



CENTRL Connections

Since 1991 Alumni Newsletter

Spring 07

Upcoming Events.....

CENTRL Regional Connections

May 18, 2007
Prescott

August 17, 2007
Springerville

November 2, 2007
Sonoita

Project CENTRL Class XVIII

National Seminar
Washington DC
April 28 - May 3, 2007

Graduation
October 19, 2007
Grace Inn
Awhatukee

Project CENTRL Class XIX

Applications
for Class XIX
due June 1, 2007

Seminar 1
Intro to CENTRL
October 18 - 20, 2007

Seminar 2
Fundamentals of Leadership
November 17 - 19, 2007

Seminar 3
Effective Communications
December 8 - 10, 2007

Attendees Enjoy Rural Activism Conference

by Paul Brierley (XVI) and Julie Murphree (VII)



Project CENTRL, in conjunction with Arizona Farm Bureau's Young Farmers & Ranchers and United Dairymen of Arizona's Young Cooperators, recently hosted a one-day educational/motivational conference in Casa Grande. The conference theme, *Activism in Arizona*, focused on proactive strategies to advance and

protect the economic benefits of rural agriculture and natural resource industries in Arizona.

The biennial "Joint Conference" by the three groups is offered to extend the learning opportunities for CENTRL alumni and other rural leaders. "This conference was a great success in that it brought rural leaders from throughout the state



together to expand their knowledge and motivate them to take action in support of rural Arizona," said Joe King, chair of the conference committee.



(continued on page 6)



By Ben Cloud, President
CENTRL Alumni Council

PRESIDENT'S REMARKS



Graduation

I am especially looking forward to the Project CENTRL Class XVIII Graduation and Alumni Awards Banquet on October 19, 2007 at the Grace Inn in Ahwatukee. This affair will focus on the graduating class, new class introductions, outstanding alumni awards, and Project CENTRL. You can expect an excellent dinner, program and a chance to network with old friends. We know Alumni will want to demonstrate their support for Project CENTRL by attending and participating in the event. Mark your calendars and plan to attend with as many friends and family members as you wish. This is certainly an opportunity for prospective applicants to attend and learn more about Project CENTRL.

In attending several of these graduation dinners in the past, I have found them to be exciting and filled with laughter while at the same time providing evidence of the noble purpose and benefits of our leadership program. It is always good to see friends and enjoy a pleasant evening together. More importantly, to see the continued progress of Project CENTRL administered by an outstanding Staff and Board of Directors with the support of over 450 Alumni

Outstanding Alumni Awards

The Outstanding Alumni Awards provide an opportunity to recognize those individuals who are doing significant work in their community, organization or state. We will notify the winners of the Outstanding Alumni Award's **prior to** the October graduation event so friends, family and classmates can participate.

This is your opportunity to nominate fellow Alumni who you feel deserves recognition. The award categories are in the areas of Agriculture, Community Service, Public Policy, and Natural Resources.

Recruitment

Now is the time for preparing and delivering applications for Class XIX. The deadline for applications is June 1, 2007. Please encourage individuals to apply for Project CENTRL now.

CENTRL Regional Connections

This is an invitation for you to attend our next regional connection, a networking luncheon hosted by the Alumni Association at no charge to you. This opportunity is provided so that you can learn about current CENTRL activities, ask questions and make suggestions. The next CENTRL Regional Connection will be May 18, 2007 at Yavapai Downs, 10401 Highway 89A, Prescott Valley, AZ 86314. Please call the CENTRL Office to reserve your spot for lunch. (520) 316-0909. We look forward to seeing you there.

Thank you for your continued support of Project CENTRL.

We need your help! There are about 125 Alumni with no email listed in the Project Centrl Directory and a number of emails that are incorrect. Please contact pennee@cox.net with a current email address or mail this form completed to the CENTRL office. The Alumni Council is attempting to create an email list in order to email the newsletter to alumni that wish to receive it that way. We realize that many will still need to receive a hard copy and we will continue to print newsletters for those who prefer it. Thank you to all of you who have so graciously responded to our requests by email.

Name _____

Address _____

Email _____

Check one:

Send the newsletter by email _____

Send the newsletter by Paper Copy _____

CRC ALUMNI GATHER IN LAKE HAVASU



The latest CRC was held January 26th in Lake Havasu City home to the world-famous London Bridge and some of the most spectacular scenery in the southwest. Lake Havasu is both a water lover's paradise and a desert lover's dream. Visitors enjoy the top-rated RV resorts and condominiums with spectacular views and convenient locations. Jarrod Lyman, Vice President of the Lake Havasu City Convention and Visitors Bureau spoke to us and he shares his comments in an article for us.

I recently had the pleasure of speaking to Project Centrl Alumni about the importance of tourism in our state's economy. I was lucky to have such a receptive audience of people with intimate knowledge of how our economy works. They know how one sector thriving breeds success with other sectors of the economy. That is why tourism is so vital. The number one industry throughout the entire world is tourism. The United States depends heavily on tourism. In 2005, the US took in \$654 billion in tourism dollars. That money paid 7.5 million people \$171 billion. And of course, the various governments got their share of the money, as \$105 billion went to Federal,

State, County and local governments.

Tourism is Arizona's top performing industry as well. In 2005, our great state hosted 31 million domestic and international visitors. That translated to \$17.5 billion to our state economy.

While Maricopa County gets a lot of that money, the rural portions of Arizona see a lot from tourism. Many visitors coming to Arizona are looking for the "Arizona experience" that only the rural areas can provide, and that is reflected in the amount of money that comes into the counties through tourism.

Mohave County took in a healthy \$434 million from tourism in 2005. While that may not sound like a lot, especially when compared to some of the national numbers, keep in mind that Mohave County has less than 200,000 residents. La Paz County saw a lot of money from tourism as well. \$205 million went into the coffers in that county. Yuma County saw \$566 million as a result of the travel industry.

Needless to say, tourism plays a vital role in the economy of our state, our counties and our cities. And while we've all heard people gripe about tourist season, or even perhaps thought that tourism didn't benefit them, we all need to remember how our economy works. If one cog in the machine malfunctions, that will affect the next gear and so forth, until our entire economic engine suffers. We saw it here in Lake Havasu City in the mid nineties. Due to erroneous media reports that the lake was closed and tourism took a drastic hit. So did everything else. No one was buying cars or building homes. A of people lost their jobs, and it took four to eight years, depending on where you look to and to whom you talk, for the economy to recover to the levels it was at before, all because tourism faltered.

Just because you may not see a dollar from tourism, doesn't mean it doesn't affect you. When they lose out on that dollar, so do you. And so does someone you patronize. Tourism is a vital part of our economy, especially in the rural counties of Arizona. Just look around at the beautiful scenery we enjoy on a daily basis, and you will see why so many other people want to be here, if only to visit. That's a good thing.

UPCOMING CRC IN PRESCOTT

May 18, 2007
Yavapai Downs
10401 Highway 89A, Prescott Valley, AZ 86314 (3rd Floor)
Prescott Valley (928) 775-8000

Speaker: Roger Vanderpool, Director, Arizona Department of Public Safety

Please call the CENTRL Office to reserve your spot for lunch
(520) 316-0909



CENTRL Regional Connection in Prescott

A regional connection is a networking luncheon hosted by the Alumni Association at no charge to you. This opportunity is provided so that you can hear about current CENTRL activities.



May 18, 2007

Yavapai Downs

10401 Highway 89A, Prescott Valley, AZ 86314

Prescott Valley (928) 775-8000

Please call the CENTRL Office to reserve your spot for lunch

(520) 316-0909

more info on previous page

Starting with this newsletter, we are featuring members of the Alumni Council so that you can get to know the individuals that are giving their time for the benefit of Project CENTRL Alumni.



Brett Cameron

I am a graduate of Class XVI and have been a member of the agricultural community most of my life. I began my career with the Arizona Commission of Agriculture and Horticulture, a predecessor of the Department of Agriculture, in July 1977, as an apiary inspector. Later as an agricultural inspector, I enjoyed working with nurseries from one end of the Valley to the other. In 1993, I accepted a position to manage the Department's National Market Development Program, otherwise known as the Arizona Grown Program and in 1995, I was appointed to the position of assistant director for the Agricultural Consultation and Training Program (ACT). I currently serve as a board member of Project CENTRL, treasurer of the CENTRL Alumni Council, a board member of the Arizona Nursery Association and I am married to Kathy, have three children (two living) and I enjoy hunting and fishing and I manage bees as a sideline business.

Brian Lang

Brian Lang is a member of Class XV and has worked for the Arizona Office of Tourism (AOT) since November 1990. He started out with AOT, in 1988 as a volunteer, two years later he joined the staff full time. Brian's first paid job with AOT was answering phone inquiries and mailing requests. In 1993, he began overseeing the state's first Welcome Center located in Lupton, Arizona.

In his current position as AOT's Visitor Services Manager, Brian is charged with overseeing the office's Welcome Center program and the local visitor information center program, including training and evaluations the local visitor information center personnel.

Brian has served as the National Chairman for the State Travel Information Center Directors Alliance, and currently serves as Chairman of the Motorist Information and Services Association. He is AOT's representative on the State License Plate Commission, Transportation Enhancement Review Committee, and the Parkways, Historic, and Scenic Review Advisory Committee.



John Hetrick

Is a member of Class XVIII, and currently a Senior Water Rights Analyst with the Salt River Project. He lives in Phoenix, Arizona and has been an Arizona resident since 1990. John has a M.A. from Arizona State University and a B.A. from the University of Maryland Baltimore County campus. He is currently participating in the 18th class of Project CENTRL (Center for Rural Leadership).

Alumni in Action

by Pennee Murphree

I attended the **Activism in Arizona, Creating your Vision** Collaborative Conference hosted by Farm Bureau Young Farmers and Ranchers, Project Centrl Alumni, and The United Dairymen of Arizona Young Cooperators on March 9th and I was happy I did. It was well worth the investment and very informative. The guest speaker, Bruce Vincent gave an inspiring and helpful presentation as well as seven **Project Centrl Alumni**. Here was a great example of **Alumni in Action**. Topics such as “Smart Consumerism”, presented by **Eric Swanson**, “Legislative Toolkit”, presented by **Robert Shuler**, “Walking the Web”, presented by **Julie Murphree**, “The Smell of Success by **Casey Stechnij**” and “Did Any Good Come from Hogwash?” presented by **Bas Aja** were eye opening and challenging. **Kelly Anderson** and **Karl Peterson** led an excellent discussion group on “Facing the Challenges of Rapid Growth.”

Just as important were those alumni I saw in attendance giving support to this collaborative effort to inform and give encouragement to those who face many of issues addressed at the conference. It is indeed imperative that we become active in our support of rural Arizona.



Tracy Candelaria (Class XVI)

Tracy Candelaria is a graduate of Project Centrl Class XVI. Tracy was born in Michigan and began residing in Arizona in 1971. An Alhambra High School graduate, she obtained her AA degree from Mohave Community College in Criminal Justice. Tracy has been a police dispatcher for Mohave County Sheriff's office, a Mohave County corrections officer and, following her graduation from Arizona Law Enforcement Training Academy in Tucson, Arizona became a Police officer for the city of Kingman, Arizona.

After she married Criss Candelaria they moved to Concho, Arizona where she became a stay-at-home mom. She became active in the community and has 3 times won election to the Concho School Districts' governing board. She was appointed to the Arizona School Board Association's Legislative Committee by the ASBA President.

She is currently a Concho Valley Lions Club member and serves on the Non Profit Resource Center of Northern Arizona technology board, seeking to bring the latest technology and computer aided training to rural Arizona communities and non-profit organizations. She also is a member of Concho CAN, a non-profit corporation that operates the many functions of the Concho Activity Center.

Presiding Superior Court Judge, Donna Grimsley, has appointed her twice to both the Apache County Foster Care Review Board and the State Foster Care Review Board.

Tracy has been a 4H Horsemanship Leader. She enjoys horseback riding, technology, hiking and attending her children's sporting events. In November of 2006, she was elected as the Constable in St Johns, Arizona

Cheryl Sawyer (Class XIV)

I am a consultant and director with Southern Living at Home where I am able to stay home with my 3 children, Hadley 6, Avery 4, and Lute 8 months while building a team, and selling beautiful home décor items. I have been working the business for almost 4 years won 3 free trips and took the last 8 months off to have my son and finish our new home. That is what is great about this business, I can work as much or as little as I want. Our mission as a company is “ to create a feeling of welcome, comfort, and beauty in homes all across America , while fostering the Spirit of Generosity in the lives of our consultants and their families. Ready to start a new business or update your home, visit my website www.southernlivingathome.com/cherylsawyer.

Mary Kaffer (Class XI)

As to me personally, since my completion of participation in Project CENTRL, I have served on the City of Yuma Planning & Zoning Commission, the U.S. International Boundary and Water Commission Citizens Forum, and last year was appointed to the Governor's Council on Workforce Policy. I hold Project CENTRL totally responsible for my community involvement.

Attendees Enjoy Rural Activism Conference

(Continued from front page)
by Paul Brierley (XVI) and Julie Murphree (VII)



More than 100 attendees from around Arizona gathered to hear Bruce Vincent, a logger from Montana, inspire attendees to get in the game. An advocate of the Wise Use movement, Vincent regularly appears on the McNeil/Lehrer Hour and has been on 60 Minutes. His presentation motivated participants to become proactive on the rural issues most important to them. He spoke on three basic truths: (1) Democracy works, but it's not a spectator sport, (2) When people lead, leaders will follow, and (3) The world is run by those who show up.

Vincent said that our society is ready for "a vision of hope" brought forth by a new "non-shrill" voice. He implored the crowd to paint a picture for the public of the USA 100 years from now with rural industries in it. Otherwise, he warned, we'll be painted out of that future vision by those who don't understand the importance of rural America. He told those in the audience that one hour per week dedicated to rural activism "should be part of your overall business plan."

Besides showing up to key meetings, Vincent talked about regularly writing letters to the editor, especially for your local paper. "No one is going to write them for you," he says, "and so much of what you must do to defend your industry starts by driving the process locally."

Those that attended learned from six "rapid-fire" presentations on tools and success stories, and were able to participate in concurrent breakout sessions covering topics such as "facing Challenges of Rapid Growth," "Working with the Opposition," and "Animal Rights After Prop 204."

The day ended with a social get-together to rekindle old relationships and make new connections. Said one participant, "The pace of the day-long event was perfect and there was so much to learn!"

IT'S TIME TO RECRUIT

Class XIX will begin in October 2007
Deadline for applications is June 1
Please share your personal experience
with someone you feel would benefit
from the CENTRL experience.
Applications are available from the
CENTRL Office - call 520-316-0909
or from the internet at the CENTRL
website at <http://ag.arizona.edu/centrl>

Mark the Date



October 19, 2007

**Class XVIII
Graduation**

**Grace Inn
Ahwatukee**



DIRECTOR'S UPDATE ON CLASS XVIII SEMINAR HIGHLIGHTS

A GROWING LEGACY OF ALUMNI LEADERSHIP by Everett Rhodes



It is most gratifying to have Alumni return to seminars and share their leadership skills with current class members. Their demonstration of outstanding public service bring added value to the experiences gained by others and are yet another example of our growing legacy of leadership. Following are brief highlights of alumni who performed key roles in the success of recent seminars:

A warm welcome to Yuma by County Supervisor, **Russ McCloud (XVI)**, started the Global Dynamics Seminar in Yuma on January 18th. Friday's extensive study tour was guided by **Sonny Rodriquez (XII)**, President of The Grower's Company, **Jose Solorzano (XVI)**, Manager, American Takii, Inc., **Hank Auza (XVII)**, Farmer and Manager at Barkley Company and **Jerry Paulin (XVII)**,

Owner, The Filter Company. This foursome orchestrated an excellent Ag and Border/Immigration study tour followed by a superb Class XVIII/Alumni mixer/dinner at Yuma Crossing State Park along the Colorado River.

We are most fortunate to have the capable leadership and service of Alumni during CENTRL's Arizona Legislative Day on February 22nd. This action-packed day started with an early morning breakfast that featured **Cheryl Goar (IX)**, Executive Director of the Arizona Nursery Association and **Bas Aja (VII)**, lobbyist for the Arizona Cattlemen's Association. Robert Shuler, an alumni from California's Ag leadership program and attorney for Ryley Carlock & Applewhite also contributed to this highly interactive morning work session. CENTRL Board members Cheryl Goar, Bas Aja, and Jim Klinker, Executive Secretary of the Arizona Farm Bureau, all made key contacts and helped guide another productive day at the Capitol.



Many alumni served as hosts, facilitators, moderators, judges, and presenters to help make the "Polishing Leadership Skills" seminar in Prescott a huge success! **Jim Grundy (XV)**, Yavapai County Fair Manager, gave a warm welcome and hosted an elegant dinner and class/alumni mixer in Prescott Valley. CENTRL Board Member and President of HWC Consulting, **Heather Walker (II)**, facilitated a series of three rewarding sessions on reflecting, reporting, and evaluating the legacy of the CENTRL experience. Before coordinating two rounds of a highly interactive discussion meet, **Paul Brierley (XVI)**, Director of Organization at the Arizona Farm Bureau, also conducted an informative session on running for public office. Paul's message was given added meaning by the Chairman of the Yavapai County Board of Supervisors, **Chip Davis (XIII)**. Moderators for the discussion meet were **Marnie Uhl (XVII)**, **Walter**



Burcham (XVI), **Tom Haley (III)**, and **Marcos Moore (XVII)** and judges for this special event were **James Perey (XVII)**, **Diane Joens (XVI)**, **Jimmy Wojcik (XV)**, and **Mike Olsen (I)**. It was the combined efforts of many CENTRL Alumni that gave an extra luster of polish to the leadership skills gained by the current class.

As always, the true values of Project CENTRL are found among its graduates and the enduring rewards they give to rural Arizona. Clearly, the legacy of rural leadership in Arizona is on the grow!

CAA Council Members

President

Ben Cloud (VI)
602-917-7660
broadacre1@aol.com

Vice-President

Erik Swanson (XVI)
480-706-0373
erikswanson@haguecreek.com

Secretary

Paul Brierley (XVI)
480-323-6832
paulbrierley@azfb.org

Treasurer

Brett Cameron (XVI)
602-542-0984
brett.cameron@agric.state.az.us

Past President

Diann Prechel-Shearer (XIV)
520-251-0088
cottonchick@cybertrails.com

Class Representatives

John Hetrick (Class XVIII)
602-236-5649
jshetric@srpnet.com

Rusty Mitchell (Class XVIII)
623-225-6977
rusty.mitchell@luke.af.mil

Council Members

Mark Clark (XIII)
480-585-0302
mark2golf@juno.com

Dennis Corderman (XVII)
602-708-8863
dennisc@stellarcorp.net

Larry Killman (XII)
928-580-6072
lkillman@tierra-ec.com

Brian Lang (XV)
928-688-2448
blang@azot.com

Pennee Murphree (V)
480-895-7513
pennee@cox.net

Jana Ponce-Wolfe (XV)
928-916-3065
jponce@parker.lib.az.us

Newsletter Articles

Keep sending your articles, pictures, interesting facts, and stories impacting alumni to Pennee Murphree, Newsletter Reporter
pennee@cox.net



ILAC

(International Leadership Alumni Conference)

AUSTRALIA 2008

Estimated Cost: \$2,750 per person
Plan NOW to attend
Bring Friends and Family
Registration begins in Summer 2007

*"Only those who dare to fail greatly can ever achieve greatly."
--Robert Francis Kennedy*



Project CENTRL
820 E. Cottonwood Lane Building C
Casa Grande, AZ 85222

**Join us for lunch
in Prescott
on May 18th
(see details inside)**