

# Red Mountain Ranch Up Close

Bringing neighbors closer to their community

October 2010

## Family Legacy of Tires Continues Through Customer Trust and Great Service

By Julie Brown

A Mesa automotive and tire shop gives true meaning to the term family owned and operated.

On any given day, the lobby of Red Mountain Tire and Auto is filled with customers getting their cars serviced and sharing stories with the staff about their children, work or travels. One woman even brought in homemade fudge, and thanked employees for the wonderful service they provided.

The staff knows more than just the inside of their customers' cars. They know those customers' names, and they consider them family. It's all part of the old fashion, honest shop business philosophy set by owners Kim and Todd Connolly, who are part of a long family legacy in the automotive industry.

While most teenagers were focused on hanging out with their friends and cruising the mall, Kim was getting her hands dirty working in the family tire business. At the age of 13, she pushed papers at her father's Mesa tire shop, never knowing she was honing the skills that would shape her lifelong career.

Her father represents generations of shop workers, managers and owners who have followed in the footsteps of Kim's grandfather, J. Darwin Gunnell, one of the founders of the Big O Tire Company. By the age of 18, she was managing a tire shop. She also was one of the only females in a very male-dominated industry.

"I don't even recognize the smell of the rubber anymore," Kim shared. "Growing up in the shop was normal and comfortable for me, and I always enjoyed working with the guys."

Kim continued to manage one of her father's shops, even after she married her husband, Todd. Once they returned from their honeymoon, Todd found out he had lost his job in the mortgage business. With his years of experience in retail sales, management and training, he quickly found a new job, which moved the couple



Kim and Todd Connolly

throughout the state. Wherever they went, Kim found work at the local Big O shop. Then, the opportunity came for Todd to apply his retail expertise to the automotive industry, managing one of his stepfather's tire stores.

The opportunity came eight years later for the couple to take over a Firestone franchise, which later was renamed Red Mountain Tire and Auto. Having celebrated their 10th anniversary this summer, Kim and Todd have much to be thankful for, but they have worked hard for it all. Their business has tripled in sales, grown to 12 employees and expanded from seven to 10 service bays.

"The automotive industry is difficult because people are in tough situations, and the last thing they want to do is spend money on their cars," explains Todd. "I enjoy the challenge of being a problem solver, but it requires a lot of patience and understanding." People are naturally untrusting when it comes to automotive service. "So, we have to work extra hard to prove our integrity," added Kim. "Women especially have been burned by past experiences. So, it's reassuring to know we treat everybody as if they were bringing in our mother's car, and honesty and customer service are crucial."

Trust and good old fashion service have been the key to the couple's success, and is likely the reason 75 percent of their business is from referrals. Customers have traveled from all parts of the Valley

and the state to have their cars serviced and experience the atmosphere the couple has worked hard to create.

Kim and Todd love to keep their customers happy with surprise appreciation days, including special lunches. They even spent their anniversary week giving away \$10,000 in prizes. Employees get medical benefits, participation in incentive programs and are no strangers to a meal at the Connolly home.

"Running your own business is hard work and requires a lot of sacrifice," stated Kim, who is also a mother of six. "It's also very rewarding to be able to provide a service for the community that's valuable, honest and sincere." ■

Red Mountain Tire and Auto is located on McKellips Road, at the southeast corner of Recker Road. For more information, call (480) 396-4677, or visit the Web site at [www.redmountaintire.com](http://www.redmountaintire.com).

### Sell items at the RED MOUNTAIN RANCH GARAGE SALE

Submitted by Red Mountain Ranch Social Club

With the time for the annual Red Mountain Ranch Community Garage Sale fast approaching, residents wishing to participate and sell items are encouraged to act now.

The garage sale, set for Friday and Saturday, Nov. 12 and 13, is a wonderful opportunity to get rid of those items you no longer need, meet your neighbors and make money at the same time.

This is one of the largest community garage sales held in the Phoenix area and will again be sponsored by the Red Mountain Ranch Social Club. This sale has been held for a number of years and always draws a huge crowd.

Please complete the coupon on page 6, and mail it, together with your \$15 check, payable to the Red Mountain Ranch Social

Club, to Jay Williamson, Garage Sale Chairman and Club Treasurer, 6508 E. Star Valley St., Mesa, AZ 85215.

We need your e-mail address and mailing address to contact you as to where and when to pick up your garage sale packets. ■

For more information, you also can call Jay at (480) 459-5660, or send an e-mail to [jaywilliamson@yahoo.com](mailto:jaywilliamson@yahoo.com).



Check out the  
Garage Sale Coupon  
ON PAGE 6!

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HEALTH

# VITAMIN D IS NOT A VITAMIN

**Better Opinion from Dr. Paul Budnick, MD**  
**C**ontrary to popular belief, vitamin D is a hormone, not a vitamin.

Medical books refer to calcidiol as a pro hormone and calcitriol as a hormone. Cholecalciferol, D3, is produced in the lower layers of skin only when sun exposure is adequate. Sun exposure in the tropical areas of the world is best, and exposure within the Arctic Circle proves to be incompatible with human life.

Surfers and skaters in Hawaii have very good vitamin D levels, upward to 70. Most of my patients living in Arizona come in with a level of 8-25, below the 32-100 optimal range. Studies show retirees in sunny states like Arizona, Texas, Florida and California live longer.

The highest vitamin D level I've seen from a patient who did not take vitamin D was about 40. She sunbathed and ate salmon or eggs daily. Catfish, salmon, sardines and tuna contain the most vitamin D, as well as the beneficial Omega 3 fats. Eggs contain a moderate amount of vitamin D, as well. The fortified foods, such as milk and cereals, contain small amounts of vitamin D.

Many years ago, parents gave their children a tablespoon of cod-liver oil (which contains more than 1200 IU of vitamin D) to prevent illness in the winter. Now, scientists know this was a wise thing to do because vitamin D directly optimizes many components of our immune system, including macrophages, lymphocytes and monocytes, therefore, preventing infectious disease and cancer.

Vitamin D also works in the kidney, maintaining the body's calcium level to prevent osteoporosis. Patients on dialysis, kidney machine treatments three days a week, must take 50,000 IUs of vitamin D a week to prevent spontaneous fractures from severe osteoporosis.

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Dr. Paul Budnick, MD

Anti-Aging Institute is thick, white, tasteless drops, and each drop contains 2,000 IUs. I usually recommend taking 4,000- 6,000 IUs a day, depending on the vitamin D level we obtain at the clinic.

I give my young sons 2,000 IUs a day, especially when they go back to school and need a strong immune system. To replicate the old fashion cod-liver oil, I also give my kids Omega 3, DHA in the form of lemon flavored gel caps, which the child bites, swallows the oil and spits out the gel cap shell.

My advice is to have your vitamin D level checked, along with the other hormones, such as testosterone, estrogen, thyroid, DHEA, cortisol, and progesterone, at the Anti-Aging Institute of Arizona on North Power Road. ■

For more information, call (480) 292-1110, or visit the Web at [AAIAZ.net](http://AAIAZ.net).



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EVENT

# Red Mountain Ranch Rackets Ready to Hit for the Cure

By AnnElise Makin

Tennis players, get your rackets ready for the 10th annual Hit for the Cure on Saturday, Oct. 16, with proceeds benefiting the American Cancer Society and its support of breast cancer patients in the East Valley.

The organizing committee has shifted into high gear to make their tennis fundraising event at the Red Mountain Ranch Country Club another splendid success. A sworn group of Red Mountain Ranch breast cancer survivors and their friends have been working on it for months.

This year's anniversary event is chaired by Jan Edson, also a survivor and founder of Hit for the Cure. Jan has signed up a group of friends from her current hometown of Prescott to play and volunteer. Karen Benewith has proposed selling event T-shirts.

Survivor Gisela Munro had reported court sponsorships were in recession, but she has her hopes set high on selling plenty of \$100 certificates. Bill Munro, Gisela's husband, has designed the donation certificates plus a number of attractive posters and table cards for business advertising.

"Advertising is about seeing it again and again," said tennis pro Ray K. "You can't have too much of it." Posters will be placed through the Red Mountain Ranch Country Club about two weeks prior to the tennis tournament.

Silent Auction Manager Matt Winkler has already made a chart for the layout of auction tables. By taking this highly involved job, Matt continues the commitment in honor of his wife, Deb, who was lost to breast cancer last summer.

Survivor Pat Trapp, from the Set Up Committee, together with her team, will help Matt configure the auction tables. Judy Smee, keeper of the donations list, encourages everybody to keep hustling for attractive prizes from individuals and businesses.

A pair of additional helpers has joined Desk Coordinator Lynn King's volunteer platoon, but nearly 20 people are needed at one time for staffing registration tables and providing a smooth flow. Additional staffers would be most welcome.

A new feature this year is the *do-over* token. Players can buy a token for \$5 to improve their scores. "We definitely want to put buckets on the courts for *do-over* IOUs," said Sue Kienitz. She is counting on the heat of competition to generate additional donations for a good cause. ■



## HIT FOR THE CURE OPENING CEREMONIES

The 10th annual Hit for the Cure opening ceremony is scheduled for Saturday, Oct. 16, at 8 a.m. at the Red Mountain Ranch Country Club tennis courts, with former tennis pro Tom Davis serving as opening speaker.

Sheridan Skarda will be performing the songs *Still Standing* and *Fight Like a Girl* in honor of her mother, Wendy Skarda, a breast cancer survivor. Then, it will be time to hit some balls, and spend the day catching up with friendships.

The Hit for the Cure will culminate with the silent auction at 7 p.m. Players, friends and supporters are welcome to stay around for the party. Everyone associated

with the Hit for the Cure Organizing Committee is looking forward to your attendance.

### Men's, Women's and Mixed Doubles

Enter as a team (levels ≤6 through 10) for the Hit for the Cure. Matches start on Saturday, Oct. 16, at 8 a.m. for women's doubles, 1 p.m. for men's doubles and 5 p.m. for mixed doubles. All matches will be completed by 6 p.m. If the entry base is very large, matches might start on Friday night. ■

To register for the Hit for the Cure benefit, or for more information about the tournament, contact Ray Ksheshvadjian at rayk@rmrc.com, or call him at (480) 981-8172.

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Paul Alexander Budnick, M.D.

HEALTH

## RED MOUNTAIN FAMILY CHIROPRACTIC OFFERS REIKI CLASS

Submitted by Red Mountain Family Chiropractic

Red Mountain Family Chiropractic is offering a class in Reiki on Saturday, Nov. 6, from 9 a.m. to 4 p.m.

Reiki Master Teacher Susan Little will teach this Reiki class. She will teach exactly what Reiki is and how it reduces stress and strengthens resistance to illness. Susan also will explain the natural and simple way Reiki achieves healing at all levels—physical, mental, emotional and spiritual.



The preregistration fee for the class is \$125. At the door, the fee is \$135. The fee includes a book and a certificate of completion.

Space is limited. So, register today at Red Mountain Family Chiropractic, 2849 N. Power Road, Suite 103.

Come join us, and discover the healer within! ■  
For more information, call (480) 924-7632.

HEALTH

## DENTAL OFFICE APPRECIATES CONTINUED SUPPORT OF PATIENTS, COMMUNITY

Submitted by Las Sendas Dental Health

What makes a good dentist? What causes patients to see a particular dentist for multiple years? Is it because the dentist has a great sense of humor, or because his chairside manner is ideal? Is it due to the number of continuing education courses he has taken or the clinical expertise exhibited when doing a filling or a crown?

We have often asked ourselves these very same questions. In a pursuit to build a practice focused on truly serving the Las Sendas community, we at Las Sendas Dental Health strive to cultivate a relationship with each and every patient. The patient/office relationship will be mutually beneficial if it is built on a solid foundation of trust.

Every relationship we develop becomes truly enhanced when both parties trust each other. A true friend is one who can be counted on to keep his word and deliver in times of need. A trusted spouse is one who you know will be there in the good times and the bad. There is no reason why we shouldn't expect the same from our dental office.

At Las Sendas Dental Health, we pride ourselves on being honest with every patient we see. Our commitment to our patients is to give them the quality of care they deserve and to do so because we care about them and their well-being. Unfortunately, the society in which we live

today has discounted trust, and trust can be hard to find. It is our mission to instill trust in each patient who chooses us for dental needs.

We offer a wide variety of services to meet the needs of everyone in our community, and we also are very happy to announce we are starting to expand our hours into the evening to accommodate those who are working. We know times are tough for some, and we want to be sensitive to those needs. By staying open into the evening, our patients will not only get the treatment they need, but they will not have to miss work to do so.

In addition to expanding hours into the evening to better serve our patients and the community, we are including additional insurance for those patients whose employers have changed but who wish to stay with Las Sendas Dental Health.

At Las Sendas Dental Health, we also continue to grow, adding a new dentist to our practice. This addition helps us better meet the needs of our patients.

We hope by gaining the trust of the patients we have and by serving the community around us, we will be an office to which people will want to refer their friends and family. We thank you for putting your trust in Las Sendas Dental Health, and we look forward to seeing you in the future. ■



Dr. Martin Farnsworth (right), with his mother Barbara



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REAL ESTATE

# PROTECT YOUR PRIVACY WHILE YOUR HOME IS ON THE MARKET

By John Karadsheb

If your home is on the market, you probably have already taken great care in cleaning the interior and making necessary renovations, which could help attract prospective buyers, but before your home is shown to any buyers or agents, you should consider performing a few tasks to help protect your privacy.



### 3. CLEAN THE CLOSETS AND DRAWERS

If you have ever been to an open house or toured a home for sale, you can probably understand the desire to dig around. In most cases, prospective homebuyers simply open closets and cabinets to inspect the space or make judgments about the construction of the home. While most people who view your home will not try to snoop in your personal belongings, try to pack away anything that could tell an unwanted story about your life.

### 4. TURN DOWN THE ANSWERING MACHINE

This final step is probably the most overlooked by home sellers. Just as you cannot anticipate what arrives in the mail each day, you cannot predict when you might receive an unwanted phone call. If you are engaged in an open house or private viewing, you certainly don't want a prospective buyer to overhear a message from a collection agency or credit card company. Furthermore, as you are in the process of selling a home (and possibly buying another), you don't want buyers to know anything about your personal business. Hence, before any prospective buyers enter your home, you may want to mute your answering machine to prevent any uncomfortable exchanges.

In conclusion, when you are ready to show your home to prospective buyers, try to remove anything that might drive a buyer away or create an unwanted bias. Whether it's as simple as removing your personal mail or staging the closets of your home's bedrooms, a bit of work can not only protect your privacy but also can potentially help sell your home. ■

*John Karadsheb is a licensed REALTOR® with Coldwell Banker Trails And Paths Premier Properties. He also is 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](http://www.BuyAndSellAZ.com).*

Not only should you try to remove personal items from tabletops or counters, but it also is wise to remember the fact potential buyers will open closets, cabinets and built-in drawers as they assess the property. To protect your privacy and prevent prospective buyers from forming any biases against you, it may be prudent to follow these four simple steps before showing your home.

### 1. HIDE YOUR MAIL

When dealing with your mail, you should either remove it from your home or place it where it cannot be found. If prospective homebuyers spot collection notices or excessive credit card bills in plain sight, they might immediately assume you are in debt and need to sell your home quickly. Furthermore, as no one wants strangers to read any of their personal materials, you should try to conceal all of your mail—down to the last furniture catalog.

### 2. TAKE DOWN PHOTOS AND DIPLOMAS

While some home sellers feel such personal documents could add an atmosphere of coziness to their property, you may want to consider clearing the walls. Following this simple step could help prevent any type of bias from prospective homebuyers. For instance, home sellers with recent diplomas might be perceived as deep in debt and willing to sell at any price. On the other hand, a diploma from an elite university could show how successful you are and further demonstrate you can afford to sell your home for less than asking price.

EVENT

# TASTE OF SANTAN

## BENEFITS SAVE THE FAMILY

For the third year, Save the Family Foundation of Arizona, an East Valley nonprofit, will host the Taste of SanTan at SanTan Village in Gilbert on Friday, Oct. 8, from 6 to 9 p.m.

The \$40 entry fee includes food tastings from SanTan Village and Gilbert area restaurants, alcoholic and non-alcoholic beverages, live entertainment, fashion displays and raffles. All proceeds will go directly to Save the Family.

All attendees must be 21 years of age or older to participate. Reservations are required. To make a reservation, or to learn more about Save the Family, visit the Web site at [www.savethefamily.org](http://www.savethefamily.org).

Save the Family empowers families to conquer homelessness and achieve lifelong independence. ■



## Real Estate in Red Mountain Ranch

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### Red Mountain Ranch Area Market Report

Sales for the Month of August 2010

Address	Square Feet	Sold Price	Short Sale Or REO
4032 North Olympic Circle	1,521	\$179,500	X
5935 East Vermillion Street	2,314	\$225,000	
6051 East Sierra Blanca Street	2,948	\$225,000	X
6663 East Saddleback Street	2,047	\$233,500	
4055 North Recker Road #12	3,509	\$425,000	
6446 East Trailridge Circle #98	6,544	\$605,000	X

Information gathered from the Arizona Regional Multiple Listing Service is deemed reliable, but not guaranteed. Sales Information provided By John Karadsheb, ABR, CRS of Coldwell Banker Trails & Paths Premier Properties. [www.BuyAndSellAZ.com](http://www.BuyAndSellAZ.com)



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10454 East Butte	3 / 2.5 / 2,042	\$151,500
1063 East Halifax	3 / 2 / 1,739	\$182,000
10611 East Portobello	3 / 2.5 / 1,880	\$185,000
10654 East Ananea	UNDER CONTRACT	\$187,000
2209 East Fairfield	4 / 2.5 / 2,246	\$188,000
2160 East El Moro	3 / 2 / 1,852	\$192,000
3034 East Hampton	4 / 2.5 / 1,975	\$202,000
3418 South Oak	5 / 3.5 / 2,440	\$235,000

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COMMUNITY

# RED MOUNTAIN COMMUNITY COLLEGE PROVOST SPEAKS AT SOCIAL CLUB MEETING

Submitted by Jay Williamson, Red Mountain Ranch Social Club Publicity Chairman and Kay Campbell, Acting Red Mountain Ranch Social Club Secretary

Ewin Trapp, our vice president, called the Sept. 9 meeting of the Red Mountain Ranch Social Club to order at 9:30 a.m. Ewin conducted this meeting in the absence of our president, Dave Bender, who is on vacation.



Ewin asked Jay Williamson to give the Treasurer's Report for August. Jay asked, "Did you see the *Republic* newspaper this morning? McDonald's had a hiring day for 800 jobs, and 15,000 people showed up." He was glad our treasury was in better shape than the Arizona economy.

Other reports included a public service announcement concerning the proposed Cubs complex next to Red Mountain Ranch. Chairmen of the Social and Program committees reported about upcoming club events and meetings.

Program Chairman Marilyn Husted introduced speaker Jo Wilson, provost at Mesa Community College (MCC) at Red Mountain, and department chair of the Home Economics Department.

During Jo's presentation, an audience member asked, "Why should I send my children or grandchildren to Red Mountain Community College?" Her answers and informative handouts were very interesting.

1. Your children or grandchildren need further academic or trade education after high school graduation to secure good jobs. Studies show people with degrees earn substantially more money and have more job security than high school graduates.

2. By attending Red Mountain Community College

for the first two years, students experience smaller classes with a much lower student to teacher ratio than at a four-year college, such as Arizona State University (ASU). The Red Mountain Campus has only 4,000 students. Instructors have more time to commit to each student's learning experience. Students praise the individualized attention they receive, the opportunity to engage in undergraduate research projects, as well as the ease of meeting and making new friends and participating in student activities.

Studies show students transferring from MCC to a university do so at a sophomore level or higher and earn in the neighborhood of a 3.09 grade point average during their junior year. This is higher than juniors attending the university their first two years.

3. The cost of education for the first two years is lower at MCC than at ASU. The annual tuition for a two-year, full-time student at MCC is \$2,130, compared to \$5,998 at ASU. Therefore, the cost at MCC is 64 percent lower than at ASU. If a student attends MCC for the first two years and attends ASU for the last two years, earning a degree from ASU, the total cost of a four-year education is reduced from \$23,992 to \$16,256. This reflects a cost reduction of 32 percent.

The Red Mountain MCC campus opened in 2001 and expanded in 2005. In 2009, the Saguaro Building opened. It houses a courtyard cienega, three terrariums and Mexican free-tailed bat roosts, with viewing windows to study nesting, migration and socialization. Thus far, no bats have roosted in the windows, but there is still hope to see the critters.

MCC at Red Mountain had a dream to bring the outside desert into the L-shaped terrarium. All native to the Sonoran Desert, the infrastructure rocks keep company with Arizona snakes and lizards in the large terrarium. As many as five of the nine rattlesnakes are non-venomous.

The objective of Herpetologist Dr. Andrew T. Holycross was to develop a community appreciation for our wildlife. He and Dr. Thomas C. Brennan have written the only field guide about reptiles in Arizona. The book, entitled *A Field Guide to Amphibians and Reptiles in Arizona*, is available at bookstores and at Amazon.com.

The resident Gila monster of the terrarium only comes out to be fed. The best time to see the desert wildlife is at dusk, from 5 to 7 p.m. The temperature controlled, simulated desert environment in the terrarium replicates the Sonoran Desert. A pair of additional terrariums is being built. Frogs will fill one, and Northern Arizona snakes will occupy the other. Jo noted MCC must obtain permits from the Arizona Game and Fish Department to keep wild animals in captivity.

The audience joined Ewin Trapp in thanking Jo for her informative presentation.

The next speaker, Paul Maryniak, East Valley editor of the *Arizona Republic* newspaper, is scheduled to present *Will Newspapers Go The Way Of The Dinosaurs?*

Our social club meets the second Thursday of the month at 9:30 a.m. at the Red Mountain Ranch Country Club. Our next meeting will be on Oct. 14. You need not be a member to attend. ■

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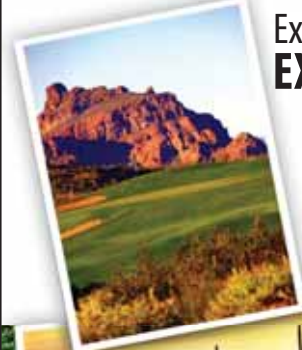
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