



# ARIZONA SUNBELT

CHAPTER  
**2018**



HOW BIG IS THE  
**ECONOMIC IMPACT**  
OF MEETINGS AND EVENTS?



6,000 SQ. FT. OF BALLROOM SPACE

## WORLD-CLASS MEETINGS & EVENTS

WITH 13,750 SQ. FT. OF MEETING SPACE, LITTLE AMERICA FLAGSTAFF'S  
10 MEETING ROOMS CAN HOST EVENTS FOR 10 TO 350 GUESTS.

IMPECCABLE SERVICE | GRACIOUS STYLE | YEAR ROUND

[FLAGSTAFF.LITTLEAMERICA.COM/MEETINGS](http://FLAGSTAFF.LITTLEAMERICA.COM/MEETINGS) | 928-779-7921



VOTED BEST HOTEL SERVICES BY THE READERS OF THE ARIZONA DAILY SUN

LITTLE  
AMERICA  
*Hotel*



## THE RIGHT SETTING CAN TURN AN ORDINARY MEETING INTO AN EXTRAORDINARY ONE.

Discover an intimate alternative to convention hotels at the AAA Four-Diamond Hermosa Inn. Centrally located, yet tucked away in the shadow of Camelback Mountain, our 43-room resort provides a secluded retreat in which to focus, in close proximity of the endless recreation Arizona has to offer. Our casually-elegant meeting settings, ideal for groups of 10 to 65, feature authentic furnishings, fireplaces, wood beamed ceilings, artwork by original owner and artist Lon Megargee, and lush outdoor patios. Post-meeting, enjoy globally-inspired Arizona fare at LON's and signature cocktails on the newly-expanded bar and fireside patio at LON's Last Drop.

Discover an *#UnmistakablyArizona* place where modern technology, thoughtful service and Southwestern hospitality come together for beautifully inspired meetings.

For more information or to inquire about meetings at The Hermosa Inn, please call 602-792-1914 or email [info@hermosainn.com](mailto:info@hermosainn.com).

5532 N. Palo Cristi Rd. Paradise Valley, AZ, 85253 | [hermosainn.com](http://hermosainn.com)



# LESSONS LEARNED

## **MPI AZ president focused on providing quality education for both meeting planners and suppliers**

By ERIN THORBURN

**S**omething old, something new, and with Meeting Professionals International - Arizona Sunbelt Chapter, there's always something exciting to do.

Az Business sat down with MPI AZ President Danielle Adams, who leads the 300-member chapter of the largest meeting and event industry association worldwide, to find out about past, present and future plans, events and educational opportunities enjoyed and anticipated by local MPI members.

It's going to be a busy year for Adams as she leads MPI members through a number of action-packed Arizona chapter happenings.

### **Az Business: What are you most looking forward in your role as t MPI AZ president?**

**Danielle Adams:** I'm most looking forward to going back to the basics by redesigning this year's educational programs with a focus on providing quality continuing education for both planners and suppliers.

**DANIELLE ADAMS:** "I've asked all of our leadership teams to think out of the box, be open to creative change, redesign many chapter programs and continue to move MPI AZ into the future while maintaining our chapter culture," says the president of Meeting Professionals International - Arizona Sunbelt Chapter.

PROVIDED PHOTO



## The Arizona Sunbelt Chapter promotes excellence in the meeting industry through education, certification, advocacy and business alliances via our members.

Our education team has already kicked off this year with a program focused on emergency preparedness that took place in July. This and other hot topics such as event wellness, effective meeting marketing, meeting and event design, the ins and outs of request-for-proposal processes and Convention and Visitor Bureau partnerships are just some of the educational topics we'll be providing this year.

### **AB: Which local chapter events are you excited about for 2019?**

**DA:** We are excited to bring back EduCon again this year. As a weekend retreat, EduCon will take place at Civana Carefree Resort in Carefree, which will provide our members core educational content, networking, and destination site visits that will help planners and suppliers learn how to build on the basics of event planning and elevate their learning. We'll also be bringing back our holiday party, spring fundraiser and the annual golf tournament, where we partner with our friends at HSMAL.

### **AB: What makes the Arizona Chapter of MPI an asset to educating, encouraging and fostering engagement within the local meeting and event planning community?**

**DA:** The Arizona Sunbelt Chapter promotes excellence in the meeting industry through education, certification, advocacy and business alliances via our members. We believe this so much it's the first thing you see on our website. Our alliances and partnerships within the local community produce experiences that inspire, educate and energize others.

We work hard to lead the community in professional development which connects our industry professionals and foster real engagement.

### **AB: How do these powerful relationships in MPI translate to boosting the health and economic vitality of Arizona's hospitality and event planning industries?**

**DA:** Ask many meeting professional in and outside of Arizona and they will all tell you Arizona is one of the best

## BOARD OF DIRECTORS

**Here is the board of directors for that Meeting Professionals International - Arizona Sunbelt Chapter installed to lead the association in 2018-19.**

### **PRESIDENT:**

Danielle Adams, independent planner

### **IMMEDIATE PAST PPRESIDENT:**

Lee Smith, HMCC, Hotel Valley Ho

### **VICE PRESIDENT OF COMMUNICATIONS:**

Melanie Volkens, CHSE, The Hermosa Inn

### **VICE PRESIDENT OF EDUCATION:**

Jacqi Marth, Destinations & Details

### **EXECUTIVE DIRECTOR:**

Joanne Winter.

### **THE DIRECTORS:**

Sukki Jahnke, Tempe Chamber of Commerce

Donna Robinson, independent planner

Kerri O'Brien Rose, independent planner

Dennis Campbell, Gaining Edge

Cathy Clifton, CMP, CMM, Experient.

"I knew back in 2001 when my company joined MPI that I wanted to be a member, get involved, one day sit on the board of directors and eventually serve as a chapter president." **DANIELLE ADAMS**

places to hold meeting and events. Why? Because in our backyard we have first-class hotels, conference centers and venues, local and International airports, state-of-the-art production companies, experienced tour operators, travel professionals, ground transportation, event design and exhibit companies.

Together, we showcase our abilities to our clients and visitors around the world. Together we are unified in providing a unique Arizona experience. Industry associations and organizations such as MPI AZ create business alliances, partnerships and opportunities for business growth and development by bringing together all of these individuals to keep Arizona meeting.

**AB: What has been one of the biggest wins in your role as MPI AZ president?**

**DA:** While no win is ever truly mine, I've challenged all of our leadership teams to think big this year. Redesigning educational programs, development of new sponsorship opportunities, refocusing on industry education, new networking events and global social media engagement are just some of the areas we've made big improvements.

We will continue to move this chapter into the future, however, we will always maintain our Arizona chapter culture.

**AB: If you had to pick one word to encapsulate MPI AZ goals going into 2019, what would it be?**

**DA:** Forty and fabulous. In May of 2019, members from across this amazing organization will celebrate the MPI Arizona Sunbelt Chapter 40th anniversary as an organization.

We'll be taking a look back at our founding members, past events, committees, the board of directors,

events and our members to see how each and every one made us the award-winning chapter we are.

Together, members past and present will celebrate the success of Arizona's accomplishments within MPI Global and the impact we've made on our industry here in the Valley. Forty looks good.

Arizona, including our neighbors to the north and south of the Valley, all offer true destination experiential value.

**AB: How has your role with MPI strengthened your career?**

**DA:** I knew back in 2001 when my company joined MPI that I wanted to be a member, get involved, one day sit on the board of directors and eventually serve as a chapter president.

In doing so, I knew a lot of volunteer hours were required to meet such goals. What I didn't realize early on was every one of the hours I spent with other members on committee calls, writing agendas and planning events was exposing me to countless networking opportunities for career advancements.

My time volunteering with the organization allowed me to reach leadership goals that maybe weren't possible within my current organization. Additionally, I was able to volunteer in areas where I wasn't a subject matter expert to strengthen my skill sets.

Working with many experienced meeting professionals has also opened many doors for job offers. I'm thankful that not one but two job offers were leads from my MPI community. **AB**

# STANDOUT WINNERS

Meeting Professionals International – Arizona Sunbelt Chapter recognized its members who went above and beyond to volunteer for the chapter. Here are the 2018 winners:

**PLANNER OF THE YEAR:**  
Julie Wong, CMP, The Event Concierge

**SUPPLIER OF THE YEAR:**  
Melanie Volkens, CHSE,  
The Hermosa Inn & LON's

**SPONSOR OF THE YEAR:**  
Flagstaff CVB

**RISING STAR AWARD:**  
Donna Robinson, CMP,  
independent planner

**HOST VENUE OF THE YEAR:**  
Little America Flagstaff

**COMMITTEE OF THE YEAR:**  
EduCon, Katie Dreifus, chair

**EDWARD E. SCANNELL AWARD:**  
David Rosenbaum,  
CHME, CIVANA Carefree

**CHAPTER ACHIEVEMENT AWARD:**  
Rowan Pickering, Event Team, Inc.

**PRESIDENT'S ACHIEVEMENT AWARD:**  
Becky Bulkley, MPI AZ



## Meetings made inspiring

Whether for a business conference or a festive gathering, take advantage of Sanctuary's spectacular settings and inspired menus for events of any size. **Reserve your holiday party by October 1** for extra special values.

LEGEND

*Preferred*  
HOTELS & RESORTS

"The Most Beautiful Hotel in Arizona" – *Architectural Digest*, 2017

"America's Top 25 Luxury Hotels" – *TripAdvisor*, 2018

**SANCTUARY**  
camelback mountain  
resort and spa

*Redefining Luxury.*

5700 East McDonald Drive | Paradise Valley, AZ 85253 | 877.811.7710 | SanctuaryAZ.com

MPI

# BREAK-OUT

Valley offers many unique venues that take corporate meetings to the next level



Cricket Barrientos



Greg Frésquez



Kate Hastings



Mark Schnepf



Rachele Vincent

# SPACE



By ERIN THORBURN

It doesn't require much imagination when seeking out unique meeting venues in the Valley of the Sun.

Simply visit the Desert Botanical Garden, Frank Lloyd Wright's Taliesin West, historic Sahuaro Ranch and similar destinations that come equipped with a natural, compelling desert backdrop. And, while ambiance is everything, members of the Arizona Sunbelt Chapter of Meeting Professionals International are also embracing the unique offerings of meetings and events locales such as Topgolf, Dave & Buster's and ISM Raceway, which are perfectly suited for team-building events, corporate meetings, entertainment and more.

## WHY UNIQUE?

Maya Angelou once said, "You are the sum total of everything you've ever seen, heard, eaten, smelled, been told, forgot — it's all there." The quote helps to answer the "why" when it comes to choosing a more unique meeting venue option. Unique, for many, translates to "memorable."

Sometimes, it's the literal physical construct — architecture — of a place that locks into the layers of attendees' minds.

"Taliesin West was built specifically for its site," says Kate Hastings, director of events at the Frank Lloyd Wright Foundation. "It's uniquely Arizonan and a site of continuous experimentation and innovation. Simply being in this space is inspiring."

For destination meetings and events, an experience in a place like Taliesin West is key. In addition to imbibing the design majesty of a legendary figure like Frank Lloyd Wright, attendees can seep in the history and ambiance of Arizona's Sonoran Desert landscape.

"We work with many destination management companies and event planners across the country who are looking for iconic locations for their clients who are seeking exclusive and special experiences," Hastings explains. "It's special to be able to stand in the same place that Frank Lloyd Wright stood,

watching the sunset from Taliesin West. People resonate with the organic design and natural setting of this beautiful and historic place.”

While history and natural elements are supremely attractive to businesses, so is offering meeting-goers an entertaining experience.

“Our unique event space and food buffets are uniquely positioned to encourage team-building by offering meeting space options, upgraded technology and entertainment,” says Cricket Barrientos, special events manager at Dave & Buster’s. “We offer 180 games on the gaming midway, three championship-sized billiards tables, 80 TVs for sports viewing and private event space to accommodate 10 to 2,000 guests.”

What meeting and event planners are increasingly discovering is that “extras” are everything to the modern meeting climate. Attendees, especially destination meeting guests, don’t want to camp out in a hotel room. Elevating the energy level of an event atmosphere is crucial, particularly if it lasts for a series of days, experts say.

“Topgolf has an energetic atmosphere that simply cannot be matched,” says Topgolf Scottsdale Director of Sales Rachele Vincent. “The traditional meeting atmosphere is simply no longer fitting the bill for the culture of the current workplace. What better place to eliminate generational barriers than Topgolf? We take an ageless game like golf, that is truly beloved, and streamline it to make it easy and fun to play for all.”

The same energy level is true for the newly upgraded ISM Raceway.

“At the track, businesses and organizations will have all the amenities they would need to host a successful event,” adds Greg Frésquez, communications manager for ISM Raceway, “with the added value of great meeting areas in our ROLL-BAR and Curve, while enjoying delicious food and drink options from our partners.”

**EVEN MORE IN STORE**

Again, the simple advantage of breathtaking desert landscapes combined with built-in amenities places Greater Phoenix venues in prime position to play event host.

From numerous sports-related entertainment and shopping opportunities to recreational options and state parks, there is something to appeal to every taste.

“Phoenix offers a vibrant cultural and artistic community,” Hastings says. “Scottsdale is one of the nation’s favorite playgrounds, Tempe houses the nation’s largest university, and most of our state is still wild and open for visitors who want an authentic experience of the American West while still ‘roughing it easy.’”

Places like Schnepf Farms, which can host everything from intimate gatherings to large-scale events, serves as a perfect example of “roughing it easy,” as a self-contained venue. The 300-acre farm in Queen Creek has much to offer in the way of rustic agritainment — even newly renovated Airstreams, Silver Streaks and Spartans that are available for a “glamping” (glamorous camping) experience.

In the West Valley, Glendale offers a similar old-world environment with modern amenities.

“You can start off in the Westgate Entertainment district,” says Barrientos, “and venture down to the Old Town Glendale for unique antique shopping with a small-town feel.”

Frésquez sums up what makes unique venues in Phoenix exceptional.

“Arizona boasts top-ranked hotels, resorts, golf courses and serves as a premier destination for world-class sports and entertainment,” he says. “Rivaling other major states, Arizona has renowned shopping and culinary offerings, all easily accessible via the excellent freeway system.” **AB**

**10 UNIQUE VENUES TO TRY**

As home to many unique meeting venues, the Greater Phoenix area has been host to events for notable businesses, nonprofits and a wide range of industries — healthcare, technology, agriculture, aerospace and more. Here are a few of the Valley’s most coveted and captivating venues to try to your next meeting:

**Dave & Buster’s:** Each Dave & Buster’s has a full-service restaurant and a video arcade.  
**Information:** [daveandbusters.com](http://daveandbusters.com)

**Desert Botanical Garden:** The DBG is a 140-acre botanical garden located in Papago Park.  
**Information:** [dbg.org](http://dbg.org)

**ISM Raceway:** The motorsport track opened in 1964 and currently hosts two NASCAR race weekends annually.  
**Information:** [ismraceway.com](http://ismraceway.com)

**Mesa Arts Center:** The 210,000-square-foot facility is the largest comprehensive arts campus in the state.  
**Information:** [mesaartscenter.com](http://mesaartscenter.com)

**Musical Instrument Museum:** Opened in April 2010, MIM is the largest museum of its type in the world.  
**Information:** [mim.org](http://mim.org)

**OdySea Aquarium:** OdySea is the largest aquarium in the Southwest United States and spans more than 200,000 square feet.  
**Information:** [odyseaaquarium.com](http://odyseaaquarium.com)

**Rawhide Western Town & Event Center:** Rawhide is an authentic replica of an 1880’s town complete with a Main Street, gunfights, stagecoach and train rides.  
**Information:** [rawhide.com](http://rawhide.com)

**Schnepf Farms:** This fourth-generation farm is well known for its pumpkin festival and its you-pick peaches.  
**Information:** [schnepffarms.com](http://schnepffarms.com)

**Taliesin West:** Taliesin West was architect Frank Lloyd Wright’s winter home and school in the desert from 1937 until his death in 1959.  
**Information:** [franklloydwright.org](http://franklloydwright.org)

**Topgolf:** Topgolf offers fun point-scoring golf games for all skill levels, an upscale bar food and drinks, great music and more.  
**Information:** [topgolf.com](http://topgolf.com)

WHERE THE GREAT  
**GATHER**



**MOUNTAINSHADOWS**

[MOUNTAINSHADOWS.COM](http://MOUNTAINSHADOWS.COM)



**ELEVATE YOUR COMPANY HOLIDAY PARTY**

Impress guests at Paradise Valley's new luxury resort with unsurpassed views of Camelback Mountain, dramatic indoor and outdoor settings, plus rest easy with our experienced catering team. Ask about our complimentary overnight stay program for the boss.

Reserve a holiday party on any Sunday or Monday and receive 15% off the published menu pricing. Call 480.624.5413 and mention this advertisement.

# DYNAMIC DOLLAR

## The money spent by visitors is likely the most powerful spent in your community

**W**ith all the recent talk about tariffs and trade wars, I was inspired to opine about the often misunderstood and undervalued powerful economic driver — the tourism dollar.

There, I said it. The tourism dollar is the most “powerful” dollar spent in a community. I know I’m going to get some rebuttal mail from elected officials, government staff professionals and Chamber of Commerce executives. Before you hit the “send” button, I did NOT say, the most “important” dollar, only asserted the most “powerful” dollar.

Mind you, I recognize the most important dollar spent in a community is local wages that generate property and sales taxes. Jobs and taxes provide stability for sustaining the costs of essential services that government entities provide: police, fire, utilities, quality of life amenities like parks and museums, as well as transportation, education and much more. In effect, the taxes generated by those wages (including property taxes) and the spending of “net” income for goods and services (sales taxes) provides a sustainable stream of revenue to government entities so they, in turn, can provide community services. Job growth in a community helps to grow funding for services and the historical baseline dependability of those tax revenues, provides the foundation for bond debt capacity of a government entity to expend capital for amenities likes parks, museums and enhanced education resources.





**Dennis E. Campbell, MPI**



### **IMPACT OF TOURISM**

Enter tourism spending — leisure visitor or conference attendee. Visitor spending generates sales taxes (most states in the United States have a sales tax) and lodger's or "bed tax" (rates vary by jurisdiction) through hotel and motel stays. I'm leaving the Airbnb and VRBO (Vacation Rentals By Owners) stays out of this discussion. Hotels collect the lodger's tax and remit it to the local government, which then decides the allocated use of the lodger's tax, which could be tourism promotion funding through a Destination Management Organization or Convention and Visitors Bureau, bond debt for convention center capital improvements or expansions, special interest projects and/or mixed into the general fund of the government entity. It should be noted that some governmental legislation does specify/restrict what these lodger's taxes may be used for.

Now for the case of the most powerful dollar. If we set aside leisure visitors' impact and just examine the meetings event business, conference attendees spend dollars earned OUTSIDE the community in which those dollars are being spent. On average, conference attendees spend \$1,500-\$2,000. Those dollars are either wages earned elsewhere, or organizational dollars (in the case of reimbursement allowances) earned from other sources and geographical locations. These are NEW dollars that will circulate multiple times within the community, before they leave the community. This known among economists as an economic multiplier. These new dollars are spent on ground transportation, (taxis, Uber, rental cars, light rail, public transportation), hotel stays, restaurants, museums, attractions and retail goods. All of these NEW dollars are spent with local businesses and generate sales taxes. In addition, event organizers of conferences spend greater sums on audio visual services, food and beverages, group ground transportation, general labor, as well as other goods and services. In those cases, they still engage local jobs (wages). As a small example, I was giddy when the trend of "farm to table" hit the local scenes with restaurants buying from local farmers. This isn't just about the fresh ingredients and supporting local businesses; it's also about keeping the powerful dollar circulating longer in the local community, before that dollar leaves.

## BACKBONE OF ECONOMY

Some argue that tourism Jobs are low-wage jobs. I'm reminded of a quote from the famous NFL coach, Vince Lombardi. Paraphrasing: "The quality of any person's life must be a full measure of that person's personal commitment to excellence and to victory, regardless of his/her field of endeavor". Translation and message: If you are a dishwasher or housekeeping attendant at a hotel and you excel at your duties and have no interest in advancing to management or other higher income roles, you can still be proud, have quality of life and achieve your personal goals. And, by the way, these folks buy groceries, cars, furniture, even homes that generate taxes. Why criticize an industry that provides innumerable entry level jobs that many employees are happy to have for the entirety of their working years. On the other hand, I am also personally aware of dozens of tourism executives that started in those entry level roles, had an appetite for advancement and now earn incomes in the six figures. We must remind ourselves that an individual's station in life and their definition of success and significance does not have to be a high-profile, high-wage job. In fact, the entry level wage roles are the backbone of delivering service excellence and essential for attracting the "powerful" dollar of tourism to your community.

Let's peel the layers of the onion back a bit further on this. Starting with the easy and working our way to the more complex for busting myths. Lodger's tax rates: They're all over the map. Orlando, Las Vegas, New York, San Francisco and others are among some of the highest rates in the U.S. and their room rates can cause a Maalox moment for most of us. So why do hotels in other destinations with lower room rates (on average) and much lower lodger's tax rates than competitive destinations, resist raising the rate so more funds can flow into destination sales and promotion and into city coffers? In part, it's a lack of confidence that the increased collections would be reinvested back into improving tourism related attributes of the community and tourism promotion. The fear is that much of the new rate increase collected would end up in the general fund and allocated for funding programs that would not benefit tourism growth for the community. It is that simple. In some cases, hotel support for raising a lodger's tax rate is fractured by those that support bond debt for convention centers and museums and those that believe all lodger's tax should be reinvested in destination promotion.

## SIZE MATTERS

Convention centers. Depending on the type of event, a convention center may make a "per-event gross profit," in the case of "gate" shows, like home improvement expos, dog shows, boat or RV shows and even concerts. These event organizers pay for exhibit space and charge the public to attend. Very little meeting space is used. These events are targeted to local attendees and desirable for convention center operators. In the meetings market, conventions or conferences that are too big to meet in a single hotel and have heavy meeting space and exhibit space requirements look to convention centers. These are events whose attendance will be 99 percent from outside the community (even the state). This is where the sticky and complex debate of convention center funding and revenue shortfalls lives. By the way, conventions that meet in a convention center, as a rule, will also use blocks of rooms in

## WHAT IS MPI?

**MPI:** Meeting Professionals International (MPI) is the largest and most vibrant global meeting and event industry association. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI membership is comprised of approximately 18,500 members belonging to 70 chapters and clubs worldwide.

**INFORMATION:** [mpiweb.org](http://mpiweb.org)

**ARIZONA CHAPTER:** Active since 1979, the Arizona Sunbelt Chapter is MPI's 13th largest chapter in the world. The organization is comprised of 330 members throughout Arizona, representing a mix of corporate, association, government and independent meeting planners, suppliers who provide a variety of products and/or services to the meeting and hospitality industry as well as student and faculty from our local colleges and universities. The local chapter offers members educational, networking, and community volunteer opportunities, plus industry certification and professional growth opportunities.

**INFORMATION:** Contact Executive Director Joanne Winter at 602-277-1494 or visit the chapter website at [mpi-az.org](http://mpi-az.org)

multiple hotels within walking distance or a short shuttle ride of the convention center. Convention centers should not be viewed or evaluated as profit centers or break-even venues. Rather, convention centers should be viewed as an organ (say the heart) to use an anatomy metaphor. The convention center pumps revenue (blood) throughout the rest of the body (community businesses) carrying oxygenated blood (revenue) which in turn generates the aforementioned taxes (and jobs), which also provide essential government services. Instead of just focusing on the direct space rental revenue or food and beverage revenue, weighed against the operational costs, community leaders should account for the hotel, restaurant, attraction and retail revenue that the convention center made possible. If the rental costs are subsidized through discounts and incentives, the other organs (community businesses) benefit, ergo more sustainable jobs, using the power of lodger's tax and sales tax revenues.

Size does matter in convention centers, if the community has the hotel inventory to support the size, which is a delicate balance that all communities wrestle with. As I pen this article, dozens of cities are continuously seeking to fund and justify expanding their convention center capacity to attract larger conventions to pump more oxygenated blood (revenues) through the community. **AB**

Dennis E. Campbell is a trainer, coach and speaker in the meetings industry and served in multiple senior roles in the travel/tourism and large-event venue sectors, including Southwest Airlines, VisitABQ and EXPO New Mexico.

# Make Riding More Fun!

## How Fast?

All Pedego Electric Bikes are governed at 20 MPH in accordance with federal and state regulations.



## How Far?

Range varies between 15-60 mi. depending on the battery, rider weight, terrain, weather, speed, and level of pedaling.



## Like A Regular Bike, *Only Better*



**Sales  
Service  
Accessories**

**PEDEGO**  
**ELECTRIC BIKES**  
**of Scottsdale**

**Rentals  
Corporate Tours  
Group Rides**

[PedegoScottsdale.com](http://PedegoScottsdale.com) | 480.994.4447

6945 E. 5th Ave., Scottsdale, AZ 85251 (Old Town Scottsdale)

# BEYOND THE BALLROOM



See why Tucson's one of a kind culture creates an experience that extends beyond the ballroom.  
Book now through 2020 and earn up to **\$15,000** OFF your Master Account.

**Pamela Traficanti**, National Sales Manager  
520.770.2150 | [ptraficanti@VisitTucson.org](mailto:ptraficanti@VisitTucson.org)

FREE YOURSELF.

**tucson**  
VISITTUCSON.ORG