

Las Sendas Up Close

Bringing neighbors closer to their community

February 2010

Grand Opening of Restaurants Celebrated

By Kim Phillips

The new owners of the Las Sendas Golf Club celebrated the grand opening of three restaurants at the newly renovated clubhouse on Friday, Jan. 22, sharing an *unbelievable* evening with the community.

"We encourage you to come out, and we can ensure you get home safe," said Lloyd McBean, co-owner of the Las Sendas Golf Club. He was commenting on the free limo service available within a 10-mile radius.

Lloyd was very pleased with the night's events. "This creates buzz, and people can see what is becoming a world-class golf club with amenities and services," he said. "We are showcasing our membership."

Bogey's features Humphrey Bogart memorabilia, while offering fine dining with a Southwest flair. The steak and seafood restaurant is open to the public at 5 p.m., Tuesday through Saturday. Reservations are recommended.

The Rusty Putter offers great food from breakfast through to the dinner hour and everything in between. The restaurant operates seven days a week.

Viewpoint Patio will take your breath away. With the best views in the Valley, the patio includes fire and water features. In addition, there is lighting on the

mountainside landscape, as well as on the desert floor next to the ninth green.

"The restaurants will always be public," said Wayne McBean, also a co-owner. "As a Las Sendas resident, I think it's been a long time coming. Residents need a restaurant up on the mountain, a place to call home," he commented. "This is a place to go that can meet all your expectations."

Wayne pointed out the restaurants are family friendly as well. "We have a kids menu at Viewpoint Patio," he said. Or, he commented, parents can feel comfortable enjoying some time out while their kids are just two to three minutes away.

Residents who attended the grand opening event were delighted. "Feels special, like this is my community," said Brandon Balsley, who enjoyed his food and drink at The Rusty Putter. "I can come here, a place. My restaurant, my bar, my community," he continued.

Several other residents shared Brandon's sentiment. "We are thrilled to have a quality restaurant in our community," said Las Sendas resident Sharon Labban. "Fabulous wine selection, a great menu and good service," were her comments.

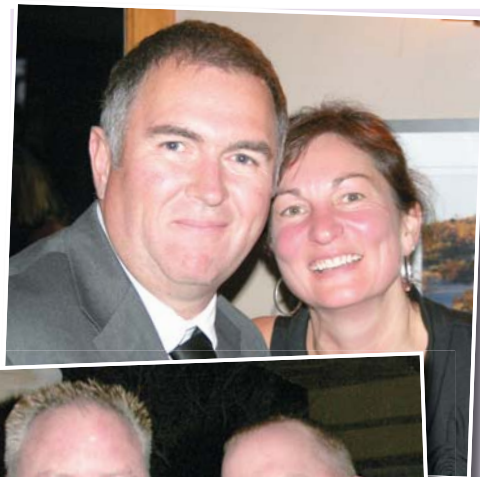
Residents Gene and Francis Paja, as well as Dede Wheeler, a parent of a Las Sendas Junior Golf Academy participant, all agreed the Las Sendas community needed the renovations *more than anything*.

"I think it's fabulous," said Dede. "It feels good without the kids. We don't have to drive because we have a limo. There is no craziness, it's just nice."

The evening proved a success for the new owners, and no one could be more pleased.

"Please join us at Las Sendas to experience a world-class golf facility and an equally matched dining experience," said Lloyd.

Call for reservations, (480) 396-4000. ■



New Golf Course OWNERSHIP

Arizona 1995—Robert Trent Jones Jr. designs the first Master Plan Golf Course Community in Arizona, and Las Sendas quickly becomes recognized as one of the most challenging courses in the Valley, regarded as one of his finest projects.

This past November, Lloyd and Wayne McBean, together with Ken Elias and Ian Warrack, all from Calgary, Alberta Canada, and Phoenix native John Musil, purchased the Las Sendas golf course. Their subsequent plan is to remodel the facilities, pave the cart paths, and provide the necessary improvements expected in a world-class golf facility.

The business model details raising additional funds by syndicating 50 percent of the assets to local residents, friends and family. Within 19 days, the group sold all of the investment units, and funded the entire project. The Las Sendas golf course is now a debt-free facility, with both local and international ownership.

The golf course is located in the northeast corner of Mesa, in the prestigious community of Las Sendas. The award-winning Tuscan community winds its way through East Mesa's Userly Mountains, offering some of the best views in the Valley.

With new ownership in place and construction well under way, Las Sendas is receiving great reviews from the local communities. ■

For more information, visit www.lassendas.com.

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In This Issue

Anti-Aging Institute.....	2	Salon Azul.....	7
Zushi.....	3	Desert Rose Preschool.....	10
Boa Bistro.....	4	Banner Heart Hospital.....	12
Golf Academy.....	5	Aviation Museum.....	14
Market Report.....	6	Service Directory.....	15

HEALTH

Are You Tired of Living With Shoulder Pain?

By Fred Arnold, NMD

What most people call the shoulder are really several joints combined with tendons and muscles to allow a wide range of motion to the arm, from scratching your back, to throwing the perfect pitch.

Mobility has its price, however. It may lead to increasing problems with instability or impingement of soft tissue, resulting in pain. You may feel pain only when the shoulder is moved, or all of the time. The pain may be temporary and disappear in a short time, or it may continue and require medical diagnosis and treatment.

Most shoulder problems involve the soft tissues, muscles, ligaments and tendons, rather than bones. In addition, most of these problems fall into three major categories:

- tendinitis/bursitis
- injury/instability
- arthritis

Other much more rare causes of shoulder pain are tumors, infection and nerve-related problems.

PROLOTHERAPY, A TREATMENT ALTERNATIVE

Prolotherapy, also known as regenerative injection therapy, ligament reconstructive therapy or sclerotherapy, is a recognized orthopedic procedure, which stimulates the body's natural healing processes to strengthen joints weakened by trauma or arthritis. Joints weakened when ligaments and tendons are stretched, torn or fragmented become hypermobile and painful. Traditional approaches with anti-inflammatory drugs and surgery often fail to stabilize the joint and permanently relieve pain.

Prolotherapy has the unique ability to directly address the cause of instability. This procedure repairs the weakened sites, resulting in permanent stabilization of the joint. When precisely injected into the site of pain or injury, prolotherapy creates a mild, controlled inflammation, which



Dr. Fred Arnold

stimulates the body to lay down new tendon or ligament fibers, resulting in a strengthening of the weakened structure. When the joint becomes strong, pain will be relieved.

Other conditions responsive to prolotherapy include shoulder pain, back pain, hip pain, tennis elbow, ankle sprains and foot pain.

What are the benefits of prolotherapy?

- You are spared invasive surgery.
- When relief comes, it is sudden, total and seemingly miraculous.
- The results are usually long lasting unless the injury is caused by repetitive strain.

Prolotherapy is not a cure-all for all pain. However, the founders of prolotherapy, Dr. Gustave Hemwall and Dr. George Hackett, who pioneered the treatment in the 40s, say it can result in a 30 to 40 percent strengthening of the attachment points in the joints weakened by injuries. Dr. Hackett claimed more than 99 percent of his patients found relief from chronic pain using prolotherapy.

OUR UNIQUE APPROACH

Prolotherapy treatment is very effective for pain. We evaluate each patient thoroughly with a personal history and a physical exam, which may include X-rays and/or MRI performed before receiving prolotherapy. In all cases involving chronic pain, the doctors of the Anti-Aging Institute will use their expertise to provide a comprehensive treatment approach, including rehabilitative exercises, nutrition and specific supplements to maximize your health and ability to heal.

OUR OFFER TO YOU

If you would like to discuss your shoulder pain with one of our doctors, we are offering a shortened, 20-minute consultation for \$50 to introduce you to our office and its caring staff. Should you decide to seek further treatment, this \$50 will be applied toward the cost of your initial full appointment and evaluation.

If you are continuing to suffer with shoulder pain or some other condition limiting your ability to do the things you want to do, we seriously recommend our treatment approach, which includes prolotherapy.

To obtain information and a 20-minute, no charge consultation with one of our doctors, contact the Anti-Aging Institute of Arizona today at (480) 292-1110. ■

ORGANIZATION

Organization is key for college BOUND SENIORS

By Nancy Nemitz

High school seniors are receiving a great deal of unsolicited college brochures, and they are filling out scholarship applications, all of which can create a mess unless there is organization.



Nancy Nemitz

In fact, the lack of organization could mean losing out on a scholarship. So, getting and staying organized is essential.

Your best tool is the expanding file. Expanding files with a flap are annoying. Don't label the pockets by college name, but by the action necessary. For example, labels might read, *two-week deadline, write thank you notes and need more information*. Once you have been accepted and have chosen a college, these pockets can be re-labeled with titles, such as *housing, tuition, academics, loans*, etc.

Discard any unsolicited material from those colleges you have no interest in attending. College information is online anyway.

I know you would prefer to have papers in stacks all over your room, but buy an expanding file instead. Surprise your parents by showing them you are getting your act together, and you are ready for college. ■

Nancy Nemitz is a professional organizer and the mother of three children who have attended or are attending college. Find more information at www.createthespace.com, nancyscocktailhour.blogspot.com and socialorganizing4u.blogspot.com. You can also call (480) 325-0994.

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Las Sendas
Up Close

The Groves
Up Close

Red Mountain Ranch
Up Close

Mesa Uplands
Up Close

Power Ranch
Up Close

The Islands
Up Close

Superstition Springs
Up Close

DINING

New sushi menu just the beginning at Zushi

Submitted by Zushi

Step into Zushi any day of the week, and experience the new sushi menu from the owner of the famous Sushi Kee!

Enjoy all new rolls and menu items! Not a sushi lover? That's OK. Zushi has a great bar with awesome drink specials and entertainment every weekend. Come in on Thursdays, from 8 p.m. until midnight for Karaoke, or every other Saturday for live bands.

Zushi is open Sunday, from 3:30 to 10 p.m.; Monday through Wednesday, from 11:30 a.m. to 10 p.m.; and Thursday through Saturday, from 11:30 a.m. to midnight.

Zushi is located at 6727 E. McDowell Road, Suite 110, at the southwest corner of Power and McDowell roads.

Check out our upcoming events and specials on Facebook at www.facebook.com/zushibistroaz.

For more information, call Zushi at (480) 981-2727. ■



EVENT

Free Frozen Yogurt WEEKEND AT GOLDEN SPOON

Submitted by Golden Spoon Frozen Yogurt

Everyone knows the advantages of eating yogurt, and Golden Spoon Frozen Yogurt Shoppe has the best tasting, healthiest frozen yogurt in town (in our humble opinion).



To help us celebrate our new ownership of the store, Golden Spoon invites everyone to our Free Yogurt Weekend. This event will take place on Saturday, March 6, from 11 a.m. to 11 p.m., and on Sunday, March 7, from 11 a.m. to 10 p.m. We will give everyone who walks through the door a delicious, absolutely free, eight-ounce frozen yogurt. Toppings are extra, and one frozen yogurt per customer per day, please. Try Golden Spoon Frozen Yogurt for yourself. See why we are better than ice cream.

Tell all your family members and friends. Bring them all with you. The yogurt will be flowing freely! We will also be giving away door prizes all day long. Help us celebrate. Don't miss this special event.

In addition, if you purchase any size yogurt, you can enter our contest to win a 2009 Gold American Eagle \$25 coin. This coin is one-half ounce of solid gold, and is valued at more than \$500! Yes, it is a solid gold U.S. coin! It will truly be a Golden experience for one lucky person. The winner to be announced on Monday, March 8.

Please help us celebrate this Golden event. Bring your family to meet our family.

Golden Spoon Frozen Yogurt Shoppe is located at the northeast corner of Power and McDowell roads in The Village at Las Sendas. For hours of operation and current flavors, call (480) 396-2323. ■

EVENT

Ladies celebrate with special night

Ladies of Las Sendas are invited to attend a night of celebration on Saturday, Feb. 27 from 5 to 10 p.m. at the Trailhead Athletic Club, 7900 E. Eagle Crest Drive.

The evening promises to be filled with pampering, fitness, wine, dinner and dessert. A gift bag for everyone tops off this special evening of friendship and fun.

The cost of the evening is \$40 per person. To make your reservation, call (480) 832-6900. ■



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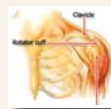
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TOPICS TO BE DISCUSSED

- What is Prolotherapy?
- Benefits of prolotherapy?
- Our unique approach to treating this common condition

We will have two seminars during the month of **FEBRUARY** on **SHOULDER PAIN**

TO EDUCATE THE COMMUNITY ABOUT THIS NON-SURGICAL TREATMENT APPROACH

TUESDAY, FEBRUARY 9 from 6 to 7 p.m.
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- Thursday, March 4th
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INSURANCE

QUALITY CLAIM SERVICE MAKES A DIFFERENCE

By Donna Kohlbase, CLU, ChFC, CASL, CFP State Farm® Agent

Researching the quality of claims service a company offers before purchasing an auto insurance policy can reduce headaches, hassles and unnecessary strain in life.

There are a few key areas to research when grading the quality of claim service provided by an auto insurer. They are customer satisfaction ratings, customer choices and professionalism of claim representatives.

Customer satisfaction is probably one of the easiest to research. Independent firms, such as JD Power and Associates, often rank customer satisfaction for entire industries. Auto insurance is no exception.

Quality claim service means prompt response and payment for what is owed for damage and quality repair work. But after an auto crash, some other intangibles can make the claims process much less stressful. Some questions to ask when shopping for auto insurance include:

- Is the person who sells me the policy the same person I can trust to report a claim?
- Will there be someone who can answer my questions if I have any?
- Will I have my choice of body shops to repair my vehicle?

Another measure of quality claim service is customer choice. Not only is choosing the auto body repair shop important, but so are the choices you have in communicating with the company. With today's hectic lifestyles, some companies offer options to report claims in person, on the phone or even

online 24 hours a day.

Once the claim has been reported, you want to be kept informed and updated on the claim process. These multiple choice options for communicating can go a long way in making sure the claims process is as quick and easy as possible.

Finally, professional claim handling can eliminate the unnecessary stresses related to an auto crash. Professional claim handling requires special skills. Claim adjusters need to empathize with the client's situation to establish good communication and assist them in making a claim. The professional needs to turn the anxiety of a customer not knowing what to expect into confidence the claim will be handled fairly and quickly.

At the same time, they also need to investigate the facts of the claim. That means asking questions. This is where many customers can become uncomfortable. If viewed in the right context, however, the questions a claim adjuster asks should be welcomed.

Unfortunately, billions of dollars are lost each year due to claims fraud. Obviously, the people committing these crimes don't wear nametags declaring their intent. They look just like you and me. The questions asked by the claim adjuster can help keep your premiums lower, which is important to all of us.

A car crash is already a stressful time in anyone's life. However, the quality of claim service can differentiate insurance company A from company B. Knowing you have researched this before buying an auto insurance policy will give you an added confidence when the unexpected happens. Start by asking your agent about quality claim service. ■

DINING

Boa Bistro Opens in Mesa

Submitted by Caffe Boa

The dining scene in Mesa is revving up with the arrival of Boa Bistro, Caffe Boa's newest location, featuring elegant yet casual farm-to-table dining.

The Mill Avenue mainstay for nearly 18 years, owned by Jay and Christine Wisniewski and beloved by many a diner branches off into the East Valley, offering a dining experience unlike anything else in the area.

"We are thrilled to open Boa Bistro in a burgeoning dining scene like Mesa," Jay said. "Caffe Boa is a concept that has been extraordinarily popular in Tempe for many years. Our diners visit us from all over the Valley, and a location in Mesa allows us the opportunity to provide more people with the signature experience they've come to expect from us in a location that may be more convenient to them," he said.

Known as a haven for *locavores*, the original Caffe Boa prides itself on using mostly locally-sourced ingredients. The menu at Boa Bistro is an off-shoot of the original, and continues to incorporate products from local farms like McClendon and Seacat, while introducing wood-fired pizzas and a one-of-a-kind salumi station, offering artisan cured meats by the pound.

The owners collaborated on the menu

with their esteemed Executive Chef Payton Curry. This menu focuses on seasonal, organic and rustic Italian-inspired cuisine with vast European influences. The chef will oversee the kitchens in both Tempe and Mesa, while simultaneously heading up the Tempe Urban

Garden project Caffe Boa has been working on with the City of Tempe.

The 2,500-square-foot Mesa restaurant is modern and earthy with hardwood floors reminiscent of hip

restaurants in New York City's swanky SoHo neighborhood. The restaurant also has a spacious patio with fireplace, perfect for relaxing with a glass of wine on a chilly evening, or enjoying Caffe Boa's popular weekend brunch on a sunny Saturday.

Known for their award-winning wine list, which received recent nods from *Wine Spectator*, Christine and Jay, who are both sommeliers, have crafted a pared-down wine list for the new location, consisting of 25 reds and 25 whites. All wines are available by the glass, half-bottle or bottle.

Caffe Boa – Boa Bistro, located at 2837 N. Power Road, in The Village at Las Sendas, is now open daily. Hours are Sunday through Thursday, from 11 a.m. to 10 p.m.; Friday and Saturday, from 11 a.m. to 11 p.m. Reservations and special events are gladly accepted.

For more information about Caffe Boa and Boa Bistro, call (480) 981-2000, or go to the Web site at www.boabistro.com. ■



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SPORTS

Las Sendas Golf Club Announces New Academy

Famed PGA instructor Mike Malaska, director of instruction at the Malaska Academy, and Ben Weir, lead instructor, have recently teamed up to create the new Malaska International Academy at Las Sendas.

This new venture builds on the past success of the Las Sendas Golf Academy, which is being absorbed by Mike to create a world class instructional school with more resources and industry sponsorships.

Mike's teaching career spans over 30 years, and is second to none among his peers. His accolades include being a perennial *Golf Digest* Top 100 instructor, 2009 Southwest Section PGA teacher of the year, and the lead golf ambassador for Taylor Made-Adidas Golf. He currently is also the worldwide director of instruction for the Nicklaus Academies.

For more than 10 years, the reputable Jim Flick, another perennial Top 100 instructor, trained Mike. Not only considered a Top 100 instructor in the U.S., Mike has cracked the Top 25. He is a contributing instruction editor to *Golf Magazine* and *The Golfer's Guide*, and a frequent presenter on *The Golf Channel*. First on Mike's list, however, is devotion to his family. He lives in the Las Sendas community with his wife and two daughters.

Ben's short career as a top instructor Valley wide includes 2007 AZ Central new instructor of the year and 2008 *California Golf Magazine* Top 10 best of the West short game experts. Ben has been mentored by

two of golf's top 100 instructors, Ed Oldfield and Dan Campbell, over his 10 plus years playing professional tours throughout the world, such as the Canadian PGA Tour and the Asian PGA Tour prior to 2007.

As a result, this organizational restructure will enable Mike and Ben to expand their collective instructional program to offer an unparalleled quality of client service as the Malaska International Academy, a leadership force in golf instruction. They plan to enhance instructional tools to the highest degree known to the industry.

"I'm excited to work with Ben for multiple reasons," Mike said in reference to transitioning the Las Sendas Golf Academy into the Malaska International Academy at Las Sendas. "He has an immense understanding of the game, considering he is relatively young in his teaching career since retiring from his professional playing career.

Ben is a player first and an instructor second, which is of ultra importance to me. Since he was a player first, he has an emotional, physical and technological commitment to understanding the game. Thus, he relates to players of all levels."

Ben is just as excited about the future. "Mike's expertise, professionalism, relationships and contacts are amazing," he said. "What he brings to the culture of the Las Sendas Golf Club is invaluable to our growth. I very much look forward to being Mike's sidekick for many years to come. I am grateful and appreciative for this opportunity with him as my mentor. Mike is an individual who can change my career path, and bring even more to our students' successes, and, thus, bring our capabilities to a whole new level."

Please welcome the new Malaska International Academy to our Las Sendas community. To schedule your next lesson with Mike, please contact him at (602) 790-7099, or send an e-mail to mike@malaskagolf.com. To schedule your next lesson with Ben, please contact him at (602) 391-7100, or send an e-mail to lassendasgolf@cox.net. ■



PIC A - Mike Malaska, left, and Ben Weir
 PIC B - Junior Golf participants
 PIC C - Avalon Oil and Gas associates

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Sales for the Month of December 2009

Address	Square Feet	Community	Sold Price	Short Sale Or REO
7316 E. Mills St.	1,131	Windsong	\$149,900	X
7445 E. Eagle Crest Dr. #112	1,645	Cachet Condos	\$220,000	
6852 E. Portia St.	2,475	Vintage Hills	\$245,000	X
2749 N. Raven	2,475	Trailridge	\$249,900	X
3525 N. Sonoran Hills	2,475	Stoneledge	\$275,000	
7354 E. Sandia Cir.	2,757	Boulder Mountain	\$368,000	
7803 E. Roland Cir.	2,226	Grayhawk	\$377,500	
3708 N. Piedra St.	2,835	Diamond Point	\$410,000	
7860 E. Riverdale St.	3,802	Rock Canyon	\$710,000	X
4341 N. El Sereno Cir.	7,018	Copper Canyon	\$1,775,000	

Information gathered from the Arizona Regional Multiple Listing Service is deemed reliable, but not guaranteed. Sales Information provided By John Karadsheh, ABR, CRS of Coldwell Banker Trails & Paths Premier Properties. www.BuyAndSellAZ.com

REAL ESTATE

REAL ESTATE STILL GREAT INVESTMENT

By John Karadsheh

The fact 2009 was not the best real estate market is no great surprise, while 2007 and 2008 weren't great either. The single digit decade is behind us, and 2010 promises to usher in the revival of the real estate market. Mike Orr, principal of the Cromford Report, recently stated the Phoenix housing market hit its bottom in early April 2009. He predicts, based on current price trends, the housing market could start to see positive appreciation rates by March. This is welcome news for everyone who has watched individual real estate values plummet.



John Karadsheh

While the real estate market seems to be stabilizing, this also means the amazing investment opportunities this market has presented are starting to ebb away. I know many financially successful people in the Valley, and the single common denominator they all have in common is real estate...and the ones with the most financial success are those who have had the foresight to buy property in a down market. One couple I really admire purchased a little house every two years, starting when they were in their 30s. They leased them out, and the rents

covered the payments. Over time, the properties appreciated, and equity built up as the mortgages were paid down. They sold a house each year their kids were in college, and they used the remaining homes to help fund their retirement. They recently called me again to purchase real estate, as they are now thinking ahead for their grandchildren. This is a very old fashioned American investment model—one coming back in style again. Wishing you and your family a wonderful 2010. ■

John Karadsheh is a licensed REALTOR® with Coldwell Banker Trails And Paths Premier Properties. He is also an Associate Broker, Accredited Buyers Representative and a Certified Residential Specialist. You can contact John with any of your real estate questions. Call him at (602) 615-0843, or go to his Web site at www.BuyAndSellAZ.com.

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BEAUTY

PRESENT A NEW LOOK FOR THE NEW YEAR

By Edith Pitts

For some women it's enough to pull a comb through your hair, dab a bit of blush on your cheeks and you're good to go, but for those of us of a certain age, sometimes, a lot more is necessary.

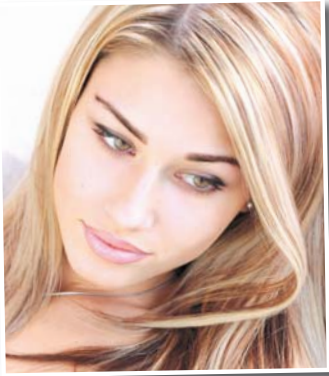
On a recent visit to Salon Azul, I noticed a poster stating, *You're still beautiful with the passing years.* As we get older, we like to think we are wiser and beautiful inside, but beautiful inside or not, it gives one a boost to look stylish and put together.

What's going to be big in 2010? According to Stylist Arthur Federico, big this year includes, "... more texture, more refined hair styles, bigger hair, more volume, more distinct hairdos with less separation." One concern of many women is thinning hair. Arthur recommended new powder products, like dry shampoo and texturizer.

As far as a more up to the minute look, Ashley Mueller, another stylist, said, "Coloring makes a world of change." She also mentioned, "Perms are coming back, looser, more of a body wave."

Both agreed fashion is moving away from straight hair, with curly hair getting more popular.

What about long hair for older women? At one time, women thought they had to wear short hair after 30, an *edict* comparable to the *no white shoes after Labor Day*. Today, that's all passé, according to Arthur and Ashley. "Long hair is fine for older women," Arthur stated. "Wear your hair to suit your personality and lifestyle."



A customer being styled by Shanna Dyer, owner-stylist of Salon Azul, agreed with Arthur.

"I'm over 65," she said, "and anyone past 60, we've paid the price. We can have a ball and be daring. I'm doing my hair long with big gobs of highlights."

She looked great. Shanna nodded. "Older people are getting more daring, stretching out and doing fun stuff."

What's new in makeup? Arthur recommends cream blush for a youthful appearance and glow, as well as more moisturizer. "Last winter, dark reds were the thing," he said. "Now, we're seeing oranges, tangerines and peachy colors becoming popular."

Every year, there is a new look. It's up to us to embrace it or not. Nevertheless, the idea of being more daring and "doing fun stuff" is certainly appealing. ■

FOOD

Breadsmith® Introduces Dessert BREAD, ALMOND COOKIES

Submitted by Breadsmith®

Chocolate, the international comfort food, has been incorporated with cherries into one of Breadsmith's latest products, along with another new entry, an almond cookie perfect for any occasion.

CHOCOLATE CHERRY DESSERT BREAD

This warm, rich loaf of bread offers variety, interest and flexibility, complementing rather than competing with the long-rising breads, which are our staff of life. Without the fermentation period giving yeasted breads their fullness of flavor, our Chocolate Cherry Dessert Bread depends on premium quality cocoa, cherries and chocolate chips to differentiate itself. Rich in flavor, as well as festive in spirit, this bread makes an occasion of dessert, with or without vanilla ice cream.

ALMOND COOKIE

This is an almond lover's cookie! The delicious, crispy cookie is loaded with almonds and whole wheat flour. This sophisticated cookie is perfect alongside a hot cup of coffee or tea.

These items will be available starting in February at Breadsmith, located at 2831 N. Power Road. To reserve their products, customers can call (480) 981-7600.

Breadsmith specializes in hand-crafted artisan breads made fresh from scratch. The highest quality ingredients are used, but no additives or preservatives are added. Each is baked in a six-ton stone-hearth oven imported from Europe. In addition to the



crusty, European-style breads, Breadsmith makes soft-crust sandwich breads, specialty breads and a wide range of cookies, muffins and sweets, using all natural ingredients.

Breadsmith, with more than 30 bakeries nationwide, is headquartered in Whitefish Bay, Wis. Breadsmith has received accolades for its European-style breads, including top honors from *Bon Appetit* magazine, *Modern Baking*, International Culinary Salon, the National Restaurant Association and *Best of* awards in 10 cities.

For more information, visit www.breadsmith.com. ■



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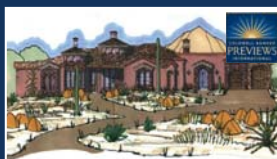
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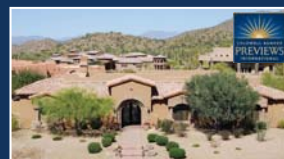
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| Eagle Nest # 10 • \$290,000 | Sky Mountain # 1 • \$969,000 |
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EDUCATION

Desert Rose Preschool At Las Sendas

By Rose Buttitta
 January was a month of new beginnings, with the start of a new month, a new year and a few new students joining our Desert Rose family.

JANUARY THEME OF WINTER

The children made lots of snowmen, complete with scarves and buttons. Snowmen were also made of felt, paper and Ivory Snow soap. We had a special day when Traci Such came, and the children read the story of the Gingerbread Man.

The children learned the meaning of the word *pair*, and made matching mittens. We read several versions of *The Mitten*. The story led to pretending animals were sleeping in a mitten. We played make believe snow angels, and the children enjoyed make believe snowball fights. We finished the month with individual assessments. Progress reports will be sent home.

DESERT ROSE COMMUNITY STEPS UP

During the Christmas vacation, I fell and broke my patella (kneecap). I was able to come to school for the beginning of the first week to let the children know about my accident. I wanted to let them know I was OK, and I would have to be gone for a while. I had my surgery on Jan. 7.

My daughter, Natalie, is continuing on with the school. Aimee Groesschner, who has been my substitute in the past, also is helping out. In an effort to continue with our schedule, I am still making all the plans, and putting the curriculum together.

At home recuperating, I am writing this because I think everyone should know the type of community in which we live. Parents have come in to help put things together, or just help with the everyday things of getting snacks together or helping clean up. They even have brought dinners for my family.

The support from everyone, with cards and well wishes, is unbelievable. This is what Desert Rose at Las Sendas is all about. Like one big family, the community is willing and eager to take care of each other, offering support in times of need.

Desert Rose has been my life. I not only teach the ABCs



and numbers, but I also teach respect. I teach children to care for one another. The children at Desert Rose have learned all these lifelong lessons by the example of the families.

INTEREST IN LEARNING

How soon a child will be ready for cognitive learning will vary greatly. One child learns to talk at age 2, while another may feel no need to talk until 3 years old. It is very important to refrain from pushing or forcing your child to learn a skill she is not ready to address. Don't try too hard too early.

Your child will let you know naturally what she is interested in learning. Watch for the curiosity exhibited regarding subjects of interest in picture books, puzzles and magazines. Your child may be ready for cognitive learning

when you see she likes to have someone read to her, she shows interest in numbers, can listen to a story, and/or can take part in a conversation for 15 minutes or more. Your child also may ask questions about everything, talk about special interests, or play alone for 15 to 30 minutes or longer.

DESERT ROSE PRESCHOOL REGISTRATION

I have received lots of phone calls and e-mails regarding openings at the Desert Rose Preschool. We are very thankful for the opportunity to be housed at the Trailhead Members Club facility. It gives the Las Sendas residents a special place for their children to learn.

Desert Rose Preschool is a very popular preschool. We have served more than eight hundred families, and hope to continue meeting needs for several more years. At this time, we are full. New registration for next summer and fall will start in March. Look for dates and information in next month's issue of *Up Close*.

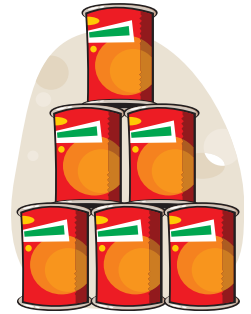
If you have any questions or concerns, please feel free to call me at (480) 654-4223, or send an e-mail to jbuttitta@cox.net.

CHARITY

School donates food

Self Development Charter School's student council recently donated 3,000 pounds of canned food to St. Vincent De Paul.

The student council sponsored the food drive as a community service project. ■



EVENT

CHURCH HOSTS RUMMAGE SALE

Love of Christ Lutheran Church will host a rummage sale on Saturday, Feb. 20 from 6 a.m. to 1 p.m. to benefit youth ministries.

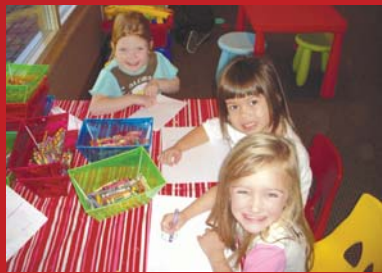
"Now's the perfect opportunity to spring clean your house and garage," said a church member. "Then come and refill your empty space with other treasures at our rummage sale!"

Please bring your donations to the Center of Compassion. The church will gladly accept anything in good condition.

If you have large items, such as appliances or heavy boxes, members can pick them up for you on Monday, Feb. 15. Call Caleb Fields at (480) 981-6199 ext. 12 to schedule a pick up time.

Love of Christ is located at 1525 N. Power Road in Mesa. For more information, call (480) 981-6199. The church is on Power Road, between Brown and McKellips roads. The sale is inside the north campus, and will take place rain or shine. ■

Desert Rose Preschool at Las Sendas



A place where children learn and feel secure because they are surrounded with love, patience and understanding.



Classes for 3 year olds, 4 year olds and Pre K. For more information, call preschool director and teacher Rose Buttitta at (480) 654-4223.



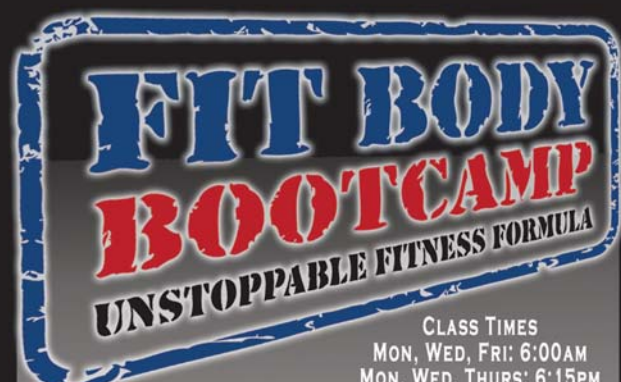
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HEALTH

STUDIES SHOW NEED FOR WISDOM TEETH REMOVAL

By Dr. Paul Kelly of AzMax Oral Surgery and Dr. C. Martin Farnsworth DMD of Las Sendas Dental Health

Over the years, questions have been raised about the efficacy (prudent need) of third molar (wisdom) teeth removal as a preventive measure compared with waiting for pathology to develop.

The American Association of Oral and Maxillofacial Surgeons Board of Trustees endorsed the concept clinical and biological research was needed to further investigate the answers to these questions.

In 1993, a special committee was appointed to critically review existing literature, and to design a prospective longitudinal clinical trial, which could give us more information, and continue to build upon our knowledge in the future. Multiple universities and doctors have been involved since then, and the data has been collected into what has become known as the *Third Molar Clinical Trials*.

From these clinical trials, there have been more than 70 articles or abstracts published, all yielding scientifically-based reasons supporting the removal of asymptomatic wisdom teeth before problems ever arise. These studies include evidence for increased risk of bone loss and periodontal disease

around the second molars, increased risk of decay on the second molars, premature loss of the second molars due to external resorption, and chronic oral inflammation with negative impact on cardiovascular, obstetrics, metabolic and renal outcomes.

Further publications have also shown increased risk of worsening of periodontal disease among pregnant women with retained third molars, and risk of pre-term, low birth weight babies. The findings also provide validation for prompt

intervention of wisdom teeth removal to avoid adverse health-related quality of life issues, such as pain, oral function and resuming a normal lifestyle.

The evaluation of wisdom teeth is part of the normal exam your dentist does on a regular basis. Sometimes, an additional X-ray, called a panoramic, is needed to look at all the surrounding anatomical structures when determining the health/risk benefits surrounding the keeping or removing of wisdom teeth. Regardless of age, or with or without pain, the evaluation of a person's wisdom teeth should be done periodically to help prevent future problems.

For questions, please contact Dr. Paul Kelly at (480) 325-7665 or Dr. Martin Farnsworth at (480) 283-5854.

Las Sendas Dental Health is located at 2947 N. Power Road, Suite 103. ■



HEALTH

BANNER HEART Hospital opens new unit

Submitted by Lindsay Butler Carrillo Public Relations Specialist

Banner Heart Hospital opened a new heart care unit, adding more areas for open heart and vascular surgery, catheterization procedures and patient recovery.

Banner Heart Hospital currently has four catheterization labs, one electrophysiology lab and four cardiac operating rooms. The \$29.8 million expansion will add two operating rooms, one catheterization lab and one electrophysiology lab. The plan also features two shells for future use as catheterization labs.

The expanded wing of the third floor adds more space for patients to prepare for and recover from surgery. It also expands the hospital's outpatient services, allowing for patients to spend less time in the hospital and more time recovering in the comfort of their own homes.

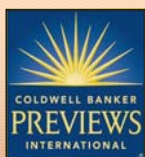
With the increased procedural capacity and enhanced approach to focused patient care, the hospital will be able provide more prime time operating room and cath lab time for its surgeons

and cardiologists, and provide an overall improved approach to patient care, said Banner Heart Hospital CEO Laura Robertson.

"We are a nationally recognized hospital, but we strive to also be recognized as the premier cardiovascular program in Arizona," Laura said. "We perform more open heart surgeries than any hospital in Arizona, and serve heart patients statewide and beyond."

These new areas will allow Banner Heart Hospital to answer a growing need in its community for excellent heart care.

The facility already performs more than 6,000 catheterization procedures annually and more than 800 open heart surgeries, making it the busiest open-heart center in the state. ■



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1751 West 4th		\$115,000
751 East Harmony	3 / 2 / 1,323	\$120,000
52 West June	3 / 2 / 1,344	\$125,000
124 North Kachina	3 / 2 / 1,132	\$126,000
19 South Sahuaro	3 / 2 / 1,116	\$126,000
1702 North Trevor	4 / 2 / 1,401	\$136,000
243 West Jasmine	3 / 2 / 1,597	\$140,000
1941 North Grand	4 / 2 / 1,388	\$141,000
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812 South Chestnut	4 / 2 / 1,852	\$165,000
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EVENT

Aviation Museum Sponsors Car Show

Submitted by Rick Senffner

The public is invited to attend the Commemorative Air Force's (CAF) Arizona Wing Aviation Museum's Mustangs and Muscle Charity Car Show, sponsored by Berg Ford on Saturday, Feb. 13.

The Mustangs and Muscle Charity Car Show will be held at the CAF Arizona Wing Aviation Museum, located at Falcon Field Airport. The museum is located at 2017 N. Greenfield Road. Doors will open at 10 a.m. and close at 4 p.m.

The show's theme features WWII P-51 Mustang fighters, along with both classic and new cars. The car show is open to all makes, models and years of muscle cars, street rods, 4x4s, exotics, imports and motorcycles. For more information about showing your car or registering, please visit Hot Rod Planet Promotions online at www.hotrodplanet.com. Since registration is limited to the first 225 cars, all vehicles must be pre-registered for the show prior to Feb. 13.

Warbirds on display during the car show include the B-17 Sentimental Journey, B-25 Mitchell Bomber, North American SNJ/T-6 and Stearman trainers and many more. Exhibits include a tribute to the B-17 Chow Hound, honoring fallen airmen and the 91st Bomb Group, the Tuskegee Airmen, the Flying Tigers, the China Burma India Theater and Women in Aviation, including the Women's Air Force Service Pilots of WWII and others.

In addition, there will be Hot Wheels racing for the kids, sponsored by KMJ Diecast, as well as music provided by a local DJ, who will play hits from the 70s, 80s and 90s. Food and beverages will be available.

Admission prices range from \$10 for ages 13 to adult; \$9 for seniors 62 and older; \$3 for ages 5 to 12. Children under age 5 are admitted free of charge. In addition, rides are available on the WWII B-17, C-45 and SNJ/T-6 trainer. Gift certificates may be purchased for flights on Sentimental Journey or other warbirds.

The museum's gift shop features many unique aviation items available for purchase.

The CAF Arizona Wing is a 501(c)(3) non-profit volunteer organization dedicated to celebrating our heritage of freedom through flight, education, exhibition and remembrance. For more information on the Commemorative Air Force Aviation Museum, please call (480) 924-1940, or visit the Web site at www.azcaf.org.



LOCAL BUSINESS

Search Engine Optimization, Marketing Important

By Seth Helgeson

In this recession, TECHeGO can play a significant role in maximizing company profits by effectively and inexpensively increasing the reach of Web sites to target customers/clients with Search Engine Organization (SEO).

TECHeGO will conduct the optimization and marketing on your behalf. Therefore, your time will be freed up to focus on the operations of your business while being assured your Web site is being handled effectively with SEO.

IMPORTANCE OF SEO

Reaching Target Customers/Clients: The best Web site is worthless if nobody visits it. With increased Web site traffic, your business will show an increase in profits.

Converting a Visitor to Buyer: It is important customers find what they are looking for before *bouncing* to another site better optimized to their needs.

Building Online Reputation: A well optimized Web site attracts a more loyal customer/client and increases the confidence level to buy your products and/or services. Proper optimization allows the visitor to quickly find the product or information desired.

Reaching the Top: Proper optimization means your site quickly comes in the top results on the first page when people search for Web sites with keywords relevant to your products and/or services.

Joining Social Medium: Building out and managing a business profile on social sites, such as Facebook, Twitter and LinkedIn, can greatly enhance your company's visibility and following. ■

For more information, contact TECHeGO. Call (480) 290-9599, or send an e-mail to Seth@TECHeGO.com.

EDUCATION

MCC HOSTS NEW Family Discovery Series

The new Family Discovery Series offered by Mesa Community College (MCC) is designed for families to learn more about science in an informative and entertaining manner.

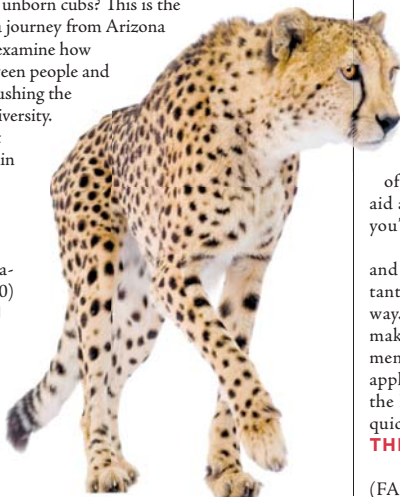
Each month, college instructors will share knowledge and insights on several fascinating topics inside Red Mountain's unique Saguro building. By attending these presentations, families will develop a deeper appreciation for science, with an emphasis on the environment. All presentations are free and open to the public.

FEB. 19, RAP CENTRE OF SAGUARO BUILDING, 7 P.M.

Saving Wild Cheetahs: Education vs. Guns and Bullets—Dr. Dennis Wilson

A mother cheetah is shot dead. Why? What of her unborn cubs? This is the story about a journey from Arizona to Africa to examine how conflict between people and wildlife is crushing the planet's biodiversity.

MCC at Red Mountain is located at 7110 E. McKellips Road. For more information, call (480) 654-7200. ■



EDUCATION

Need Help Paying For Your Education?

Mesa Community College (MCC) offers you an excellent value and an entire world to explore in higher education.

At MCC, you can accomplish the steps necessary to build a bright and successful future. Financial Aid helps make a college education possible, and it's essential to meet the application deadlines so that you can rest assured that there's still enough money for you.

However, it's important to apply early so that any funds you're eligible to receive will be available at the beginning of the fall semester. To begin, you must complete the Free Application for Federal Student Aid (FAFSA), submit all documents requested by the MCC Financial Aid Office and be registered at MCC. This doesn't take long, but when you are about to start school, if you're eligible for aid, it takes time to process. You will want your funds available when you begin classes. Take some of the pressure off of yourself. Get going on your financial aid applications as soon as you know you're coming to MCC.

The whole process is pretty easy, and the MCC Financial Aid assistants will help you every step of the way. They will answer any questions, make sure you have all your documents, and even help you fill out the application. Are you curious about the Financial Aid process? Here's a quick breakdown.

THE FAFSA

All students must complete the (FAFSA) if they are hoping to receive



Find many options to assist you in paying for your education inside the **How To Pay For Your Education** brochure. Visit: www.mesacc.edu/financialaid.

financial aid for attending MCC. Complete your application as soon after Jan. 1 as possible for the next school year. You can do it in four simple steps:

STEP 1 - APPLY

Complete the Free Application for Federal Student Aid (FAFSA) as soon as possible after Jan. 1 for the next school year. Applying online is fast and easy. Once your FAFSA has been processed you will receive a Student Aid Report (SAR) informing you of the aid you can expect.

STEP 2 - REGISTER

Before your FAFSA can be processed by MCC, you must be admitted into the college. To do this you need to complete the Student Information Form (SIF). It's easy, and you can do it online.

STEP 3 - MCC REVIEW

The Financial Aid assistants will review your financial aid information once the FAFSA and all other required forms have been submitted.

STEP 4 - CHECK BACK

The type of financial aid awarded to you depends on your need, your level of enrollment, and when you completed your financial aid application. Your financial aid package could consist of a combination of grants, loans, scholarships and student employment.

Find more helpful information on applying for Financial Aid, and find scholarships by visiting www.mesacc.edu/financialaid. Remember to download *How to Pay For Your College Education at Mesa Community College* brochure.

Four quick steps could make a big difference in accomplishing your college education goals. Don't put off applying for financial aid. As soon as you know that MCC is the school for you, come to the Financial Aid office and get your FAFSA processed. ■



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