Takes a Vig to Raise a Cat
This young cat has a feral to docile story about how she became a celebrity at The Vig. She even has her own Facebook page. Her fans know her as “Meow Meow.”

25 Hopi Fit Club
New morning workouts at Hopi Elementary School teach students the benefits of regular exercise while still having fun.

28 Arcadia Family Fun Run
Returning for its second year, the Arcadia Family Fun Run 5K race will bring runners, walkers, strollers and dogs to the neighborhood in honor of Taylor Cosmas.

64 AHS hockey finds success
While attending Arcadia High School, Jim Rogers wanted to bring a hockey team to his high school. Now, as head coach, Rogers not only has a team, he has a championship.

Cover Image:
Arcadia Little League is one of 30 youth baseball leagues that received jerseys from the Arizona Diamondbacks give back program.
The love of a grandmother
By Amanda Goossen

Who has had the biggest impact on your life? Difficult question, isn’t it?
I’d say there are many parameters for determining such a response. And to each person faced with such a question, the requirements are probably completely different.

To me, the answer is simple. I wouldn’t even falter. The most significant people (yes, there are two… but they go together so perfectly, like peanut butter and jelly, that one is simply not there without the other), are my grandparents.

On March 11, seven days after her 88th birthday, my beloved grandmother passed away. Six years after my grandfather, or Papa, as I prefer to call him. And to me, this past month has been riddled with heartache and thanks, sadness and love, and an overwhelming understanding that one era is most definitely over, before I’m truly ready.

I will begin by saying that my grandparents’ names were Norma and Norman. And now you know, they were absolutely supposed to be together.

My grandparents, my Papa and Gramma, were not different than yours. They were from a different time, a time when they remembered the Depression so deeply that each day they were thankful for even the smallest thing, even the most minor success. They worked hard and saved their money. They drove a Honda, a car they had for 25 years, only after the last 25-year-old car gave out. They lived in the same house for over 50 years and the walls and yard were blessed with memories of children running and playing, laughter ringing out and even hard times which one way or another always worked out in the end.

My grandparent’s home was a safe place. It was where we all went to celebrate, to grieve, to simply feel their presence. San Diego is my birthplace but although I moved away over 20 years ago, driving down the hill on the 8 freeway still makes me feel like I’m going home. Turning on to Denise Lane makes me smile.

Every time.

My cousins and I grew up in the back bedroom, playing dress up in my Gramma’s old clothes and shoes. Playing house and putting on plays (which I always wrote, so I’d like to think my passion for writing was born within those walls). Five girls all only years apart; we had the time of our lives in that space.

My grandparents were kind people. Supportive people. When I asked my cousin (who 31 years later is still my very best friend) one word to describe them, she said FAIR. And it’s true. They never picked a side. They never made you feel less than. They were just there for you, no matter what.

Many family members and even friends found their sanctuary within that modest house. Many of us were given the gift of a warm hug and a promise that things would all work out...

And they did things to help. They gave money, even if they weren’t wealthy people. They put a roof over your head if you needed it. They gave each granddaughter a computer when she graduated high school, bought each of their eight great-grandchildren a crib weeks before they were born and wrote us a very significant check on the day we graduated college. My grandmother, who had to quit high school to help her family, felt very strongly about education and was so proud of each of us for our accomplishments.

My very first appearance in the Arcadia News was when I baked a pie for the Cookbook section. The pie was in memory of my Papa and his masterful ability to bake a perfect pie.

When I started writing the Sweets and Treats section the following month, I called my Gramma.

“I get to go to restaurants and bakeries and try desserts and write about them,” I told the woman from whom I’d inherited my massive sweet tooth.

“Ohhh Amanda, can you even imagine,” she almost squealed with joy.

It’s devastating for me to know that next week when I pick up the phone to dial the number I’ve been calling weekly for over sixteen years, to tell her about my successes, my difficulties, my children, no one will be there. No one will be there to tell me about her word search, her favorite TV show, about my cousins visiting with all their kids in tow.

But I thank God for giving me this wonderful woman as my Gramma. I was blessed. I am the woman I am today because she gave me her love.

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Is your business insured?

By Jennifer A. Cranston

Does your business have the proper insurance? According to a recent survey, the answer to this question for many businesses is “no.”

In 2013, one of the largest worldwide insurance groups (Chubb) commissioned a survey to determine how private companies in the United States contemplate and manage their business exposures. The results of the study indicate that many business owners and risk managers are concerned about specific business risks, but don’t have insurance in place to address those risks.

The study reports that many companies are operating under a misconception regarding the scope of coverage provided by standard general liability (GL) policies. While GL policies are an important part of risk management, they generally limit coverage to liability for personal and bodily injury, property damage and advertising injury, but they don’t provide protection for a myriad of other common business risks.

Specifically, the businesses surveyed admitted to worrying about being sued for alleged wrongdoing by officers and directors as well as claims for employment discrimination, harassment and retaliation. Yet, more than half incorrectly believed that such lawsuits would be covered by their GL policies, which is why they reported foregoing specialized insurance for liability coverage.

Additionally, a majority of the companies surveyed hire outside vendors to manage their employee benefit plans and, therefore, many are operating under a misconception that can cause significant misunderstanding can cause significant harm to their business.

While GL policies are an important part of risk management, they only provide limited coverage for personal injury, but don’t have insurance in place to address those risks. For more information please contact the school office at 602-840-0010.

To have events considered for the Calendar, submit information to calendar@arcadianews.com by the 15th of the month prior to publication. Calendar listings may be edited and published by Arcadia News as space allows and at the discretion of the editorial team.
I have several buyers looking for houses in Arcadia. If you don't want to list your house but would consider selling, please call me.

If you are buying or selling a home in Arcadia, call Tommy! 

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Arcadia Real Estate Stats

- Active Homes: 177 homes
- Homes Sold: 33 homes
- Average Sale Price: $630,189
- Average Sold $ Per SF: $270
- Average Days On Market: 94 days

2013 HOPI SCHOOL DISTRICT YEAR END SALES RESULTS
- Homes Sold: 305 Homes
- Average Sale Price: $645,430
- Average Sold $ Per SF: $292
- Average Days On Market: 69 Days

2012 HOPI SCHOOL DISTRICT YEAR END SALES RESULTS
- Homes Sold: 202 Homes
- Average Sale Price: $777,607
- Average Sold $ Per SF: $235
- Average Days On Market: 162 Days

2011 HOPI SCHOOL DISTRICT YEAR END SALES RESULTS
- Homes Sold: 238 Homes
- Average Sale Price: $623,344
- Average Sold $ Per SF: $199
- Average Days On Market: 124 Days

2010 HOPI SCHOOL DISTRICT YEAR END SALES RESULTS
- Homes Sold: 202 Homes
- Average Sale Price: $670,142
- Average Sold $ Per SF: $300
- Average Days On Market: 156 Days

- Average Sale Price: $452,673
- Average Sold $ Per SF: $203
- Average Days On Market: 47 days

2013 TAVAN SCHOOL DISTRICT YEAR END SALES RESULTS
- Average Sale Price: $403,875
- Average Sold $ Per SF: $189
- Average Days On Market: 66 Days

2012 TAVAN SCHOOL DISTRICT YEAR END SALES RESULTS
- Average Sale Price: $326,316
- Average Sold $ Per SF: $158
- Average Days On Market: 66 Days

2011 TAVAN SCHOOL DISTRICT YEAR END SALES RESULTS
- Average Sale Price: $265,505
- Average Sold $ Per SF: $128
- Average Days On Market: 102 Days

2010 TAVAN SCHOOL DISTRICT YEAR END SALES RESULTS
- Average Sale Price: $294,278
- Average Sold $ Per SF: $142
- Average Days On Market: 140 Days

2014 HOPI SCHOOL DISTRICT YEAR END SALES RESULTS
- Active Homes: 177 homes
- Homes Sold: 33 homes
- Average Sale Price: $839,189
- Average Sold $ Per SF: $270
- Average Days On Market: 94 days

2013 HOPI SCHOOL DISTRICT YEAR END SALES RESULTS
- Average Sale Price: $845,430
- Average Sold $ Per SF: $262
- Average Days On Market: 88 Days

2012 HOPI SCHOOL DISTRICT YEAR END SALES RESULTS
- Average Sale Price: $777,607
- Average Sold $ Per SF: $235
- Average Days On Market: 162 Days

2011 HOPI SCHOOL DISTRICT YEAR END SALES RESULTS
- Average Sale Price: $623,344
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Eleven ways to combat seasonal allergies

By Claire Bowey, M.D.

It’s spring, and you’re miserable. You’re sneezing, your eyes are itchy and teary, and your ears and soft palate itch, but you can’t scratch them. Your nose is either raw from running like a faucet or totally clogged up, followed by coughing and profound fatigue — all from your body’s extreme reaction to harmless pollen and/or mold.

Sound familiar? If so, try these tactics to battle the histamines and other chemicals your body is releasing:

**Environmental**

1. Close the windows to pollen from trees, grasses and weeds.
2. Avoid early-morning outings when pollen counts are highest.
3. Don’t mow the lawn or rake leaves.
4. Use a HEPA (high-efficiency particulate air) filter in your bedroom and a vacuum cleaner with a HEPA filter.
5. Eat an anti-inflammatory diet, such as the Mediterranean diet, that’s rich in omega-3 fatty acids/antioxidants.

**Medications and Testing**

Finding the right mix of medications can be challenging, but your symptoms will ease when you’ve found them:

6. Prescribed, short-term, oral corticosteroids such as prednisone to relieve severe allergy symptoms. Long-term use can cause such serious side effects as osteoporosis, cataracts and muscle weakness.
7. Over-the-counter antihistamines such as Zyrtec or Allegra. Antihistamine eye drops soothe itchy, sore eyes.
8. Decongestants such as Sudafed, but side effects can include insomnia, increased blood pressure, irritability and headache.
9. A nasal steroid spray to reduce inflammation, itching and runny nose. Nasacort is now available over the counter; others are available by prescription. A newer entry on the market, Q-Nasal, has a powder form of delivery. The sprays can take up to three days to be effective.
10. A sinus rinse that flushes allergens and mucus via a neti pot or squeeze bottle. Use only distilled water during use and cleaning.
11. Allergy testing to see what your triggers are - pollen/mold/pet dander/dust/cockroaches. Weekly allergy shots can significantly reduce symptoms over three to five years for many individuals.

Check with your physician to help you determine which medications and testing might work best for you.

Claire Bowey, M.D., treats patients of all ages at Arcadia Family Clinic, 4131 N. 24th St., Suite B-102, Phoenix, 602-955-6632 or JCL.com/practices.

Constables have tough job

By Steven Sarkis

Eviction actions are one of the most prevalent types of cases in the Maricopa County justice courts. These cases typically arise when people stop paying their rent, fail to comply with some part of their lease (i.e. having an unauthorized occupant or pet), or commit some type of crime on the property. On a given day, in the Arcadia Biltmore Justice Court alone, I might easily hear 50-100 of these cases.

As a Judge in a courtroom, eviction actions are difficult. It never gets easy telling someone face to face that they have only a few days to completely vacate their property. Yet as difficult as these cases can be inside the courtroom, enforcing these actions outside the courtroom is just as difficult. This is where the Maricopa County constables come into play.

Constables in Maricopa County have the difficult job of enforcing various orders issued by the courts, most often eviction orders. After a judge signs an eviction order in court, it is the constables’ job to go out into the community and ensure that the evicted parties have indeed moved out. And when the individuals have not moved out, which is often the case, the constables routinely encounter dangerous situations.

Constables all across Maricopa County do a great job keeping their communities safe. Since 2008, Constable Carolyn Lane has been out in our community enforcing evictions and other court orders for the Arcadia Biltmore Justice Court. Over the past few years, Constable Lane has helped keep our community safe by carrying out thousands upon thousands of these eviction orders.

For more information on the constables, please visit our new Maricopa County Justice Court website: justicecourts.maricopa.gov.

Steven Sarkis is the Justice of Peace for Arcadia Biltmore Justice Court.
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Hopi teacher brings the love of learning to her kindergarten classroom

By Kathleen Shipman

Hopi Elementary teacher Livia Rice sees the importance of her role as a Kindergarten teacher. With her students just beginning their path of education in her classroom, Rice believes in making sure that their first experiences are full of positivity, especially when it comes to reading. It is because of Rice’s joyous attitude and desire to make learning fun that she was nominated by her student Bradley Resnick and his mother Amanda for the Arcadia News Teachers We Love Award.

“Livia is an amazing teacher and a wonderful person full of personality. We are so lucky to have her,” said Amanda.

Entering Kindergarten is a big step in a child’s life, which is why Rice views her job as a teacher with having great significance.

“You’re setting up their educational foundation, and it’s a really big responsibility,” said Rice. “You are the one getting them motivated and excited about learning.”

Teaching children to learn to read is the main reason Rice chose to become a Kindergarten teacher. Having a passion for reading herself, Rice enjoys making the children’s introduction into the subject most memorable. When this Kindergarten teacher reads to her students, she does so with great enthusiasm. The children are fully engaged in Rice’s stories with her ability to use funny voices and bring the characters to life.

“My favorite thing that I try to do the most is read to them,” said Rice. “We really want to teach them the fun in reading and be the models for fluency.”

Teaching children to learn to read is the main reason Rice chose to become a Kindergarten teacher. Having a passion for reading herself, Rice enjoys making the children’s introduction into the subject most memorable. When this Kindergarten teacher reads to her students, she does so with great enthusiasm. The children are fully engaged in Rice’s stories with her ability to use funny voices and bring the characters to life.

“My favorite thing that I try to do the most is read to them,” said Rice. “We really want to teach them the fun in reading and be the models for fluency.”

Reading isn’t the only subject that Rice makes enjoyable in her classroom. In fact, it is her teaching philosophy.

“The key to it is getting them to learn in a way that’s fun,” said Rice.

The students in this Hopi Elementary class thrive off of their teacher’s cheerful presence and talent for making education exciting. Rice creates activities for the students where they believe they are only playing games, when in reality they are divulging into the world of learning. This type of environment has been greatly effective on the children, who enjoy coming to school every day.

“Her energy radiates through the room. Her students are like sponges for her knowledge and wisdom,” said Amanda.

Bradley is one of the Kindergarten students that Rice has instilled the love of learning, a reason that he felt his teacher deserved to receive the Arcadia News Teachers We Love Award.

“I love my teacher, she is fun,” said Bradley.

Teachers chosen for the Arcadia News Teachers We Love award receive a $125 gift certificate to Salon Sandoval, dinner for two at The Henry and an invitation to an end of the year luncheon for the year’s winners.
Ms. Rice has been teaching for 17 years, the last 7 at Hopi.

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Behind the Business

Arcadia coach named Youth Sports Coach 2014
By Nick Smith

Troy Gerlach’s move to Arcadia High School can officially be declared a success. After moving from Ohio, Gerlach spent years teaching at an elementary school in order to part time coach high school baseball. He was officially hired to be the head coach of Arcadia before the start of the 2012-2013 season. The team surprised everyone by winning 18 games and making it to the second round of the season.

Now the finishing touches on the season are complete, as Gerlach has been awarded the Youth Sports Award 2014 Coach of the Year.

“It’s a true honor to be recognized in only my second season,” Gerlach said. “It just goes to show what kind of school Arcadia is.”

Besides being a beloved coach by both his players and their families alike, Gerlach is an active volunteer within the community. He has spent time with his players working with local little league clinics, the Boys Charity League, as well as other organizations.

“You’re only as good as your players,” Gerlach said. “The players are just as much a part of this award as I am.”

Gerlach has spoken in the past about how much he loves the Arcadia school and its community.

“The administration and families have been awesome, the neighborhood is great. The school and boosters have done an outstanding job at upgrading the field,” he said. “The principal (John Biera) wants excellence in the classroom and success on the field. What more could you want?”

It is a certainty that the students and community Gerlach loves so much are thrilled to see him receive the recognition he deserves.

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Photo Credit: Craig Richardson

Troy Gerlach has been head coach of Arcadia baseball for two years.

Gerlach has spoken in the past about how much he loves the Arcadia school and its community.

“The administration and families have been awesome, the neighborhood is great. The school and boosters have done an outstanding job at upgrading the field,” he said. “The principal (John Biera) wants excellence in the classroom and success on the field. What more could you want?”

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Sometimes life gives you lemons. And sometimes it gives you tumors the size of lemons.

Somehow, Ed and Mary Purkiss got both – and managed lemonade all the same.

In the late 1990s and early 2000s, Mary Purkiss was a busy mom who co-owned a successful group of call centers with her hubby, Ed. Their center allowed them to travel the world and help oversee the careers of more than 500 employees.

“It all seemed so perfect back then,” said Mary, who was also raising three children under age 10 at the time. “Until ‘that night.’”

The night Mary Purkiss is referring to was the couple’s annual company holiday party. While eagerly getting ready for their big night, Ed Purkiss noticed a lump in Mary’s breast.

“It had never been there before – almost as if it appeared overnight,” said Ed Purkiss, who urged Mary to feel it and make a doctor’s appointment at once.

Somehow, both scared, they made it through the holiday party.

When Mary visited her doctor, she ended up having to have a needle biopsy. Still healing from it, the doctor called days later, she was on the operating table having a mastectomy.

“The healing process, and resulting reconstruction, took two years,” says Mary Purkiss. “During that time, we decided to sell our business to focus on our wellness and the wellness of our children.”

Selling the business was a blessing in disguise as it turned out Mary needed six surgeries during the reconstruction process, and her father was diagnosed with lung cancer.

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When Mary visited her doctor, she ended up having to have a needle biopsy. Still healing from it, the doctor called days later and gave Ed news that would rock their world forever.

“He told me to tell my wife she has breast cancer and needs a mastectomy immediately,” said Ed Purkiss.

Terrified, the couple didn’t know where to turn. Mary didn’t know enough about cancer to decide if it was the best option for her or the next steps. So, less than three weeks later, she was on the operating table having a mastectomy.

“The healing process, and resulting reconstruction, took two years,” says Mary Purkiss. “During that time, we decided to sell our business to focus on our wellness and the wellness of our children.”

Selling the business was a blessing in disguise as it turned out Mary needed six surgeries during the reconstruction process, and her father was diagnosed with lung cancer.

“Our family, as so many great ones do, persevered and got stronger by the day,” says Ed, who found himself mystified at how busy Mary’s specialists and doctors were dealing with the business of cancer – and its technologies – and how it took precious time from his wife’s care.

Did it really have to be like this, he thought? “At that time, with the current state of medical records online and in hard copy – and all of the security issues surrounding both – it initially seemed so, and that is when we were motivated to action,” says Ed Purkiss.

For several years, both the Purkisses and their children got to know all too well the perils the medical industry faced with impending mandatory regulations, including the movement toward electronic records – and how it directly impacted patient care at the scariest times in their lives.

“Armed with experience in running a highly efficient business, and comfortable with rapidly changing technology, as Mary healed, we actually got friendly with some doctors and eventually ended up as a paid consultants to radiation oncology practices,” says Ed Purkiss.

As they quickly found, many medical practices were being taken advantage of by technology companies and others charging 20 times as much as they should for simple storage, upkeep and usability of medical information and records electronically.

“Doctors got into business to save lives, not to deal with this,” said Mary Purkiss.

So, as they consulted in business matters with several local doctors, they studied the issues each had over and over with “the cloud,” online storage, and more.

By 2008, the Purkisses had a good grip on the process and were increasingly handling their doctor clients’ technology needs as well. The time seemed right to launch their own venture: Iron Medical Systems.

In that first year, the Purkisses had three clinics as clients.

“By this April – we project more than 70, and we are even expanding our center into New Jersey to help doctors on the other side of this country operate more efficiently too,” says Ed Purkiss.

Mary Purkiss lives in the Arcadia area and is the past-president of the Arizona Institute of Breast Health.

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Diamondbacks provide jerseys to Arcadia Little League

By Agnel Philip

The Arizona Diamondbacks are facilitating a jersey give back program that will benefit more than 30 different youth baseball leagues and 20,000 players in Arizona, including the Arcadia Little League, according to Diamondbacks officials.

The program provides hats and jerseys for leagues in the program, Diamondbacks Vice President for Corporate and Community Impact Debbie Castaldo said. According to Arcadia Little League President David Davis, the program will benefit more than 800 players in Arcadia.

Jerseys, which all have the Diamondbacks’ logo on them, will come in 75 different color combinations and their quality will vary based on age group. The highest-level players will have the same quality jerseys as professional players.

It all began a couple of years ago, according to Castaldo.

“One of my colleagues and I have been talking about a program like this for about 2 years now, hoping that we would raise enough money … to afford to do it,” said Castaldo, who is also the executive director of the Arizona Diamondbacks Foundation.

Their solution was the 50/50 raffle that the team introduced at Diamondbacks games. This raffle raised all the money for the program. Once the money was raised, Castaldo and her colleagues looked for ways to use the money to contribute to youth sports.

“After reaching out to local Little League leaders, the jersey program was chosen as the best way to spend the fundraiser’s resources,” Castaldo said.

“We let them talk with us for about 4 hours about the complexities of being a youth league,” she said. “One of the key things that they shared was how expensive and how difficult it can be to order and to make sure that kids have quality uniforms.”

“We were excited because we knew we had hit on something with this idea for the jersey program,” she said.

The team then reached out to leagues across the Valley, including Arcadia’s own Little League. Davis said the league was excited “from day one” to get involved in the program when they were contacted about it in October of last year.

The contribution from the program will allow the league to spend money on other projects including facility maintenance.

“The kids benefit in two ways: they get great uniforms plus they get improved facilities to play in,” Davis said. “So, for us, it’s a win-win.”

Castaldo said the program would continue next year.

“We will identify the leagues that want to come back again and then we will add some leagues based on a waiting list,” she said. “We’re depending on funds, they will keep growing until we’ve got everybody in it that wants to be in it.”

For leagues like Arcadia’s, the program is full of positives.

“We just think it’s a good program,” Davis said. “There really is no negative or downside to this program.”

For Castaldo, the program allows the team to build its brand among young baseball players and gives the team a platform to give back to the community and sport.

“We want them, number one, to know that their hometown baseball team cares about them,” she said. “But, we also want to invest in baseball.”

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Berridge Nurseries to host 16th Annual Art-in-the-Garden

By Christina Surrano

Saturday, April 12, from 9:00 a.m. – 3:00 p.m., amid the color and fragrance of vibrant, blooming flora, family owned Berridge Nurseries at 4647 E. Camelback Road will be hosting their annual Art-in-the-Garden event.

According to co-owner, Christine Fortman, “We have always (had) local artists in different mediums. That’s what the event is all about, (but) we always want to do a little add on, something different. Last year was the first year we did a farmers’ market and everybody loved it. We have furthered that this year, adding food trucks (Rita’s Ice and Saffron Jak), which I think are so fun.”

The event features art for the home in mediums that lend themselves to indoor-outdoor living such as pottery, glass, wood, gourds and paintings whose subjects include natural elements, by over a dozen artists.

Loyal readers may recall one of the participating artists from years past. Ceramicist, Jim Sudal's commissioned work, showcased in Muhammad Ali’s home, was featured in the November, 2010 issue of Arcadia News.

Back by popular demand, Anthony Rivera, of Just Like Nana’s salsa will be doing salsa and burrito demos. Neighbors can also enjoy cooking demonstrations with fresh herbs by a local chef.

The newly added farmers’ market will include fresh produce from Crooked Sky Farms as well as about nine other vendors selling items such as desserts, sauces, olive oils, and fresh flowers.

Fortman also said, “We always do a rose demonstration. The rose is something near and dear to our heart as a mainstay of the nursery. It’s one crop that my grandfather put his heart and soul into so we are very big on roses. We have a consulting rosarian who comes in and puts that on for us for free.”

When asked what inspired the first Art-in-the-Garden Event, sixteen years ago, Christine Fortman said, “It was something that my mother always wanted to do... it was just a real thank you to our neighbors at the end of the season...to do some fun things for the whole family.”

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It takes a Vig to raise a cat
By Amanda Savage

Regulars can have a lasting impression on a bar. They can shape a bar’s personality, and if they come frequently enough, they become part of the bar—a necessity that creates the ambiance.

One of Arcadia’s most loved bars, The Vig, has that kind of regular, a regular that frequented the bar so much that she literally made this bar her home.

Everyone knows her. She has her favorite spots. Bar patrons treat her as family, they let her walk through their games of Bocce Ball and sit next to them on the patio. The waitresses barely notice her as she effortlessly passes by, as they weave through the maze of tables and chairs on the patio, balancing drinks on their trays. She’s so used to the clinking of glasses, laughter and bar noise that she sometimes closes her eyes, and drifts off into sleep, during the height of a weekend rush.

But what makes this regular a standout, is that she is a cat, her name is Meow Meow, and she has become the mascot of The Vig.

It started happening late in the evening. Cesar Crampton, Meow Meow’s human dad and Event Coordinator at The Vig, recalls. Crampton, along with the early staff of The Vig, was one of the first to notice the incredibly small, 8-10 week-old kitten who began “appearing” on the restaurant’s patio and in the parking lot at night.

After Crampton began seeing her somewhat regularly, he started to feed her a menu of smoked and grilled salmon or chicken.

“When we started feeding her she started coming up on a regular basis,” explains Crampton.

Once Meow Meow got a taste of The Vig, she became a regular, frequenting in the late evening and early mornings. But not during the day. She was a very timid, and skittish kitten at the time. She loved the food, but wasn’t too keen on being touched or being around a lot of people.

This went on for a few months. Meow Meow’s presence became well-known at The Vig, and the staff began to grow attached to their odd guest. This was when Crampton decided to call a service to trap and neuter the cat.

“One night they set up a trap behind where we would feed her. They trapped her. The service came in the morning and picked her up, and they got her fixed. From that point forward, she started hanging around all of the time. But it still took a while for anyone to be able to pet her,” says Crampton.

The staff at The Vig was still unsure if their relationship with their new resident would last. They had to convince the owners that a feral cat living on their patio was a good thing.

Luckily for Meow Meow, Crampton and the staff discovered a use for the cat, and a solid selling-point to the owners.

See, in its first year open, The Vig had a bad pigeon problem. The pigeons were an issue, but as Meow Meow hung around more, there was a noticeable difference in the amount of pigeons around the restaurant. The more Meow Meow stayed, the more the problem vanished.

“Would you rather have a cat that’s kind of social and minds herself, or have the pigeons that are all over the place?”

Crampton’s selling-point was a success.

At the year anniversary of Meow Meow’s arrival, the cat had made a smooth, natural integration into the restaurant, and the hearts of its staff. It was around this time that she started to let Crampton and another male staff member (she warmed-up to the guys before the ladies) pet her during feeding time.

Meow Meow, or Meowzers, is now about seven years young. She’s grown from a skittish stray to a calm, loving and feisty cat that’s now the mascot of The Vig.

“Meow Meow even has her own Facebook page. She’s got her own Facebook page. She’s pretty much famous.”

Meow Meow even has her own Facebook page.

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Children Helping Children event to benefit Steele Center

By Sarah Stecko

On April 12, at the Phoenician resort, sixty-five children will help raise money for the rising number of children with autoimmune diseases such as Type 1 diabetes, Crohn’s/colitis and celiac. The 15th annual Children Helping Children Fashion Show and Luncheon has partnered with Dillard’s for the first time, to generate funds for the research of treatment at the UA Steele Children’s Research Center in Tucson.

The event is hosted by the Phoenix women’s board of the Steele Research Center, otherwise known as PANDA, which has been creating fundraisers since 1999. PANDA stands for People Acting Now Discover Answers. According to the PANDA website, the children’s fashion show and other activities have contributed nearly $4.6 million to the Steele Center.

“Whether it’s celiac disease, multiple sclerosis or rheumatoid arthritis, the occurrences of autoimmune diseases in children are increasing at staggering rates,” said Heidi Coupland, President of PANDA.

This year’s fashion show features springtime clothing and the theme is “Through the Looking Glass, Anything is Possible,” a story of Alice in Wonderland. Last year’s was a vibrant circus theme called, “Under the Big Top.” While the majority of the models are nominated by PANDA Board Members or other community leaders, a set of triplets that are patients at the center will also be in this year’s show.

According to the PANDA website, their mission since it was established in the 1980s, is to “support discovery processes that lead to improved treatments and cures for devastating childhood diseases.” Proceeds also are distributed to the internationally recognized physician-scientists who conduct the studies.

“Each year, PANDA’s hard work is validated when we see the attendees enjoying the day and generously supporting our cause which will ensure the important research will continue at the Steele Center,” said Coupland.

The highly demanded expansion of the research center will be taking place soon. The extension facility is called “Translational Center” and it will be opening in May at The Park office plaza on 44th St. and Camelback Rd. in Phoenix.

“Their vision is to take the discoveries from the lab to the treatment of children by partnering with clinical enterprises in Maricopa County and beyond to all the children of Arizona,” said Darci Slaten, MA, Director of Communications and Marketing at the UA Steele Children’s Research Center.
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Hopi Fit Club teaches kids the value of healthy living
By Kathleen Shipman
At Hopi Elementary School the students are not only developing their minds, they are also learning the value of a healthy lifestyle. The community of Arcadia has proudly embraced the Hopi Fit Club, a fun exercise program which takes place before school on the Hopi playground. The club has had quite the positive affect on the approximately 65 children who participate, both inside and outside the classroom.

“Many studies indicate that learning is enhanced when preceded by exercise,” said Lori Colling, Principal at Hopi Elementary. “The Fitness Club is very popular. The children are having fun and learning to develop life-long fitness goals.”

The Hopi Fit Club was originally founded by parents Blake Van Es and Shandi Rooney, who saw the importance of bringing physical fitness and nutrition to the students at Hopi Elementary. Shandi, who is a fitness enthusiast and owner of Studiomixx in Scottsdale, leads the children during their group exercise routines. “Having children of my own, seven and four, I knew the workouts would need to be creative, fun, and fresh,” said Rooney.” All age groups participate together and actually do a fantastic job at respecting each other and showing school spirit.”

The Hopi Fit Club takes place on Mondays and Wednesdays before school and runs for about 30 minutes a session. After the children stretch, they engage in circuit training exercises. Track and field games, jump ropes, tug of war, and good- fashioned sit ups are just some of the activities that these pint sized students partake in during Hopi Fit Club.

“I like the activities we get to do, like running the track with my new friends,” said second grader Andrew Landon.

Besides reaping the physical benefits of Hopi Fit Club, the students have also been improving academically in the classroom. Second grade teacher, Megan Pearson, who is also involved in Hopi Fit Club, knows firsthand the benefits of her students exuding their energy before school.

“If they get their 30 minutes of exercise in the morning they are more focused, more attentive, and are more responsive to participating,” said Pearson. “That was one reason as a teacher why I felt so strongly about the program.”

Another goal of the Hopi Fit Club is to educate students on nutrition and how to make healthy food choices. The program plans on bringing in guest speakers to help implement these important lessons.

“Teaching children that it feels good to exercise and it feels even better to eat healthy and exercise is one of our goals for Hopi Fit Club,” said Rooney. “Our hope is that the children will take away what they have learned about healthy living and make better choices the rest of their lives.”

The Hopi Fit Club would not be as successful without the support of the Arcadia community. Many donations have been made to the program, including the selfless donating of time given by the many volunteers. This group effort has allowed the Hopi Fit Club to thrive.

“The support by the Hopi staff, parents, and local volunteers has been amazing and we are so grateful to be able to offer this to our children,” said Rooney.
By Katie Mayer

Riding a bike doesn’t have to be serious – it can simply be fun.

That’s the message Arcadia resident and founder of Bicyclette, Rebecca Brookson, wants her customers to know. And it’s also one of the reasons she founded her bicycle and accessories company in November 2012, along with business partner Kristen Zirkler.

After long days working in a high stress marketing job, Brookson discovered that a relaxed ride on her bicycle was often just what she needed to unwind.

“When I got on my bike, the worries of the day would fade away, so I really wanted to bring that to inspire women to get out and ride,” Brookson said.

 Armed with an idea, Brookson decided she would bring stylish, affordable and domestically-made cruiser bikes to women. However, she had no idea where the bikes could be manufactured.

Then one evening, while watching the reality TV show Shark Tank, which features aspiring entrepreneurs pitching their businesses to a panel of investors, Brookson saw just what she was looking for.

Dallas-based startup Villy Custom was looking for funding to expand a custom bicycle manufacturing business, and the investors on Shark Tank committed to funding half a million dollars.

Brookson, who had no idea where the bikes could be manufactured, had no idea what the bikes could be manufactured.

Today Villy Custom produces all of Bicyclette’s limited edition custom cruiser bikes especially for women. The bikes come in a variety of punchy colors such as candy pin stripes, mint green with chocolate pin stripes and blue with bright green and lime.

“We kind of think of the bike as an accessory, so what kind of bike do you want to wear today?” Brookson said.

And Bicyclette also sells accessories. Through partnerships with artisans in North America, the company also offers bike-themed accessories such as Mame soy candles with bicycle imagery and names like “Joy Ride” on the lid, colorful basket liners and pillows and necklaces embroidered with images of bicycles.

Sarah Pyper, creator of Bliss Boutiques 4 Charity and owner and pilates instructor of Pilates Plus AZ was one of the first people to fall in love with Bicyclette and sell them in her boutique events.

“She knew what she was doing and I could see how professional she was and how great the quality was, so I knew this was going to be successful,” Pyper said. “Everyone just loves Rebecca because she has the brightest, sunniest personality.”

Today, Pyper said she always puts Bicyclette’s booth in a visible spot, because the display makes such a powerful impact on shoppers.

“She has a darling booth and does a really good job of making it look inviting and pretty,” Pyper said.

Carly Gilleland, marketing and events coordinator for the Madison Improvement Club said she first met Brookson at Bliss Boutiques 4 Charity and realized that her organization and Bicyclette share the same philosophy.

“One of our goals is to bring our community together, just like Rebecca,” Gilleland said. “We’re all about inspiring people to get out and be healthy and active and enjoy the space we live in.”

Continued on page 27

Grand Opening!
Your search for a new dentist in Arcadia is over.
Today, Brookson partners with the Madison Improvement Club to help plan and market the organization’s Arcadia Cruise events, which are bike rides in Arcadia where attendees bike in a group to local businesses and dine or shop.

“Rebecca encourages the entrepreneurs and small businesses in the neighborhood to be a part of it as well,” Gilleland said.

“Rebecca is always one to reach out and connect people and make a suggestion,” Pyper said.

While Brookson and Zirkler continue building their business, they sell many of their products online and through local markets and events. The pair also still works full time in their careers, and Brookson serves on the Board of Directors for Goodwill.

It’s a busy life, Brookson said, but she loves it.

“Every market I go to, I figure out what is getting the biggest response and what’s not. You’re in a constant state of ‘Let’s do this,’ and every season and every market you kind of get butterflies in your stomach,” Brookson said.

Bicyclette is planning to introduce a new, more edgy bicycle this spring. For more information on Bicyclette and its products, visit www.bicyclette.com.

Brookson said the experience of starting Bicyclette has taught her to be more fearless.

“If you never ask the question, you’ll never know the answer,” Brookson said. “I’m really open to the potential of rejection.”

Also, Bicyclette also offers her a constant reminder to stay healthy and connected through bike riding.

“Even if it’s literally ten minutes, I go out for a ride,” Brookson said. “Grab your child, get on a bike and ride together. You can spend more time with your family and get fit.”

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Ready, set, go! Arcadia Family Fun Run’s second year

By Amanda Goossen

On April 14, 2013 the Arcadia Family Fun Run debuted, taking runners, walkers and kids of all ages through the neighborhood we all call home. And it blew expectations away.

The race, which was expected to attract approximately four to five hundred runners, had a final tally of over seven hundred.

The funds raised exceeded $62,000.

Never underestimate the love and commitment of Arcadia families.

That’s because the Arcadia Family Fun Run is not just a 5k race through the streets of our beloved community, it’s a fundraiser in honor of one of Arcadia’s most beloved families. And Arcadia supports its people.

You see, Mark Cosmas, owner and operator of iRun, an Arcadia full-service running, walking and hiking shoe store, is the founder of the race which he started in honor of his baby girl.

The story he and his wife Katie have shared with the community and the entire country is one of love and commitment to their daughter Taylor Paige, who in April 2010, at only 5 months old, passed away from Sudden Infant Death Syndrome (SIDS).

For Mark, creating a way to raise money for SIDS research was a path to healing.

He started with the formation of Team Taylor. In 2011, Team Taylor became the largest running team at ASU’s Pat’s Run with more than 170 members wearing Team Taylor light blue T-shirts and raising $4,000. The following year, with 150 members, the team raised $25,000.

In 2013, Mark wanted to do more. The Arcadia Family Fun Run was an idea that within 5 weeks came to fruition because of hardworking friends and family.

Now in its second year, the Arcadia Family Fun Run promises to be an Arcadia event we can all look forward to.

This year, after establishing The Three Butterflies/Team Taylor Committee and determining the best place for the funds raised, Mark feels they’re on the road to great things.

“The money will now go to Dr. Hannah Kinney at Boston’s Children’s Hospital who is using 100% of the funds for her SIDS research,” said Mark.

Associate Professor of Pathology at Harvard Medical School, Dr. Hannah Kinney’s research is directed at defining the causes of sudden infant death syndrome (SIDS), focusing specifically on the arcuate nucleus in the ventral medulla area of the brainstem. Her research is Clinical/Translational Neuroscience.

“Findings provide evidence that SIDS is not a mystery but a disorder that we can investigate with scientific methods, and someday, may be able to identify and treat,” said Kinney.

This year, Mark and Katie expect over 1,000 participants to race through the streets.

The Arcadia Family Fun Run will take place on April 13, 2014. To sign up or for more information on the event go to www.teamtayloraz.com.

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“About 50 percent of those who take classes with us are local residents,” said Erin Stewart, spa director at the Montelucia.

TOURS
Late last year, AAA Arizona, a full-service travel agency, launched AAA Travel Experiences. Experiences consist of specialized trips that cater to niche travel needs. These trips include food and wine, off the beaten path and spa and wellness retreats. Golf and luxury trips are slated to launch this summer.

“Most people think of wellness tourism as a facial or massage, but it’s a whole lot more,” said Amy Moreno, senior travel manager for AAA Arizona.

Spa and wellness retreats are designed for travelers looking to enhance well-being. There are five tenets of these trips: physical activity, stress reduction, spiritual connectedness, nutrition and community and environment.

Physical activity may involve yoga, hiking or rock climbing. Stress reduction could include meditation, hot springs or mud baths. Spiritual connectedness may involve healing centers, life coaching or ritual baths. Nutrition could include a cooking demonstration, herb gardening or visiting a local farm. Community and environment may involve local markets, UNESCO heritage sites or “green” properties.

Groups for spa and wellness retreats generally range from eight to 16 travelers. AAA Travel Experiences has an upcoming four-day Carlsbad Spa and Wellness package that includes: sunrise yoga, spa package, Jeep wine tour, electric bike or lagoon hike, seven meals as well as accommodations at the Hilton Carlsbad Oceanfront Resort & Spa.

The agency also has spa and wellness trips in Spain, Thailand and Vietnam planned in 2014 and 2015.

CRUISES
Oceania Cruises is a popular, upper-premium cruise line. Oceania partners with the award-winning Canyon Ranch to offer one of the best spas and wellness programs at sea.

Guests can take advantage of spa treatments, fitness classes, consultations with fitness professionals and wellness presentations to enrich their cruising experience. Health-conscious gourmet dining options are also available.

But it’s not just luxury cruise lines that are offering this trend.

“The trend of healthy living is up,” Moreno said. “If you’re looking to relax, rejuvenate, and disconnect in a holistic environment, a wellness getaway could be exactly what you need.”
By Sarah Stecko

Home-baked biscotti is no laughing matter to SMILE Biscotti, who opened their doors six months ago. They have already sold more than 20,000 pieces - more than 130 per day.

So, what’s the secret? Consistency.

The baker, Matt Resnik, has a keen eye for details and uniformity when it comes to the products.

Favoring sameness and performing tasks intricately are some of the symptoms of his autism disorder. Resnik was diagnosed with Classic Autism at age two, but with the help of the Southwest Autism Research and Resource Center (SARRC), he has found a way to turn his disorder into an advantage.

Resnik’s mother, Denise faced the dilemma that many parents of children with autism are concerned with: what happens to children who grow up to be adults with autism? According to the SARRC website, about 85 percent of adults with autism still live in their parents’ homes and 90 percent are unemployed. Denise’s strong desire for her 22-year-old to have a productive lifestyle led to the creation of SMILE Biscotti. SMILE stands for Supporting Matt’s Independent Living Enterprise.

The key agent in achieving this entrepreneurship was the support of SARRC. Prior to launching SMILE Biscotti, Denise actually co-founded SARRC and is a current board member since 1997. SARRC has helped in innovating autism research, increasing awareness and providing interest-based programs to appeal to every individual. The “Rising Entrepreneurship” program is one of the latest to enable others like Resnik to build a future using their passion. SMILE Biscotti’s goal is to sell 100,000 biscotti by the end of the year.

SMILE Biscotti is already set to expand to retail outlet Arcadia Farms by late spring.

He sings while he bakes: “I like to think that means he’s happy with the work,” said Denise, who affectionately calls him Matty.

Another successful entrepreneur through SARRC’s programs is Matt Cottle, who is the baker for Stuttering King Bakery since 2012. Cottle chose the name after his inspiration of King George VI’s quote, “The highest of distinctions is service to others.” Like Resnik, he also participated in the “Culinary Works” program and was enrolled in one of its first classes. His mother Peg is the manager of Stuttering King Bakery.

“It’s important for other parents of adults with autism to know that they can’t do it by themselves,” said Peg, who actively helps in the business.

According to the SARRC website, “One in 88 children are affected by an “Autism Spectrum Disorder (ASD).” The amount has rapidly risen from it being one in 10,000 children being diagnosed with it two decades ago. There is still no known cause or cure for autism, but awareness has increased as April is declared National Autism Awareness Month. There are now more support resources supplied by organizations like SARRC for both children and adults.

For more information, go to: www.smilebiscotti.com.

Mother brings SMILE to life
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Be part of Team Taylor for this second annual Arcadia fundraiser. Team Taylor has raised thousands of dollars for SIDS researchers like Dr. Hannah Kinney with the hope that every child celebrates his or her first birthday. Visit our website to register or to learn more about What We Do, Why We Do It and How You Can Help.

www.TeamTaylorAZ.com
Easter accessory gets new life with bubbles and beads

By Heather Kinkel

When I was a kid, and it was time to dye Easter eggs, I could count on one thing: there would be no shortage of metal egg dippers at our house. Not because my mom bought multiple dye-kits, but because she saved the egg dippers in the silverware drawer every year. She always had at least 5 or 6 on hand as extras.

This was genius, mostly because some years we colored eggs with cousins or neighbors and with extra dippers on hand, there was no fighting over whose turn it was. Or it could be that my dad, the king of the “watermelon” dyed egg, wanted to join in with us three kids. Who am I kidding – I think he enjoyed it (and still does!) as much as we did.

My mom still keeps these little metal dippers in her silverware drawer, just waiting for the grandkids to ask for an extra one when the time rolls around for Easter egg-dying at her house.

This year, however, I had a different idea for her extras, and mom happily let me borrow a few of her little metal wands. I straightened out the handle, put on a few fun beads, and turned it into a bubble wand. Bam – instant bubble blowing!

Go ahead - dig around your silverware drawer, utensil drawer or maybe your junk drawer – I’m sure you will find at least one little dipper. Up-cycle that little wire dipper into a fun bubble wand that little boys and girls alike will love. This really is a simple DIY project that even the littlest hands will find fun making AND playing with!

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Morgan Stanley
Local farmers’ markets bring fresh produce to the city

By Heather Kinkel

Spring is a season of growth, renewal, and health. It is also a beautiful time of year to enjoy Phoenix’s gorgeous spring weather. What better way to enjoy a spring day than with a visit to a nearby farmers’ market?

Arcadia is home to a handful of farmers’ markets, and whether you visit regularly or only as a special outing, you won’t be disappointed. Trying to eat locally? Farmers’ markets make it easy to not only eat fresh and seasonally, but also to support local farmers, businesses and crafters.

When you visit next, make sure you pick up some local honey along with your fresh produce, and grab a fresh, uniquely flavored ice pop while you shop. AZ Pops, at the Scottsdale Old Town Farmers’ Market carries some unique flavors, like grapefruit-rose and lavender-berry. Or maybe a freshly-baked artisan pretzel from Brat Haus (also at Scottsdale Old Town’s market) is more to your liking.

If you’re looking for ways to make your home a bit more organic, stop by Patti’s Joy at the Town & Country Farmers’ Market. She is a lavender vendor, and makes everything from lavender chocolates to homespun wool dryer balls – and best of all, her stand smells like heaven! While you’re at Town & Country, pick up a jar of the spicy pickles from Pickled Perfection. You will not be disappointed – the perfect mix of salt, spice and crunch!

Whatever you are there to find, our local markets have something for everyone, and even if you are not looking for anything in particular, you probably won’t go home empty handed or with an empty stomach.

ARCADIA-AREA FARMERS’ MARKETS:

Town & Country Farmers’ Market
every Wednesday 10 a.m. - 2 p.m.
20th St. and Camelback Rd.

Arcadia Farmers’ Market
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3811 N. 44th St. (Scottsdale School District main offices)

The Camelback Market
eyery Saturday (October through May)
9 a.m. - 1 p.m.
3930 E. Camelback Rd.

Scottsdale Old Town Farmers’ Market
eyery Saturday 8 a.m. - 1 p.m.
Brown Ave. & 1st St.
Old Town Scottsdale

By Heather Kinkel

ARUGULA, FENNEL AND BLOOD ORANGE SALAD

INGREDIENTS
For the salad:
• One head butter lettuce
• One small bunch arugula
• One bulb fennel, the base only sliced into very thin rings
• One to two blood oranges (taste preference), peeled and cut into sections
• 3 oz. goat cheese
• 3 oz. marcona almonds, coarsely chopped

Dressing:
• Juice of one lemon
• 3 Tbsp. olive oil
• 1/2 tsp. each, coarsely ground salt and pepper

PREPARATION
Dressing:
In a small bowl, mix and whisk all ingredients until well-blended.

Salad Assembly:
Remove outer leaves of butter lettuce, cut off stem, then cut cross-wise and place lettuce in serving bowl. Add arugula leaves and fennel slices. Toss lettuces and fennel with dressing, and then arrange blood oranges, goat cheese and almonds on top. Enjoy!

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Local farmers’ markets
Continued from page 34

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- Beets
- Blood Oranges
- Broccoli
- Butter Lettuce
- Carrots
- Cauliflower
- Cucumber
- Fennel
- Limes
- Oranges
- Spinach
- Strawberries
- Swiss Chard

For the salad:
- One head butter lettuce
- One small bunch arugula
- One bulb fennel, the base only sliced into very thin rings
- One to two blood oranges (taste preference), peeled and cut into sections
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Enjoy!

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Baker whips up success

By Sarah Stecko

The notion of a Baker’s dozen is still followed today by a local baker. At Baker Thirteen, if a client orders a dozen of any product, a thirteenth item is included for free.

Baker Thirteen, an Arcadia home baked food products brand, is also contributing to the community’s schools by participating in the Arcadia Farmers’ Market.

“I loved the idea that part of the proceeds were going toward their education and their neighbor’s education,” said Kristin Miller, Founder, whose nieces attend Arcadia schools.

Miller has maintained Baker Thirteen Home Baked Food Products since November 2012 with no professional training or employees. Per the Cottage Law of Arizona, she is able to carry out her business of baking from her own home and selling to local consumers for profit. Eventually, she plans to build a commercial kitchen and expedite the baked goods nationwide.

What influenced her to set up at the Farmers’ Market when it opened in Spring 2013, is that it gives back to the community. She has even become a member of the area by moving to Arcadia last November.

The product line includes granola, scones, banana bread, coffee cake and gourmet cookies. The most requested baked goods are the granola and signature cookies.

However, what makes Baker Thirteen not just another sweet treat is its attention to the details.

“The main difference in my granola compared to others is that I use agave nectar instead of honey, which is popular with people dealing with diabetes and those looking for healthy snacks with less sugar,” said Miller.

According to Miller, clients are often pleasantly surprised by her scones because of how moist they are. Her scones are available for purchase at the Arizona Bread Company, just west of Scottsdale Rd. and Shea Blvd. in Scottsdale.

For more information or questions, contact Kristin@BakerThirteen.com and visit bakerthirteen.com.
Grassroots brings southern flair to American favorites

By Amanda Goossen

The recent rejuvenation of Phoenix's Town and Country Shopping Center at 20th St. and Camelback Rd. continues with its latest restaurant addition, Grassroots Kitchen and Tap.

Walking into the wide open doors, Grassroots Kitchen and Tap feels like home. Comfortable and relaxed yet overflowing with charm, owner and fourth-generation Phoenixian, Christopher Collins, brings the community he loves a place you will most definitely adore.

Grassroots Kitchen and Tap is the creation of Christopher Collins, son of Wally Collins of Wally's American Pub & Grill, an Arcadia staple, beloved by the community for generations. For Chris, working in the restaurant business was always his dream.

"Of six kids, I'm the one that just knew," said Chris, "I knew it was the place for me."

After attending St. Thomas the Apostle as a boy, going on to Brophy College Prep and receiving a swimming scholarship to Boston University, Collins majored in Restaurant Management.

Just before graduation, Collins would be recruited by Hillstone Restaurant Group. Going in as a manager in training, Collins would eventually work in both the front and back of the house. His education with Hillstone was priceless.

"Hillstone was my finishing school, where I learned the restaurant business from top to bottom, food to equipment," Collins said. "I was inspired by my experience at Hillstone, combined with my father's hands-on approach and local focus (knowing the names of all your customers, caring about the product personally) to create Grassroots. It's all about soul. A restaurant is not just a building."

Heading to New Orleans to reopen Houston's after Katrina would inspire Collins in numerous ways. Grassroots' menu, for example, has southern flair all over it.

"Our menu comes from food I like," said Collins. "There is a southern influence for sure, and little sprinkles of New Orleans."

After traveling the country, living in 6 cities and running 10 different restaurants, Collins came home to Phoenix to work at the Houston's on Camelback (which is no longer there).

"My dad came to me and said he finally thought I was ready for my own place," said Collins.

Chris would open Wally's in Scottsdale, partnering with his dad to bring the local favorite to another area of town.

And next would come his concept.

"I've been sketching ideas in a notebook since I was 16," said Chris. "Grassroots was one of them."

To Chris, Grassroots means neighborhood and he wanted his place to represent a gathering spot for families, friends and co-workers.

The first Grassroots would open in Gainey Ranch in 2011. The American-style cuisine with a slight southern twist, had locals raving.

It only made sense to expand. Collins couldn't think of a better place than Town and Country.

"I grew up here," said Collins. "I used to get kicked out for skate boarding, I had my first kiss in the old movie theatre. This place has history with me."

And now, Collins can add successful restaurant to his list of milestones at this thriving shopping center.

The wait at the door proves people are passionate for the food. The incredibly attentive and well-educated staff is another highlight.

"Food is number one with us," said Collins. "While every aspect of the restaurant is important, the food is hands down the thing we obsess over."

Taste one bite and you'll feel the devotion.

The shared plates are a real treat. They are so good, however, you might not want to call them shared.

The Tuna Poke is like none I've ever tasted. The tuna is so high quality, the mix of flavors with shrimp, avocado, cilantro and jalapeno, so superb, I could absolutely eat this dish every day for the rest of my life.

The sandwich section of the menu is home to many solid selections, namely the Shrimp Po' Boy or the out of this world smoked brisket.

Want something a bit on the lighter side? Try the Farmer's Fresh Vegetable Chop salad, which is a bountiful bowl of savory cabbage, red and gold beets, raisins, butternut squash, radishes, cucumber, corn, edamame, feta cheese, and basil all tossed in a creamy champagne vinaigrette.

I don't usually prefer to eat anything with a beet in it, but something about this salad had me scooping them up by the spoonful. Again, I could eat this every day!

And while the entrees are all delicious, my heart goes to the Southern Shrimp and Grits, the Blackened Red Fish, Carolina Baby Back Ribs, and Topher's Braised Short Ribs. Each plate offers up immense flavor and a constant theme at Grassroots, quality.

I'd like to say I'm exaggerating, but I've been back so many times since my first day at Grassroots that they might starting hollering my name when I walk in. This place is a solid and delicious addition to the neighborhood.
When buying or selling area real estate, know who’s on your TEAM!

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A fresh look at enchiladas

By Amanda Goossen

For owner and operator Aaron Pool, it all made sense.

Gadzooks Enchiladas and Soup.

The name may sound odd. The two restaurant specialties a bit of a strange pairing, but for this Arizona native, his dream was something that just had to become a reality.

“Enchiladas and soup! As stupid as it sounds, I just knew it. I knew it was going to happen,” said Pool.

The passion for enchiladas came from childhood.

“I've always loved enchiladas,” said Pool. “But once I got a bit older I realized that the plates of bright red enchilada sauce and neon yellow and orange cheese was odd. I started saying, ‘why am I eating this?’”

An epiphany came during Christmas break in his last year at ASU.

“We were at a cabin during Christmas break and my mom made an enchilada casserole. The same enchilada casserole everyone's mom makes,” said Pool. “I had a thought that would become the restaurant.”

With more of a business mindset than a chef, Pool set out to grow a mere thought into a full blown reality.

“I've always loved the efficiency of an assembly line,” said Pool. “If I wasn’t in this business, I probably would have gone into the automotive industry.”

Pool knew he wanted a fast casual restaurant with an assembly line set up. And enchiladas would be his staple.

Think Chipotle but with made to order enchiladas.

The recipes, however, would have to be developed.

Pool would spend the next two years, camped out in his parent’s kitchen, messing with ingredients and trying to discover his secret recipe.

“I knew I had a good concept and a palate that understands good flavors,” said Pool. “My mom is a great cook and baker and I had baked quite a bit. It just came down to working on it.”

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Pool would spend hours at Ranch Market, seeking out the perfect ingredients before staking his ground and messing with ingredients for hours in his parents’ kitchen.

“Some days I would cook all day and get...
Enchiladas
Continued from page 40

“I owe it all to the support of my parents and to being completely naïve,” said Pool. “Without those two things, none of this could have happened.”

And Phoenicians all over the valley are thankful as well. The line of guests proves the popularity and the quality of the menu.

Enchiladas made to order in cool, ceramic ramekins are not only the coolest looking plate I’ve seen in quite some time, but the best tasting.

Being able to create your own, as you move down the assembly line will give you the peace of mind that things are made just right and watching the kind gal slide your dish into the wood-fire oven to melt the cheesy goodness, is an activity this food lover could watch all day long.

Not looking for an enchilada lunch? Not to worry this place has the best tortilla soup I’ve ever tasted. And it too can be customized on the slow crawl down the assembly line with choices of meat, cheese and salsa accompaniments.

“I could eat this stuff by the truck load, but I promise to save you a bite!”

And don’t get me started on the street tacos. Did I mention that Gadzooks makes each and every tortilla to order? Fresh pressed masa, which owner Aaron Pool admits hasn’t been an easy task.

“There is so much more that goes into a fresh, handmade tortilla than I could ever imagined,” said Pool. “But it’s so worth it.”

Take one bite of any of Gadzooks sizzling plates and see what I mean. Each handmade, well thought out ingredient, recipe and flavor is absolutely worth it.
Spring temperatures take vegetarian diners outdoors

By Amanda Savage

Patio dining is one of the many ways we celebrate wearing shorts and flip-flops while the snow is just melting in other parts of the country. For April, I thought I would look into the vegetarian and vegan options available at some of the area’s most beautiful patios.

Chelsea’s Kitchen
602-957-2555
5040 N. 40th St.

Hanging tree branches and the canal that flows directly behind the restaurant creates a sort of backyard oasis at Chelsea’s Kitchen. The vegetarian and vegan options at Chelsea’s Kitchen make it the perfect spot for lunch or a casual dinner. The restaurant serves weekend brunch, but there are very few veg options available. For lunch or dinner, start with guacamole and chips, which are vegan and vegetarian. Then, order the veggie burger (made vegan if served Adam and Eve style and without the Russian dressing) or veggie tacos (vegan as is), with a side of fries (also vegan). Chelsea’s Kitchen also has delicious vegetarian sides like mashed potatoes, kale slaw and heirloom white beans (vegan, and a great addition to the veggie tacos).

Jade Bar
480-607-2300
5700 E. McDonald Dr.

Jade Bar at Sanctuary Resort sits along Camelback Mountain, and offers one of the most beautiful views of North Scottsdale/Phoenix by way of valet. For vegans/vegetarians Jade Bar is a great place for happy hour, light eats or a late-night bite. This would be a great place for vegans to order multiple appetizers to share, as their “snacks” and “small plates” consist of many vegan options, but their “big plates” lack. Literally every option is good. The popcorn, slow-roasted cauliflower, salted chips (with the exception of the caramelized dip) and eggplant hummus are all vegan starters. Vegetarians can enjoy the truffle mac and cheese for an entree and the creme brulee and bread pudding for dessert. If you have only one thing here (and are not vegan) try the donuts. They are life changing.

T. Cook’s & The Mix Up Bar
602-808-0766
5200 E. Camelback Rd.

The Vig Arcadia wins hands-down for brunch patio spot, solely based on its tofu scramble (and possibly its $15 bottomless mimosas), which is a vegan burrito with tofu, mushrooms, onions, bell peppers, sun-dried tomatoes, green onions and poblanos chiles – definitely add guac and pico de gallo. The Vig is also a great spot for lunch, a casual dinner or late-night bite. The regular menu offers many vegetarian and vegan options for every course. While there aren’t many vegan options listed, per se, The Vig is open and happy to make vegan alterations to existing menu items – just ask. I recommend starting with cheesy tater tots, hummus or nachos without meat. Then, moving to the black bean burger or mac and cheese!

The Vig
602-553-7227
4041 N. 40th St.

The Royal Palms offers one of the most romantic settings in the Valley. The old, Spanish-style architecture mixed with its “hidden” element seems to transport guests to a vacation state-of-mind. Food wise, T. Cook’s and The Mix Up Bar are perfect for vegetarians who eat dairy and eggs, but there are few options available for vegans.

The Mix Up Bar is a less expensive, more casual version of T. Cook’s, and makes for a perfect happy hour meet-up,
By Amanda Savage

Full name:
Sander Streeter

Position:
Bartender

Years at Postino Arcadia:
Ten

Where was your first job?
Caddying at Westchester Country Club
in New York. I was 11 years old and
I wanted to buy a bike!

When did you get your start
in the bar business?
I started in 1983 at Paradise Bar and
Grill in Tempe. Later on, I
worked at La Luna in France, the
historic Holly Hotel
in Michigan, and in Arizona —
Tarbell’s, House of Tricks and Postino!

How do you spend your
free time?
Cooking with my friends, biking,
swimming and some traveling
over the summer months.

Guilty pleasure?
Hillstone’s hot fudge sundae!

Fun fact people might not
know about you?
I taught high school French for
a short period of time.

What is your favorite thing
about being a bartender?
The people that I work with... they
make it a great place to be!

What about your
least favorite thing?
The retirement plan.

If you could only pick three
things that embody a great
bartender, what would they be?
Product knowledge, personality and
customer recognition.

What’s the oddest request
you’ve ever gotten from a
customer?
A woman who requested a Harvey
Wallbanger. (I hope she’s not reading this!)

It’s a given that as a bartender
you get hit on, or see others
get hit on, what is the worst
pick-up line you’ve ever heard?
“I lost my number, can I borrow yours?”

What’s your go-to drink
when you’re out?
Kettle soda, two lemons!

Where are some of your
favorite local spots to hang
out at (besides Postino
of course)?
Casey Moore’s, Cartel and Hillstone!

What’s your favorite cocktail
or wine at Postino?
2010 Dunn Cabernet from Napa Valley.

It’s your day off,
you have nothing to do,
money is not an object —
what would you be doing?
I would be skiing at Telluride!

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Tasty cheesecakes created in an all organic kitchen

By Heather Kinkel

Jen Racich runs her Arcadia home in a fresh, clean and organic way. She is a happy, breath-of-fresh-air type, and is originally from Phoenix. Having spent time living in Los Angeles and Chicago, Jen has called Arcadia home since 2010. She and her fiancé, Troy, are mortgage advisors for Pinnacle Capital, and Jen has an 8-year old son, Tommy.

Jen is every bit the lady of the house, and can always be counted on by her friends and family to bring dessert to an event or party. Not one to be stuck in the kitchen, however, Jen also joins Troy and Tommy in their love of the outdoors. They have quads for playing in the desert, love to go camping, and spend quality time surfing each summer. Settling into her kitchen to create a new and delicious confection, there’s a curious sticky note on her microwave that says “No Bueno.”

Jen explained, “Yeah. I’ve gone completely organic, and that microwave is no bueno. We try not to use it. I also say that if it has a “boxtop” on it, I don’t buy it.”

Her son, Tommy, like any other typical 8-year-old, isn’t a huge fan of her anti-box mantra. Jen, however, does a great job of baking and keeping tasty treats on hand for him that line up with her healthy, clean lifestyle. She doesn’t think that eating organically should be bland and tasteless or lack delicious desserts. Their favorite thing to make together: cupcakes.

“Well, we love to make cupcakes - Tommy helps with those. I love to bake, and we probably make cupcakes most often,” said Jen.

Today’s recipes are no-bake cheesecakes, and as she begins the process, Jen brings in a few fresh lemons from her tree in the backyard. Her other on-hand ingredients are all natural and fresh as well. Although Jen has transitioned her family to an all-organic lifestyle, her baking talents have in no way diminished. The recipes that Jen is sharing with Arcadia News are in high demand these days. They are on her “to-do” list for the Easter cookout they have planned with friends and family, and were requested by a friend for a baby shower this month. Making 40 mini cheesecakes for each event with family and friends is no easy task, but Jen has found a few helpful ways to make the assembly simpler. She uses a special wooden dowel to tamp down the “crust” and a perfectly sized funnel to use when it’s time to fill the jars with the creamy cheesecake layer.

“I was looking for ways to make the process a little bit faster, and found this funnel at Target – it’s the perfect size!” said Jen.

Continued on page 45
Cheesecakes
Continued from page 44

Versatility is a huge plus for this dessert, and Jen has added variety and customization to her baking skills. She makes the jars of creamy cheesecakes and then provides yummy toppings like barely-sauced cherries and blueberries to add on your own.

“I like to make the plain ones for parties. Let people customize their individual cheesecake,” said Jen.

Looking for something a little richer? Make the Oreo-flavored cheesecake. They are creamy and have just the right amount of chocolate-y goodness.

Jen also loves to give her guests a little something to take home, and those Weck mini mason jars accomplish that just perfectly, plus they are ridiculously adorable!

Note: The recipe for Berry No Bake Cheesecake can be found on our website: arcadiadaily.com.
Love of travel reborn during four-day cruise of Mexico

By Kaley Kalil

Natalie and Nathan Bruer moved to Phoenix from Augusta, GA almost five years ago after getting out of the military. They moved to the Arcadia area about a year ago with their children, Twyla, 5, and James, 3.

“We love the Valley. The weather can’t be beat and I love hiking the peaks,” Natalie said.

Natalie and Nathan recently enjoyed a four-day cruise out of Long Beach, CA to Catalina Island and Ensenada, Mexico to celebrate Natalie’s 30th birthday. Her parents and two sisters from Oregon joined them.

“The evening meals on the ship were fantastic and the service on board was top notch,” Natalie said.

“We hit the dance club after dinner every night. We also tried out a piano bar, a magic show and some amazing musical performances. Karaoke was a blast! Nathan tore the roof off the place with ‘Baby Got Back.’ He had everyone out of their seats singing and dancing along.”

The Bruers also enjoyed the on-board spa, massages and working out in the fitness room to views of the ocean or the beach.

On Catalina Island, they opted to take a kayaking excursion and enjoyed a walking tour, learning about the island’s history and viewing dolphins not too far off the shore.

In Ensenada, they rented an all-day golf cart and drove around town, relishing in the fresh fish tacos, exploring a beautiful local winery and riding horses on the beach.

“It was so nice having the freedom to go wherever we wanted,” Natalie said.

“We did get turned around a bit in the beginning, but that’s what you get with a cart full of backseat drivers and one map!”

The rental shop even lent them an iPod Shuffle and speaker system so that they could enjoy some music along with their four-wheel exploration.

When asked if she would have changed anything about the cruise, Natalie mentioned the old saying, “Pack half as much clothes as you plan to wear and bring twice as much money as you plan to spend.”

“Drinks on the boat were quite expensive; that’s where most of our “fun money” went,” she said.

“I would also pay more attention to the newsletter they left in our room every day. It tells you all about the goings-on on the ship. I think we might have explored more of the ship had we known what was going on.”

On their next cruise, Natalie hopes to venture down the giant water slide on the top deck, try her hand at the mini-putt golf course and partake in a live art auction. Natalie would also very much like to visit Catalina Island again one day.

“It has California charm, but still holds a small island town feel. The locals are so friendly and so many of them have lived there their whole lives,” she added.

The Bruers definitely plan on taking more cruises in the future, one day with the kids.

“I hope that I can give my children the same opportunity [my parents gave me] and open their eyes to that big, wide world out there,” Natalie said.

“I want to instill in them an interest and appreciation for other cultures, so they understand how even though we may be different, we are all interconnected.”

Traveled Lately?
Email Kaley: kaley@arcadianews.com
Arizona winery a must see attraction for out-of-towners

By Michelle Donati-Grayman

Nestled into Verde Valley’s volcanic landscape, natural forests and the pristine banks of Oak Creek, Page Springs Cellars has helped put Arizona wine on the map.

But winemaking is only part of the story. The Northern Arizona winery, which sits on 20 planted acres, has a vineyard, production facility and tasting room all in one location, creating a lush haven of red and white varietals that are sure to please any wine lover’s palette.

The trend of making wine isn’t new to Arizona. Spanish missionaries pioneered Arizona winemaking back in the 1700s. The movement resurfaced in the 1970s and has exploded over the last decade.

Today, there are more than 80 licensed and bonded wineries across the state, according to the Arizona Wine Growers Association.

Arizona wineries are generally located in the northern or southern parts of the state, climates that are ideal for grape growing. The climate at Page Springs is similar to the Mediterranean. Summer highs are usually in the low 90s and drop significantly at night. This fluctuation is important to the components that go into making wine.

Owner and head winemaker Eric Glomski fell in love with the site after making wine. Glomski’s critical palate has paid off. Last year, Page Springs was recognized with a 90-point score by Wine Spectator magazine. The score classified the winery’s Colibri Syrah, Clone 174 as an “outstanding wine of superior character and style.”

If you’re not a wine aficionado, don’t worry. The tasting room’s friendly staff will happily guide you through tasting flights as well as the vineyard’s extensive wine menu. A variety of tasting flights are available for $10, which includes a taste of five wines and a souvenir glass.

The tasting room currently has more than 17 different wines available for sale. While some of these are only available to wine club members, the majority are available to the public. Bottles range from $16 to $50.

In addition to wine, Page Springs also offers massages in the vineyard starting at $30 and vineyard tours at noon, 2 p.m. and 4 p.m. Fridays through Sundays. Tours cost $10 or $20 to add a tasting flight – including a taste of wine pulled from barrel – and a souvenir glass. The tasting room also offers a limited appetizer menu that includes truffle chips, flatbread pizzas, bruschetta and more that range from $5 to $25.

Weekends feature live music, and they also tend to be busiest. If you prefer quiet to crowds, consider visiting on a weekday.

If you can’t make it to the vineyard, you can pick up a bottle of Page Springs wine at La Grande Orange. The popular Arcadia grocery and eatery carries a limited selection of Arizona wines, including a Page Springs red blend and white blend for $18.99 per bottle. La Grande Orange’s wine curator Kimber Stonehouse says she’s willing to special order any wines at guests’ requests.

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Phoenix public libraries expand digital content selection

By Agnel Philip

The digital era is moving its way through Phoenix libraries as they begin to adopt more forms of electronic media like technology loans and digital content services.

Programs such as Project Nook, which allows library patrons to rent an Amazon Nook e-reader for three weeks, and the digital media service Hoopla, have incorporated a new dimension to all Phoenix Public Libraries including the Saguaro branch.

Even though the reaction to the introduction of digital media remains mixed, most people are embracing the digital content, said Theresa Shaw, manager of the Saguaro branch.

“By and large, I think most people are embracing the technology,” Shaw said.

However, some people still remain reluctant to plunge into digital media and, as a result, libraries have begun to introduce programs that offer training and assistance to those that wish to take advantage of it.

In the next six months, Shaw said these programs would expand significantly.

Incorporating digital content into the libraries’ offerings has proved challenging, said Jeriann Thacker, who is an electronic resource librarian.

Thacker said the primary challenge has been finding digital content itself, especially content that allows multiple customers to use it at once.

“There aren’t whole lot of products that do offer simultaneous access, but I see it as a direction a lot of e-content will be going because it is so popular,” Thacker said. “We would much rather purchase a simultaneous use product.”

“Despite the challenges, digital content circulation is booming as usage statistics of e-content has doubled every year,” Thacker said.

The budget for digital content has also doubled from last year to this year, Shaw said.

Thacker said there is still a place for the traditional print book in this new digital landscape.

“We really see [e-content] as an expansion of our services,” Thacker said. “We’re not eliminating physical materials at all at this point. We haven’t noticed a dip in our circulation for our physical materials.”

Similarly, Shaw said there is still a strong demand for these books in the Saguaro branch.

“We also have people who are not resistant but they’re reluctant to change and who are just really bibliophiles,” Shaw said. “They love books. They don’t want to give them up, and so, they don’t want to read in any other format.”

Rent an Amazon Nook at the Saguaro Branch of the Phoenix Public Library.
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As seen weekly on Tuesdays.
Locally owned stores, casual eateries attract shoppers

By Katie Mayer

Nestled in a cozy hallway between Stingray Sushi and Seasons 52 at Biltmore Fashion Park is a unique and contemporary cluster of locally owned stores and casual eateries with an urban vibe typically found in shopping areas throughout Chicago or San Francisco.

Called UNION, this boutique-style section of the mall provides a secluded area for shoppers to enjoy a fresh-made juice, purchase natural cosmetics, peruse modern clothing and unique bicycles, and feast on everything from a delicate cake to a savory hot dog – and they can even bring Fido along to this pet friendly area too.

UNION, which first opened in November 2012 and continues to evolve, “was designed to be an incubator for smaller local businesses and provide them the opportunity to have a presence at Biltmore Fashion Park,” said Devon Hoffman, senior marketing manager for Macerich.

Each retail space is small – 200 to 500 square feet – and was designed with shorter leases in mind to make the start-up costs of opening a retail business more affordable, Hoffman said.

The most recent businesses to open their doors at UNION are Mae & Marie, a mommy-and-me concept from Amy Inc. and Short Leash Hot Dogs. A third store is scheduled to open in April, but its name has not yet been announced.

UNION also holds regular events including music by AZ DJ Co. from 4 p.m. to 7 p.m. every Saturday through May 31. In February, the mall held a series of UNION Bazaar Trunk shows, where retailers displayed special items and had designers on hand to interact with customers.

Hoffman said more events are scheduled for spring and summer.

One business at UNION, Juicd Life, features a clean white contemporary health bar serving made-to-order and bottled fresh juices containing one to seven pounds of organic and locally sourced produce per serving.

Juicd Life CEO Dore Pfaff said he selected UNION for the location of his first store, which opened January 24, because it was a high profile location and a high volume area with a unique feel.

“The UNION shops had an appeal that I don’t think a lot of the malls have,” Pfaff said. “It has more of a local feel to it, more of a community atmosphere…you didn’t feel lost with all the big retailers.”

Greg Eveloff, who owns The Clotherie at Biltmore Fashion Park and has been located at the mall for 34 years, opened two new clothing stores – men’s store Bonafide Goods and women’s active wear store R & R Surplus – in November 2012 at the mall’s UNION shopping area.

“UNION is really good and they are all owned by Arizona residents,” Eveloff said. “I’m a big believer in Biltmore Fashion Park and I think this is one of the best locations you can find in the state… I believe in it and I want to support it.”

Steve Rosenstein, who designs and produces the clothes for sale in R & R Surplus, said more of his products sell at Eveloff’s UNION store than in any of the other 250 stores nationwide that sell his clothing.

“It has sort of a different vibe going on,” Rosenstein said of UNION. “The biggest challenge will be to find more dynamic merchants…who have the staying power.”

Rosenstein said he hopes UNION will attract some additional and more unique eateries as well.

Shopper Kiku Addelson, of Phoenix, recently browsed UNION for the first time, along with her husband. Addelson said she didn’t know the special section existed at Biltmore Fashion Park.”

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“It’s very boutique and I like that they’re all local and in such a small space,” Addelson said. “I think it’s always good to support the more organic, local businesses.”

Continued on page 52
A variety of products are offered at UNION.

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Locally
Continued from page 50

Janeeen Drake, of Glendale, said she has been visiting UNION for a while now, but recently stopped in to try a beverage from Juicd Life for the first time.

Drake, who heard about Juicd Life on the radio, ordered a made-to-order green beverage called “Cleanse” which contains the juice of apples, kale, mint, pineapple and spinach.

“I enjoy the individuality of the stores here at UNION,” Drake said.

Hoffman said UNION sees many of Biltmore Fashion Park’s regular customers, but that there is also a younger demographic which frequents the stores.

Melissa Lenberg, owner of Citrine Natural Beauty Bar, which sells luxury, natural and healthy cosmetics, skin care, body care, perfume and hair care products said she selected UNION to open her first store because she wanted a boutique environment instead of a conventional mall.

“Being inside the UNION is great because it’s a community,” Lenberg said. “Our customers feel part of that community as well.”

Lenberg said her work is client-focused and that although UNION does not have as much customer traffic as other malls, the relaxed environment allows her to spend more quality time with customers.

Because all of the UNION businesses are locally-owned and some of them are new entrepreneurs, the business owners appreciate a unique environment where they can support one another.

“With 10 concepts under one roof, the retailers work together to cross promote each other’s businesses and partner together on events,” Hoffman said.

For more information on UNION, visit shopbiltmore.com/union.

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ONLY 2 HOMESITES REMAINING
An opportunity for small businesses to gain knowledge

By Agnel Philip

Peggie Simmons of Asset Conversion Specialists Inc. in Tempe recently completed a free six-week mentorship program sponsored by American Express OPEN that educated her in the ways small business can earn government contracts.

The program gave Simmons, whose business is a surplus and equipment liquidator, the opportunity to learn about how small businesses can work with the federal government. Mentees in the program learned about how to create a strategic plan and go after the certifications necessary to position themselves for those contracts.

“We went into great detail (about the certifications),” Dona Storey, American Express OPEN advisor on procurement and Simmons’s mentor, said. “So they have some really good, hands-on experience.”

Storey said a variety of companies show interest in the mentorship program. “We find that those companies that have been in business for a little while and have been thinking about dabbling in the federal sector, they are often times attracted (to the program) because they want to know whether they have the potential for success,” she said.

Simmons said she learned of the program while attending an event hosted by the Arizona Small Business Association. At this event, American Express OPEN extended an invitation for those interested to apply for the mentorship program. After enrolling, she began to participate in the weekly meetings.

The meetings, which took place over the phone with three other businesses, took about 45 minutes to an hour according to Simmons. Storey said participants were often given homework and could learn from each other as they talked about the various aspects of dealing with the federal government and how to win contracts.

Simmons said the program opened her eyes to the potential of her business. “The most important thing for me was finding out what truly is my business’s core competency,” Simmons said. “We were able to really hone in and narrow down what it is that we want to be special in.”

Already Simmons has begun to use the knowledge she gained in the program to improve her business. A new opportunity in Tucson, she said, would never have been possible if she did not use the research skills she learned in the program. She also pursued the Minority-Owned Business Certification as a direct result of the training she received in the program. “It is a program I would highly recommend,” Simmons said. “Small businesses (should) get in touch with American Express OPEN and I would encourage them to apply and to go through the program because there is a lot of knowledge there.”
Local company named one of the “Best Places to Work”

By Margaret Ann Lippincott

When you step into the Indian School offices of Ideas Collide, you’re greeted with a table of brightly colored toys, candy and you’ll see a little dog with his water dish. Being pet friendly is just one of the reasons Ideas Collide employees nominated their firm to be a Best Place to Work.

The Phoenix Business Journal just named Ideas Collide as one of the Top 25 Micro companies in its 2013 Best Places to Work results.

Arcadia residents Matthew and Rebecca Clyde started the marketing firm in 2005 with agency Creative Director, Michael Mason. In the last eight years Ideas Collide has won many awards including a Phoenix Chamber of Commerce IMPACT Award for company culture and numerous awards for digital advertising and marketing projects from the Hotel Sales and Marketing Association International.

Ideas Collide offers paid employee health insurance with a 401k matching plan, along with some not so usual perks such as jeans being accepted business casual attire, paid working staff lunches and team movie days. Flexibility and being able to work from home is a huge benefit, whether home is in Arizona or somewhere else including a few team members that work from Dallas and Chicago.

Team members agree that what makes Ideas Collide such a great place to work is the unique people and clients they interact and work with each day. James West, Senior Project Manager says it is the “collaborative environment” that he really enjoys. “We get a chance to work and brainstorm with creative minds and come up with exciting, future-facing concepts and ideas for clients.”

Matthew Clyde, President and Chief Strategist, founded the company on a spirit of dedication, passion, and desire to become the best, not only as an agency, but also as professionals in our field. One of Clyde’s personal statements is “You cannot love your life if you don’t love your work.” He attributes the success of the firm to its team. “Having a great culture comes from everyone on the team,” said Clyde. “We collectively own the spirit and culture that distinguishes our work and the experiences we create.”

In fact, the layout of the space was purposefully set with glass walls and doors and large open worktables to encourage interaction with colleagues.

Team members are proud that Ideas Collide is known for its community involvement. Over the last year Clyde has contributed $125,000 in funding and serving non-profit organizations. Of greatest value is the time contributed. Clyde and his team dedicate countless hours

Continued on page 56
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Our monthly winning photographers submissions from top left: Tessa Miller, Lou Parker, Mike Purcell, Susan Hamilton, Suzie Campbell, Lou Parker, Jon O'Steen and Melissa Faulkner.

Ideas
Continued from page 54

monthly across a variety of organizations. Each week every team member at the agency is encouraged to volunteer an hour of time to a cause of their choice. Last fall Clyde organized a food drive to donate over 500 pounds of food to the Vista del Camino food bank.

Mason believes that what makes the company a great place to work is “taking on new and challenging work with people you love to work with, who share similar passion and commitment.” He said, “That’s when amazing things start to happen.”

Other things to love about working at Ideas Collide is a kitchen full of snacks, a breakfast cereal bar and soft drinks and weekly, monthly and bonus rewards paid out to individuals and team members.
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Like the rest of the nation, the attacks of September 11 compelled the community of Christ Lutheran School to do something and somehow get involved.

That fall of 2001, the National Junior Honor Society (NJHS), a service organization at Christ Lutheran School, held their first CLS Operation: Care Packages. They began the project by asking their community for names of friends and family who were deployed, and found that the simple act of sending fresh socks, a few packs of gum and maybe a phone card made a world of difference to the soldiers deployed overseas.

Thirteen years later, the NJHS at Christ Lutheran School is still sending care packages to our soldiers, and those soldiers have a group of responsible and caring young teenagers to thank.

Jennifer Weber, a Junior High history teacher at CLS, is the advisor for the National Junior Honor Society at the CLS campus. The organization has 17 members, all 7th and 8th graders, who are looking for ways to help others, to be part of something bigger than themselves.

Becoming a part of the NJHS at Christ Lutheran School is not an organization that any student can sign up for. Each year, students who desire to be a part of the NJHS must fill out a resume-style application that is voted on by the Junior High teaching staff. In addition, members of NJHS must maintain a GPA of 3.65, and attend church most Sundays.

The National Junior Honor Society performs many acts of service throughout the school year, but Operation: Care Packages is the biggest service project for the year. They collect everything from soap and deodorant to trail mix, then assemble the items in boxes and ship them out to our nation’s deployed soldiers.

“I ask them to be “personal shoppers” for our soldiers. To pack a box for them like they would want to receive it,” said Miss Weber.

Trinity Cavanaugh, the group’s Vice President, said, “This is my first year in the National Junior Honor Society. It’s great – helping the community in ways that are fun.”

The NJHS is also responsible for shipping the care packages, which requires customs forms, and is great training for real-world responsibilities.

“It’s not too difficult. You just follow the directions, and it’s pretty straightforward,” said Caroline Eaton, NJHS Secretary.

In order to pay for postage, the group raises funds by holding ice cream sales on the CLS campus. They also collect an offering in chapel for a month.

Hanna Welch, who is a second-year NJHS member, said, “I enjoy helping people who are outside our immediate community, people who don’t live near us. It’s a great way to show God’s love.”

Preparing the packages is a labor of love for students.
Arcadia HS graduate accepted to Phoenix Film Festival

By Kathleen Shipman

Ever since Austin Moede’s days at Arcadia High School, he has carried a passion for filmmaking. Now an ASU graduate and the owner of Box Boy Productions, Austin has achieved the honor of having his short film, De’ Lune, accepted into the Phoenix Film Festival. For Austin, this accomplishment is one that brings him closer to his lifetime dream of becoming a professional. “I feel like this is the beginning,” said Moede. “The beginning of a career instead of just a hobby. I’m excited to be able to step into a new level towards my goal of making feature films.”

Moede found his passion for film while at AHS. “I realized that out of everything I had ever done, it was the one thing I absolutely loved to do,” said Moede. “The entire process was fun. It wasn’t one of those things that felt like it was work.”

Austin Moede found his passion for film while at AHS.

“During college Austin continued his involvement with creating films. He progressed from making short humorous videos into higher quality films, in which he collaborated in the writing and directing. It was during this time that the idea for the film De’ Lune came to life. When a relative asked Austin to describe why he was so passionate about filmmaking, he found himself with an inability to put his feelings into words. “It dawned on me that that it’s probably the same with other artists that are out there,” said Moede. “For example with musicians, when they play their music, it’s totally enveloping the things that they put their heart and soul into. It’s their creation; it’s what they are all about.”

Austin took this deep realization and with it crafted De’ Lune, which he wrote and directed himself. Similar to Austin’s love of film, the story of De’ Lune revolves around musicians, when they play their music, who later discovers a different kind of love. The title of the film plays on the classical song Clair de Lune composed by Claude Debussy.

In a three year span De’ Lune evolved from being just a vision, into a short film deserving enough to be viewed at the Phoenix Film Festival. This for Austin brings him one step closer to his dream of professionally making feature films. Running from April 3-10, the Phoenix Film Festival is a highly respected event featuring films from all around the world. De’ Lune has been placed in the Home Grown Shorts category and will premiere Sat., April 5.
Pressroom fills niche market in downtown venue scene

By Danika Worthington

Two entrepreneurs took over the old brick printing press warehouse sandwiched between Sheriff Joe Arpaio’s office and the Superior Court downtown in February and turned it into the only mid-sized event venue downtown.

“The beauty is that we fill the gap in between the small and the large (venues) in town,” said co-owner Jason Charles, who also runs Latest Craze Productions. “So we fill this niche.”

The Pressroom can fit a little more than 1,000 people and host events ranging from concerts to weddings, Charles said. It has a patio with a new food truck every event, VIP sections with bottle service, portable bars and plenty of bathroom space, he said.

Additionally, the space has curtains that can be moved to adjust the room size. So if a small group of 150 people want to use the warehouse, they won’t feel like they are in a “cave,” he said.

Co-owner Narender Raju who owns RSV Special Events LLC also said the curtains are beneficial for creating different sized spaces.

“There’s some artists that feel like they want to connect with their audience a little more and see each face in the crowd,” Raju said. “We’re just trying to make it an experience.”

Promoter Stephen Chilton has hosted a concert at the space and already has more scheduled. He said the size is ideal.

Small bands can start in downtown Phoenix and play at smaller venues in galleries or at Crescent Ballroom but once they start gaining a large fan base, they go to Tempe venues, he said. When they make it big, they come back downtown for the big arenas. There wasn’t a place for mid-sized bands to play downtown.

“I really like that it’s downtown,” Chilton said. “I’m a big proponent for downtown Phoenix and I have been for a long time.”

Charles and Raju, both Chicago natives, said they want to bring people downtown. Charles said people live in beautiful suburban areas but can feel melded into the stucco.

“When people come down here they feel a little more down to earth and natural in the urban environment,” Charles said.

They both said people don’t realize that there are a lot of things happening downtown, especially in the art districts of Roosevelt Row and Grand Avenue. They said they want downtown to be a destination or a stay-cation for people in the Valley.

Charles and Raju have worked together for years in the event planning business, Raju said. They are used to working large scale, multicultural weddings with 500-800 attendees that can last up to three days, he said.

They’ve been talking for years about owning their own venue that they could customize on the production side, he said.

“Every time we have an event, we’re like, ‘If we could rig here...’” Raju said.

The two found the space on a bit of a “fluke,” Charles said. He was working an event in the space for a teen who wanted to throw a party for his high school. He normally didn’t do smaller parties but happened to do this one. Also, his employees were busy with a lot of events that weekend so he was working the party.

When he walked inside, he said he loved the place and wanted to meet the owner. Charles brought Raju to the venue.

“It wasn’t even a second thought,” Raju said. “In the same week, we got going on everything.”

The two leased the warehouse then got their full liquor license, the only warehouse in the district to have one, in the beginning of February. Within two weeks, the two got the space ready for their first event on February 14.

A drawing factor for both was the history associated with the building, Charles said.

The space started as a grocery store in the 1920s, Raju said. It was a couple other things until it was made into a printing press in the late 50s. It functioned for about 40 years until a national printing company bought it in the 90s, Charles said.

The company took the employees and equipment but left the space, Charles said.

“The space can leave “creative types” feeling “dazed and confused” because of the possibilities it allots for,” Charles said.

“When we give tours, someone will get caught looking at a beam,” he said. “It’s a system overload.”

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**Muppets Most Wanted**

**Director:**
James Bobin

**Starring:**
Tina Fey, Ricky Gervais, and Ty Burrell

Not to miss, *Muppets Most Wanted* is a pleasure to watch, and best enjoyed with company. *Muppets Most Wanted* picks up immediately where the most recent Muppets movie left off, showing what happens after the show ends and all the extras go home. Unsure where to go from there, the Muppets are vulnerable to the charms of Dominic Badguy (Gervais), who convinces them to hire him as their manager and go on an international tour. However, things take a turn for the worse when a Kermit lookalike and convicted criminal, Constantine, escapes prison.

Disguising himself as Kermit, Constantine has the real Kermit arrested and joins the Muppets on their world tour so he can execute a jewel heist with the help of his sidekick, the Muppets’ new boss (Fey). Following a step behind the events are Sam Eagle and Interpol’s Jean Pierre Napoleon (Burrell), who must work together to solve the crimes Constantine and Dominic are leaving behind in each city the Muppets perform.

Reminiscent of the past while staying grounded in the present and looking toward the future, the new Muppets’ movies have plenty of pressure on them, and they handle it well. The last film was a pleasant surprise, and the newest one may be more so. The story and songs are cleverly written so the movie’s younger audience can easily digest and enjoy it, as well as adding dialogue and jokes to entertain the older crowd.

One of the perks is, of course, the many cameo appearances of famous performers, and the European setting of the new movie gives its creators an excuse to add more British names to the list. Without giving away too much, a sample of the familiar faces seen onscreen are Tom Hiddleston, Christoph Waltz, Lady Gaga, Selma Hayek, Stanley Tucci, Hugh Bonneville, and Tom Hollander.

The Muppets, with their long history of bringing joy to families, have still got it. *Muppets Most Wanted* and its predecessor, *The Muppets*, bring these iconic characters to a whole new generation, and return to transport their long-time viewers back to that world. However, it is highly suggested to see the previous Muppets’ movie before this sequel to avoid confusion, as it sets up the entire beginning of the new film.

There aren’t many excuses available to avoid grabbing a friend or family member and seeing the new Muppets’ movie. Pure, unadulterated fun, *Muppets Most Wanted* earns 4 out of 5 stars!

Julie Demetros is an Arcadia resident who writes about movies and books at julieatthemovies.wordpress.com.

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By Amanda Goosen

This month marks a fun change to the Arcadia News Book section.

I admit that reading is my passion. Words in any fashion actually. I love to talk, listen, read, write...I even have a love of word searches. Something about the hidden words on a page makes me giddy.

But reading a few novels or non-fiction books each month, along with young adult and young reader books have me spread too thin. So I decided to enlist someone to help.

This month and for the foreseeable future, I've asked a young man with a passion for books that may even put me to shame, to help with the selections that are a bit out of my aroma. If a book is for a middle school or high school student, the job will now go to Dan Wirtel.

Dan is the son of the Arcadia News ad director, Donna Wirtel. He's in high school and I've seen his nose in a book enough times to know he's the right man for the job. He's knowledgeable and smart, has a love for the written word and creative stories so much that I knew he'd do a fabulous job. I don't hand over the reviewer cap easily, but Dan deserves it. I look forward to seeing what he can do.

The Arcadia News Book Club will meet at the Saguaro Library on April 24 at 7 p.m. The book of the month is Safe With Me by Amy Hatvany and Amy will join us for a thirty minute Skype session. Refreshments will be served and jovial conversation will take place. Don't miss out as we celebrate the second anniversary of the Arcadia News Book Club.

For additional information or to RSVP to the book club, email amanda@arcadianews.com.

SAFE WITH ME
By Amy Hatvany

In her sixth novel, Amy Hatvany does what she does best. She tells a female story. Actually she tells the story of three women, each intertwined in each other's lives, whether they know it or want it, or not.

Hannah Scott’s life is suddenly interrupted by a heart-wrenching sound outside her home. The screeching sound of tires marks the loss of life, the devastating loss of her precious daughter.

Olivia Bell is a fragile woman stuck in a bad marriage to a man and suffocating man. Her fifteen-year-old daughter is the only reason for staying in her marriage and even her sweet girl knows something is terribly wrong within her home.

Maddie Bell is a girl who survived a rare illness, only after a liver transplant. Desperate for a life of her own, Maddie seeks freedom through the Internet and hopes to make friends when she’s forced to finally enter a real school. As she soon discovers, however, high school kids are far from friendly especially to an odd girl who looks ill and has been raised within the walls of a hospital.

When these three women suddenly fall within each other’s path, fate intervenes to develop a rare and special friendship.

Beautifully written, Hatvany proves she’s the master of female narratives. Safe With Me is yet another grand accomplishment for this talented writer.

SCHOOL AGE BOOKS
By Dan Wirtel

MOXIE AND THE ART OF RULE BREAKING
By Erin Dionne

Recent 8th grade graduates Moxie and her best friend Ollie are planning a great summer together exploring their hometown of Boston. But a menacing redhead intercepts their plans when she demands that Moxie’s Grandpa (who Moxie calls Grumps) returns some items that belong to a criminal, named Sully Cupcakes. Using her math skills, Ollie’s geocaching (an outdoor recreational activity, in which the participants use a GPS receiver to hide and seek containers, called “geocaches” or “caches,” anywhere in the world) expertise and Grumps’ failing memory, Moxie and Ollie travel throughout Boston to help solve the famous Gardener Museum art heist. You’ll find yourself cheering Moxie and her smart friend Ollie as they overcome many odds while solving their mystery.

THEODORE, KID LAWYER, BOONE
By John Grisham

A 13 year-old kid named Theodore Boone is in 8th grade and wants to become a great lawyer or judge. Other kids come to him for help if they have pet or family problems, and Theodore helps them in court. Theodore hears about a huge murder trial about a man who supposedly killed his wife. But since the State doesn’t have enough proof that the man, Mr. Duffy, killed his wife, the case isn’t going anywhere. Theodore can’t help himself and his desire to solve this case. While he is trying to solve this case, he gains new friends and learns that even a simple worker at a golf course can know more about what happened than the best detectives.

THE CREATURE DEPARTMENT
By Robert Paul Weston

Elliot Von Doppler is a kid that lives in a small city called Bickelburg. His Uncle Archie is a worker at a famous electronics factory, DENKI-3000. Elliot’s uncle works in the R&D department, where all the electronics are thought up and created. The R&D department is inside the DENKI-3000 and looks like a haunted house. Only Elliot’s uncle and a cook are allowed to go in the space. One day, Elliot meets the cook’s daughter, Leslie, and his uncle tells him to bring her with him to the R&D department. Together they learn that some inventions are not made by humans... and that is where the story gets interesting.

Dan Wirtel is an avid reader and a freshman at Valley Lutheran High School. When he is not reading a good book, he is a multi-sport athlete at VLHS.
Springtime in Phoenix brings great weather and music

By Craig Goossen

It’s April and life couldn’t be better for music fans in the Valley. This month is so filled with quality music that it’s a dicy affair trying to come up with a five-song sampler for you to download and investigate on your own. The Arcadia News monthly mix contains five songs, highlighting five shows that will surely be worth your indulgence, but if you want to squeak a few more nights out on the town before the sun begins to lay down its law on the summer, this is your month. The Cult, Reverend Horton Heat, John Legend, ZZ Top, Diana Krall, Broken Bells, Dick Dale, Lana Del Rey, Neutral Milk Hotel, Chromeo, Off!, Black Carl, Drive By Truckers, Dandy Warhols, George Clinton with Parliament and I could go on and on, because there’s many more interesting acts performing here in April. If you’re ever one to question whether or not Phoenix has the goods, or if you feel a sense of inferiority to other major cities, it’s months like this that should make you proud. Get out and celebrate.

BLACK LIPS: Boys In The Wood (2014)

Fresh off their seventh release, Atlanta, Georgia’s Black Lips are kind enough to bring their unpredictable rock and roll stage show to Phoenix. This band only keeps getting better and this show will not disappoint. Teenagers, they’re allowing your presence in this one so get your tickets. Black Lips will perform on Friday, April 4 at Crescent Ballroom, 308 N. 2nd Ave. in downtown Phoenix. Tickets are $20 and the show is for 16 years and older.

JOHN SPENCER BLUES: Brenda (1994)

You tend to undervalue from time to time what a heavyweight John Spencer is to music. This man has laid serious tracks and his influence is felt deeply. It’s time we come out in force and party with the Blues Explosion and pay respect. They will not fail us.

The Blues Explosion will perform on Thursday, April 10 at Crescent Ballroom, 308 N. 2nd Ave. in downtown Phoenix. Tickets are $20 and the show is 21 years and older.

FRANK TURNER: The Way I Tend To Be (2013)

Punker turned singer songwriter, Frank Turner brings his band to Phoenix to blow up the new venue, Pressroom. This is the perfect opportunity for Arcadians to hop in a cab, dine downtown and check out the latest venue featuring a world class act. Kids of all ages are welcome, but only if their bedtime is past 8 p.m.

Frank Turner will perform on Wednesday, April 16 at Pressroom, 441 W. Madison St. in downtown Phoenix. Tickets are $22 and the show is for all ages.

TINARIWEN: Imidiwan Ahi Sigdim (2014)

It’s quite fitting that a band from the Saharan Desert took a trip to Southern California and recorded their latest release amidst the magic of Joshua Tree. I’m not sure if I can do justice to describing Tinariwen, aside from saying they’re great, unique and many of our country’s cool musicians find their way onto their records.

Tinariwen will perform on Monday, April 21 at MIM Music Theater, 4725 E. Mayo Blvd. in Phoenix. Tickets start at $34.50.

LORETTA LYNN: Peace In The Valley (1965)

When legends make their way to Phoenix you need to recognize. You should look in the mirror and ask yourself if you’ve seen the legend in question. We’re lucky to live in a city where artists like Ms. Loretta Lynn find it in their hearts to make a stop.

Loretta Lynn will perform on Thursday, April 24 at Wild Horse Pass Casino, 5550 W. Wild Horse Pass in Chandler. Tickets start at $48.

All events, show times and venues are subject to change. Check with the venue prior or the event to confirm details.
Commitment to dream brings championship to Arcadia

By Nicholas Smith

As the championship game wound down to under a minute left, the Arcadia Titans held a one goal lead on highly favored Boulder Creek. Out of options and running out of time, Boulder Creek pulled their goalie and threw an all out offensive assault at the Titans, desperate for the goal that would save their season.

To say the parent section was nervous would be an understatement.

“So many friends and family showed up for this game,” said Catherine Allison, whose son Elliot is the team goalie. “We all could barely watch in that last minute.” Tara Zermeno agreed. “We were all so nervous in those final moments,” she said. But one person who was not nervous in those final moments was head coach Jim Rogers.

“I used to get nervous but not anymore,” Rogers said when asked. “I was just focused in that moment, making sure we played our game for one more minute.”

The story of Arcadia hockey’s journey to this moment actually began in 1980, when Arcadia sophomore Jim Rogers began working at the nearby ice rink.

“I played all kinds of sports growing up,” Rogers said. “But I fell in love with hockey from working at the rink.”

Although his high school had no hockey team, Rogers was determined to change that. He spoke to several people at Arcadia while still a student and was bluntly told that wasn’t going to happen.

“Basically they just said they didn’t have the money,” he said. “I told everyone I was going to bring hockey to Arcadia High School and they told me good luck.”

Thirty years later, Rogers’ dream is a reality. He coaches the Arcadia Titans, a team made up of students from Arcadia High School and some other surrounding schools.

“Jim is exactly the kind of coach you want for your kids,” Tara Zermeno said. “He’s someone who loves the sport and genuinely cares about the players.”

The team was put together three years ago. Although stacked with talented players the past two seasons, the team failed to achieve the ultimate goal of winning a Division 2 championship.

“The team made it to the championship two years ago and lost to Boulder Creek,” said Catherine Allison. “Last year they lost earlier in the playoffs.”

This year’s team may not have had the same individual talent that the past two teams had, but Rogers didn’t believe that would prevent them from accomplishing their goal.

“We focused all year long on playing our game, staying out of the penalty box, and...
Commitment

Continued from page 64

just playing as a unit,” he said. “We may have had more talent the last two years but this year we were better as a team.”

The team was led by a solid group of seniors, including Brendan Burke, Charlie LaBarr, Zander Zermeno, Forest Mohler, Matt Baniszewski, and Raymond Rowe. The team also had one girl, Madyson Zermeno.

“She loved it,” said her mother Tara. “She loves Jim. She doesn’t want to play for anyone else.”

She may have been the only girl, but Madyson was definitely tough enough to hang with the boys, according to her coach.

“She’s a tough one and a really good player,” Rogers said. “Plus she has two brothers on the team, so anytime anyone touched her they were going to get it from them.”

The team made it all the way to the championship game, where their old nemesis Boulder Creek was waiting. Boulder Creek was highly favored but the underdog status didn’t scare the Titans.

“Anybody can be beaten on any given day,” Rogers said. “Years of coaching taught me that.”

The defensive presence of Arcadia stunned Boulder Creek, who was held scoreless going into the third period. But then they began to mount a comeback, which Arcadia answered. Back and forth the teams battled, as the clock ticked down on the championship game.

Making the difference for Arcadia would be goalie Elliot Allison, who saved an astounding 39 shots on 41 attempts.

“There was one play where Boulder Creek had a two on none breakaway,” Tara Zermeno remembered. “And Elliot made the save anyway. He had an incredible game.”

Down 3-2 with a minute to go, Boulder Creek cleared the net for a desperation attempt at a game-tying goal. But Arcadia took control of the puck and scored into the empty net, sealing their championship.

The arena was complete jubilation after the game. Parents cried, players hugged each other and laughed.

“I was in total shock,” said Catherine Allison. “The happiest people were those seniors, who had worked so hard to get there.”

Bryce Kerr scored two goals for Arcadia, with Charlie LaBarr and Raymond Rowe each adding another.

Allison noted that one factor that helped the Titans were the amount of Arcadia fans that came out to the rink.

“There was an entire section of Arcadia students there to watch the team,” she said.

A team, a championship, and a passionate group of fans. Thirty years after being told Arcadia would never have a hockey team, Jim Rogers seems to have proved his doubters wrong.
Third base holds challenges player enjoys

By Nicholas Smith

It’s called the hot corner for a reason. Third base is one of baseball’s most difficult positions, as it requires lightning fast reflexes to handle the screaming line drives roaring down the left side of the infield. But that’s the way junior Josh Arndt likes it.

“I’ve always loved that part of the position,” Arndt said. “The ball gets up on you so quick, so you don’t even have time to think. You just react.”

Arndt grew up in the Arcadia area and has been playing baseball for as long as he can remember. His father played the infield, but that’s the way junior Josh Arndt prefers it.

Finally settling at third base. When he played the infield, spending a decent amount of time at shortstop before finally settling at third base. When he reached his freshman year at Arcadia High School, Arndt played for the junior varsity team but also got called up to varsity for multiple games and the entire playoffs. He started at third for the varsity team as a sophomore and that’s where he’s been ever since.

This year’s team is rettooling in some ways, as they have only one returning senior. But their goals are sky high regardless.

“You might laugh but I’d like to win a state championship,” Arndt said. “I know we lost a bunch of guys from last year but I think a state title is absolutely possible if we play up to our potential.”

Arndt is looking forward to hopefully playing baseball in college, preferably out of state.

“I’m ready to get out into the world and see things,” he remarked.

He has considered going to school for engineering and is hopeful that his baseball skills could take him to a good academic school. He is also looking forward to the challenge of honing the skills needed to compete at the next level.

“I’ve talked with some college guys on the kind of pitches they face,” he remarked. “They said the big difference is that college players have much better command of their breaking stuff. They can put it where they want to put it.”

The pitches may be tougher but Arndt’s enjoyment of the game is sure to remain the same.

“Coming up in the clutch for the team is my favorite part of the game,” he noted.

Create more power in your golf swing

By Tina Tombs

One of the most frequently asked questions I hear from my students is: “How can I create more power in my golf swing?”

The power in your swing starts from the ground up. Yes, you have to grip the club with your hands and swing the club with your body, but your feet on the ground provide the power you need to hit the golf ball a long way.

Your feet provide the stability for your arms to create motion. If you really want to feel this force, try hitting golf balls with your feet close together. You’ll be able to hit the ball with a lot of power because your arms will be able to swing fast around your body. Then as you widen out your golf stance, flex your knees and you’ll find that the power increases.

All good athletes make a powerful move when they strike a baseball, throw a football, or hit a tennis shot. At impact (the moment of truth in golf) the majority of power will be from the front leg as your foot plants solidly on the ground and the arms swing the golf club. The same sequence happens when throwing a baseball. So practice with your feet together to feel the real power of your golf swing, from the ground up!

I believe that every student is unique with his/her own Bio Mechanics. Each has his/her own desires and limitations. I also believe the potential of each student is unlimited.

Tina Tombs is the Director of Instruction at the Arizona Biltmore Golf Club and an LPGA Tour Professional. You can contact her at Tina@tinatombsgolf.com.

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Josh Arndt: “When you get that hit, it’s a very rewarding feeling.”

Josh Arndt

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- **KIDS RUN THE BASES**
- **42 Day**
- **FIREWORKS NIGHT**
- **D-BACKS STREET FESTIVAL**

### May

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- **Mother’s Day**
- **Elvis Night**
- **FIREWORKS NIGHT**

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Set on a Lower Arcadia street, this 1,850 sqft 3 bedroom/2 bath has new carpet and is freshly painted.

3509 N. 34th Place - $299,000
Charming 3 bedroom/2 renovated bathroom home with cozy fireplace, 1,400 sqft set on a huge lot in the coveted Pomelo Park!

4400 N. 56th St Phoenix 85018 - $825,000
Tucked in a quiet 1/2 acre cul de sac. This 3,150 sqft family home boasts 3 in-suite bedrooms plus split guest quarters!

6109 N. Paradise View Dr Paradise Valley 85253 - $2,395,000
Sweeping city views, 5,200 sqft, 4 bedroom warm and inviting contemporary home. Fully renovated and spectacular.

6325 E. Alta Hacienda Dr Scottsdale 85251 - $1,695,000
Privately gated ½ acre estate. Property boasts grand living of 6,103 Sq ft, 4 bedroom, 3½ bath, formal & casual living area with new travertine and new upgrades.

Our Buyers Are Waiting!
We are working with a number of buyers looking from $250,000 to $2,500,000 and wanting to be in or around the Arcadia area. If you are considering selling, please contact me! Your home may be the perfect match!

Recently Closed Properties By The MacLean Team!

3307 E. Medlock Drive SOLD
3425 N. Valencia Lane SOLD
4211 E. Whitton Ave SOLD
3514 N. Carhill SOLD
4519 E. Weldon Ave SOLD
3420 E. Glentosa SOLD
3135 N. 48th Street SOLD
3816 N. 54th Court SOLD
4353 E. Palo Verde SOLD
5250 N. 37th Place SOLD
4451 E. Campbell SOLD
6269 N. 31st Place SOLD
3700 E. Camino Sin Nombre SOLD
4242 E. Amelia SOLD
6305 N. 30th Court SOLD
3021 E. Rose Lane SOLD
4839 E. Horseshoe Road SOLD
5748 N. 41st Place SOLD
4232 E. Whitton Ave SOLD
4036 E. Weldon Ave SOLD
4617 N. 8th Place SOLD
4021 E. Avalon SOLD
3002 N. 47th Street SOLD
5511 N. 32nd Street SOLD
6310 E. Lafayette Blvd SOLD
4932 N. 42nd Way SOLD
5225 E. Whitton Ave SOLD
8 Biltmore Estates #124 SOLD
5101 N. Casa Blanca Dr #332 SOLD
4601 E. Flower Street LEASED*
3050 E. San Miguel LEASED
4519 E. Weldon Ave LEASED
4091 E. Campbell LEASED
5664 N. Scottsdale Rd LEASED
3045 E. Claremont Ave LEASED
3318 E. Montecito LEASED
3015 E. Montecito LEASED
3419 N. 63rd Place LEASED
5100 N. Miller Rd #22 LEASED
3419 N. 63rd Place LEASED*
2244 E. Ocotillo Rd LEASED*

*More than 1 time

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The MacLean Team Properties

FOR SALE
3027 E. Rose Ln Phoenix 85016 - $329,900
Fabulous opportunity to own a 2 bed/2 bath remodeled Golf Course condo in the Private guard-gated Biltmore Courts.

JUST LISTED
4150 N. 35th Place - $419,000
Designer paint and detailed touches around every corner of this 4 bedroom, 2.5 bathroom, 2,114 sqft gem!

FOR LEASE
5214 N. 33rd St Phoenix 85018 - $2,695 mo.
Set in the highly desirable Biltmore Heights! This lovely 2400 sqft, 3 bedroom plus office home has had walls opened up to allow for large, great room feel. Charming and move in ready!

SOLD-BRUGHT BUYER
5101 N. Casa Blanca Drive #332 - $925,000
Beautiful remodeled two-bedroom, 2.5 bath, 2,294 sqft home with a separate den/library.

FOR LEASE
4438 E. Camelback Rd #143 Phoenix 85018 - $3,995 mo.
Stunning furnished rental property in the exclusive Village at Camelback community! This 2800 sqft, beautifully done & boasts the best finishes!

SOLD-BRUGHT BUYER
8 Biltmore Estates #124 - $824,000
This residence enjoys one of the very best views of any home in the development, boasting city lights, golf course and mountains.

The MacLean Team
WE ARE THE NEIGHBORHOOD

Looking To Sell Or Lease A Property In Arcadia/Camelback Corridor?

The MacLean Team is #1 for successfully listing and leasing properties within the neighborhood. Call us to find out why!

--- Awards ---
#1 REAL ESTATE AGENT
REALTY EXECUTIVES
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CHAIRMAN'S AWARD
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Divine Estate on a Private 2 Acre Parcel at the Base of Camelback Mountain! $2,995,000

Amazing Gated Estate in an Outstanding Neighborhood! www.horseshoefamilyestate.com $2,895,000

Exquisite Views Perched Atop Mummy Mountain! $2,995,000

The Magnificent Manor Built By Nance Construction Is So Spectacular That It Will Take Your Breath Away! $5,895,000

Palatial 2 Acre Estate! www.koberestate.com $3,995,000

This Expansive Estate is Simply Stunning! Old world design, Combined with Modern Amenities, Creates True Perfection! $2,255,000

This Lavish Masterpiece is Brilliantly Designed Sitting on 3 Lush Acres with 33,000 Square Feet Under Roof! $16,000,000

New Listing! The Grand Estate will Leave you in Awe! $3,795,000

New Listing! This Extraordinary Home, Set Into Mummy Mountain, Is Absolutely Spectacular with Awe-Inspiring City Lights and Mountain Views! $3,795,000

For More Information Text ‘Arcadia’ to 32323