

Town of Wickenburg

2024-2025 Bed Tax Submittal

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

DESERT CABALLEROS
WESTERN MUSEUM

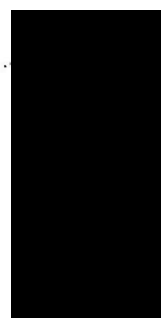
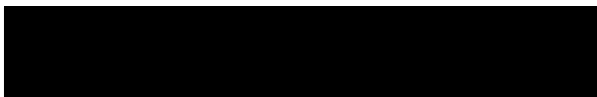
21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

Arizona Drive Guide, *Cowgirl Up!* Full Page Ad, Winter Dec-Feb. 2024-2025
Payment



Transaction Details

DESERT CABALLEROS WESTERN MUSEUM 21 N. Frontier St. Wickenburg, AZ 85390-3431 928-684-2272		NATIONAL BANK OF ARIZONA 1-800-497-8168 www.nbarizona.com 91-532/1221 91-532/1221	10942
		12/11/2024	
PAY TO THE ORDER OF <u>Arizona Drive Guide</u>		\$**1,300.00	
<u>One Thousand Three Hundred and 00/100*****</u>			DOLLARS
Arizona Drive Guide 10890 E. Poinsettia Scottsdale, AZ 85259		Two Signatures for over \$5,000	
MEMO	 AUTHORIZED SIGNATURE		
			



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WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

Arizona Drive Guide, *Cowgirl Up!* Full Page Ad, Winter Dec-Feb. 2024-2025
See next page for Publication Date.

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Continued on page 36

CENTRAL

20th Annual
COWGIRL UP!
Art from the
Other Half of the West™
Invitational
Exhibition & Sale

20

Save the dates!
Opening weekend March 28, 29 & 30
visit westernmuseum.org

DESERT CABALLEROS
WESTERN MUSEUM
WICKENBURG, ARIZONA

Special thanks to

ARIZONA
COMMISSION
ON THE ARTS

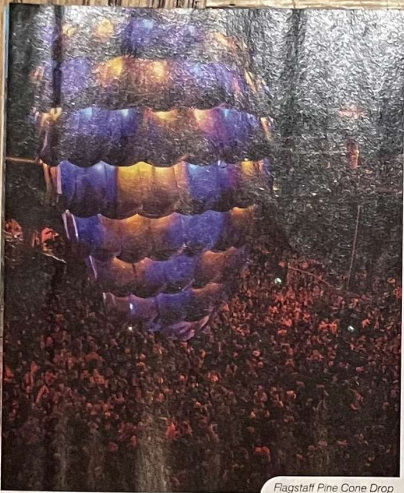
NATIONAL
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ARTS

Town of Wickenburg

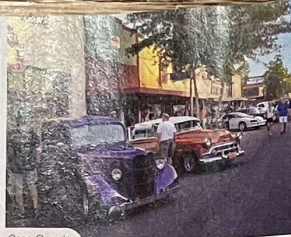
Boot illustration © Tim Zellmer/t2art.com

Arizona Drive Guide, *Cowgirl Up!* Full Page Ad, Winter Dec-Feb. 2024-2025

Below: Previous Spread for Publication Date



Flagstaff Pine Cone Drop



Casa Grande



Cottonwood

with local vendors, festive light parade, visitwillcox.az.gov.

14-03/02/25 WICKENBURG
Painting the Western Light: The Art of Tim Cox - Western paintings, limited edition prints, westernmuseum.org.

15 LITCHFIELD PARK
Arts in the Park Concert - Wigwam Resort, grab your blankets and chairs, sing along to holiday tunes, litchfieldpark.gov.

15 ORO VALLEY
Oh, Wondrous Night Holiday Concert - St. Mark Catholic Church, featuring beloved carols and choral holiday favorites, exploreorovalley.com.

16 CASA GRANDE
Deck the House Light Tour - Residential houses for people to view and vote on their favorite displays, casagrandeaz.gov.

19 SCOTTSDALE
Sunsets & Sips - Taliesin West, views of the city, linger and mingle, enjoy the serene outdoor pathways, franklloydwright.org.

20 FLORENCE
3rd Friday: Food Truck Friday Event Series - Padilla Park, entertainment, food trucks, activities, explore.pinal.gov.

31 CLARKDALE
Family New Year's Eve Celebration - A daytime adventure along a historic route with tracks linking us through the generations, verdecayonrr.com.

31 FLAGSTAFF
The Great Pinecone Drop - Weatherford Hotel, marvel at the excitement the town, it's the place to be this holiday season, flagstaffarizona.org.

31 SIERRA VISTA
New Year's Eve Party in the Park - Veterans Memorial Park, party favors, games, ice skating, watch the ball drop, sierravistaaz.gov.

31 TUCSON
Happy Noon Year! - Children's Museum Tucson, arts & crafts, and juice to cheer for the New Year, childrensmuseumtucson.org.

JANUARY

1-02/02/25 SCOTTSDALE
Scottsdale Western Week - Western Spirit: Scottsdale's Museum of the West, restocking the embers of our rich heritage, westernspirit.org.

11 ORO VALLEY
Second Saturday Market - Steam

Pump Ranch, activities, shopping, food, and vendors, exploreorovalley.com.

11-12 LITCHFIELD PARK
Art Gathering - Litchfield park, over 100 Native American artists, jewelry, carvings, paintings, pottery, live music, hoop dancing and artist demonstrations, litchfieldpark.gov.

16 SCOTTSDALE
Sunsets & Sips - Taliesin West, city views, linger and mingle, enjoy the serene outdoor pathways, franklloydwright.org.

16-19 WILLCOX
32nd Annual Wings Over Willcox Festival - Community Center, adventure, entertainment, a weekend of birding pleasure, visitwillcox.az.gov.

17 FLORENCE
3rd Friday: Food Truck Friday Event Series - Padilla Park, entertainment, kid-friendly activities, explore.pinal.gov.

17-19 CAREFREE
32nd Annual Winter Carefree Fine Art & Wine Festival - Easy Street, more than 155 juried fine artisans display paintings, sculptures, metal, wood, bronze, jewelry, thunderbirdartists.com.

18 TUCSON
Zoom...Zoom! - Children's Museum Tucson, celebrates the many modes of transportation, hot rods, dumps trucks, and more, childrensmuseumtucson.org.

18 WICKENBURG
Wickenburg Fly-in & Classic Car Show - Wickenburg Airport, fun family day, dozens of aircrafts, classic cars, outwickenburgway.com.

18-19 APACHE JUNCTION
Native American Arts Festival - Superstition Mountain Museum, awe-inspiring dance, storytellers, musicians, superstitionmountainlostdutchmanmuseum.org.

18-19 CASA GRANDE
Casa Grande Downtown Street Fair - Downtown, 250 vehicles, live

Continued on page 36



DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

Arizona Drive Guide, Full Page General Ad, Fall Sept-Nov. 2024,
Invoice

Arizona Drive Guide

10890 East Poinsettia Drive
Scottsdale, Arizona 85259
602-463-6884

Invoice

Date	Invoice #
9/10/2024	3-3-5759

Bill To

Desert Caballeros Western Museum
Caesar Chaves
21 N. Frontier
Wickenburg, Arizona 85390

Due Date

10/8/2024

Description	Rate	Amount
September - November 2024 Issue	1,300.00	1,300.00T
Full Page Advertisement		
Sales Tax	0.00%	0.00
		
Thank you for your support in Arizona Drive Guide. Have a great day!		
Subtotal		\$1,300.00
Total		\$1,300.00
Balance Due		\$1,300.00

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Payment



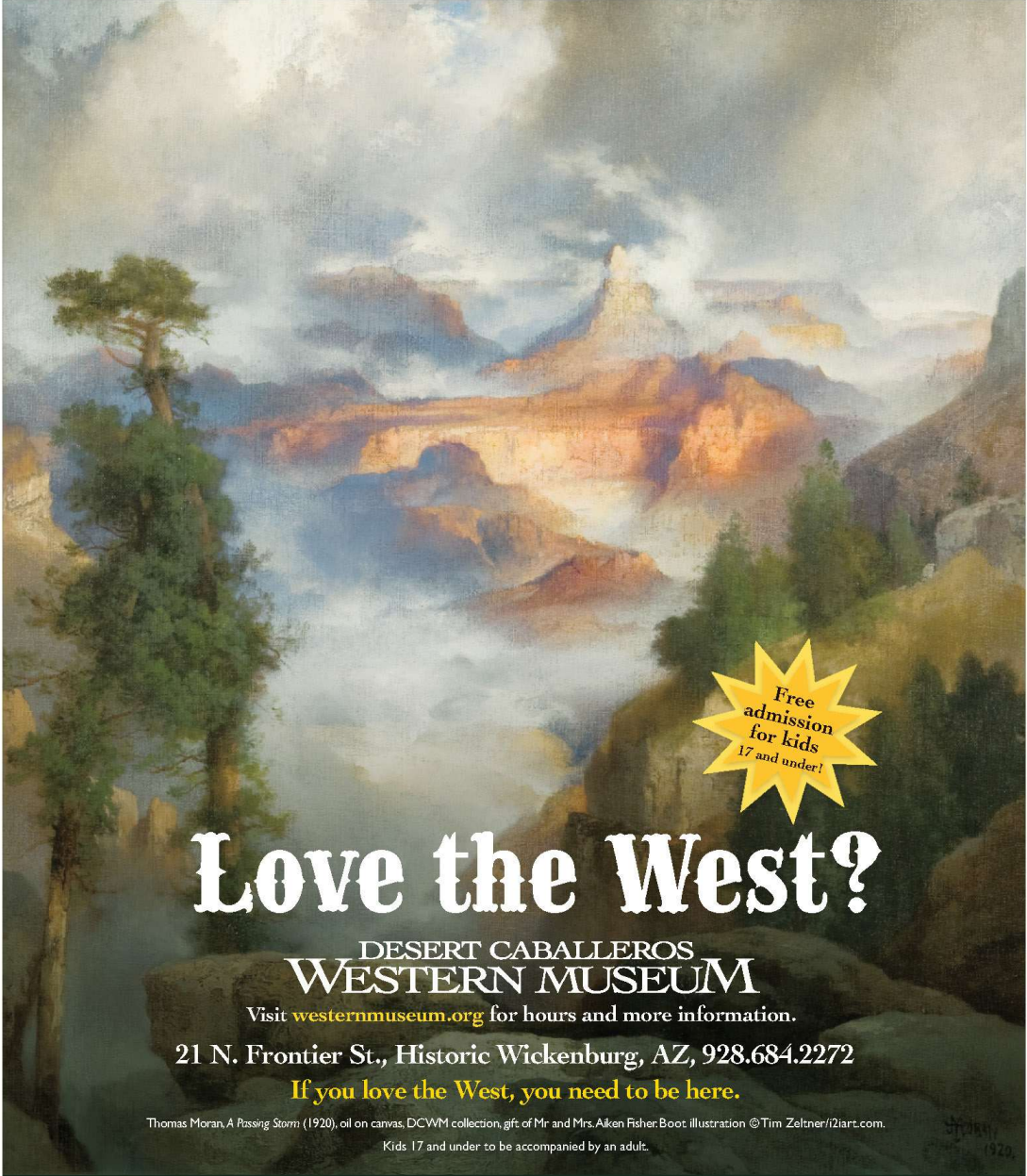
Transaction Details

DESERT CABALLEROS WESTERN MUSEUM 21 N. Frontier St. Wickenburg, AZ 85390-3431 928-684-2272		NATIONAL BANK OF ARIZONA 1-800-497-8168 www.nbarizona.com 91-532/1221 91-532/1221	10769
		9/18/2024	
PAY TO THE ORDER OF	Arizona Drive Guide	\$ **1,300.00	
One Thousand Three Hundred and 00/100*****			DOLLARS
Arizona Drive Guide 10890 E. Poinsettia Scottsdale, AZ 85259		Two Signatures for over \$5,000	
MEMO	Sept-Nov 2024 Full Page Ad	 AUTHORIZED SIGNATURE	

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WESTERN MUSEUM

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Arizona Drive Guide Fall Sept-Nov. 2024, Full Page General Ad



Free admission for kids 17 and under!

Love the West?

DESERT CABALLEROS
WESTERN MUSEUM

Visit westernmuseum.org for hours and more information.

21 N. Frontier St., Historic Wickenburg, AZ, 928.684.2272

If you love the West, you need to be here.

Thomas Moran, A Passing Storm (1920), oil on canvas, DCWM collection, gift of Mr and Mrs. Aiken Fisher. Boot illustration ©Tim Zeltner/f2iart.com.
Kids 17 and under to be accompanied by an adult.

Home of the
Cowgirl Up!
exhibit
March 2025





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Advertising support by



Town of Wickenburg



#1 Best Overall
Tourist Attraction

DESERT CABALLEROS
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21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

Arizona Drive Guide *Cowgirl Up!* Third Page Ad, Spring March-May, 2025
Invoice

Arizona Drive Guide

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Invoice

Date	Invoice #
3/12/2025	3-3-5875

Bill To
Desert Caballeros Western Museum Caesar Chaves 21 N. Frontier Wickenburg, Arizona 85390

Due Date
4/9/2025

Description	Rate	Amount
March - May 2025 Issue	500.00	500.00T
Third Page Ad		
Sales Tax	0.00%	0.00
<i>Cowgirl Up!</i> <i>CH</i>		
Thank you for your support in Arizona Drive Guide. Have a great day!		
Subtotal		\$500.00
Total		\$500.00
Balance Due		\$500.00

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Arizona Drive Guide, *Cowgirl Up!* Third Page Ad, Spring March–May. 2025
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Arizona Drive Guide, *Cowgirl Up!* Third Page Ad. Spring March-May. 2025
See next page for Publication Date.

from all over journey here to explore Biosphere 2 with the exciting new App tour which includes never seen before videos, photos, and interesting history. Highlights of the under the glass tour and immersive experience include the Human Habitat, multi-media exhibits and amazing experiments! Biosphere 2 is the size of 3 football fields and has a \$200 million dollar glass enclosed mini-world. Beneath 6,500 panes of glass lives a rainforest, coastal fog desert, marsh, savannah, million-gallon ocean and much more! Located just 30 minutes North of Tucson at a scenic and cool elevation of almost 4,000 feet at the base of the Tucson Catalina Mountains. See the future of the world and this remarkable facility for a generational experience! Call 520-621-4800 or visit biosphere2.org.

Children's Museum Tucson

Experience a museum like no other in Southern Arizona when you visit the Children's Museum Tucson! The mission of Children's Museum Tucson is to provide fun, play-based, interactive, hands-on learning experiences for children and their families. Explore indoor galleries filled with exhibits that encourage discovery, imagination, and learning. Wander through the courtyard and learn about native plants and pollinators, try your hand at some poetry or blow giant bubbles in the Bubble Garden. Learning through play is at the core of everything the Museum offers. Don't miss Discovery Nights every Thursday (with pay-what-you-wish admission from 5-7 pm!). Children's Museum Tucson is a can't-miss destination for any family visiting Tucson with kids in tow - sorry, adults will have a blast, but they must be with a child along to get in. Our satellite location, Children's Museum Oro Valley at Tohono Chul is a great place to combine hands-on learning with the joy of nature. Children's Museum Tucson is at 200 S. 6th Avenue in Downtown Tucson. CMOV is inside Tohono Chul, 7366 N Paseo Del Norte. Call 520-792-9985 or visit childrensmuseumtucson.org for more information.

20th Annual
COWGIRL UP!
Art from the
Other Half of the West
Invitational
Exhibition & Sale

Celebrating 20 years!
On view from
March 28 - May 25.
Go to westernmuseum.org
to buy art online or to
plan your visit.

DESERT CABALLEROS
WESTERN MUSEUM
21 N Frontier St. Wickenburg, Arizona

2025 Best Western
Museum Reader's
Choice Award

Exhibitions sponsored in part by

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COMMISSION
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ARTS

Town of Wickenburg

IMMERSE YOURSELF
IN AN
AMAZING
FANTASY WORLD

Enjoy the spectacular petrified
sand dune masterpiece created
by Mother Nature herself.
Experiencing this world-famous
beauty will leave you breathless.

2023
Travelers'
Choice
TripAdvisor

2022 SEASON - ADVANCE RESERVATIONS ARE REQUIRED - TOURS SELL OUT FAR IN ADVANCE

UPPER ANTELOPE CANYON
SIGHTSEEING TOUR 1.5 HOURS
Guided tour into the canyon with our
Navajo Guides who will show you places to
take memorable photos, tell some history
of the canyon - and local history too.
DEPARTURE TIMES*
7:50a, 9:50a, 12:00p, 2:00p
*Subject to change

VERMILION ADVENTURES
7-8 HOURS
Simply put, our trip to White pocket will
show you the most scenic place and most
unusual geology in this region. The tour will
fill the senses beyond imagination!
DEPARTURE TIMES*
Daily by request - Maximum group size
10 persons *Subject to change

Roger Ekis'
ANTELOPE CANYON TOURS
Navajo Owned & Operated by Carolene Ekis

Tours depart from our office: 22 S. Lake Powell Blvd., Page, Arizona, corner of the Dam Plaza
928.645.9102 AntelopeCanyon.com

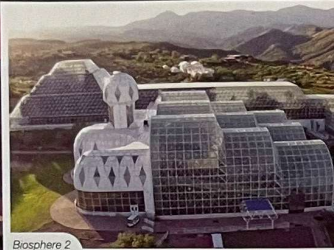
ONLINE AT DRIVEGUIDEUS.COM 55

Arizona Drive Guide, *Cowgirl Up!* Third Page Ad. Spring March-May. 2025

Below: Previous Spread for Publication Date



Western Spirit



Biosphere 2



O.K. Corral

greatest architect, Frank Lloyd Wright. Immerse yourself in Scottsdale's only World Heritage Site as you are welcomed into each room and space to experience one of the globe's most extraordinary architectural sites. Guided and self-guided audio tours range are available. Located at 12621 N. Frank Lloyd Wright Blvd. Call 480-535-8119 or franklloydwright.org/taliesin-west/tickets-tours.

Western Spirit Scottsdale's Museum of the West

Celebrating a 10-year anniversary in January 2025, the museum brings the West's history and heritage to life - through art and artifacts of Western and Native American heritage as well as exciting events and programming. Located in Old Town Scottsdale, in the Arts District; the Smithsonian affiliated museum is within walking distance of the popular restaurants, galleries and shopping! True West Magazine, Editor's Choice, has continuously named the museum, one of the Nation's "Best Western Museum" since 2015! westernspirit.org. Social media @westernspiritmuseum.

SHOW LOW

Show Low Main Street

Show Low Main Street presents events throughout the year in our downtown. The 2025 Farmer's Market & Art Walk is the signature event and is the biggest and

best in the White Mountains. It is held every Saturday from 9 a.m. to 1 p.m. from May 10 - September 20 located downtown at the Festival Marketplace (where the card player statue is) and along Cooley Street between 9th and 11th Streets with entertainment every Saturday. Don't forget to mark your calendar for Battle of the Bands and Vans on Saturday, August 30 where you can enjoy music, sip cold beverage, and taste different foods. For more information on these or other Show Low Main Street events and activities go to showlowmainstreet.org.

SIERRA VISTA

Welcome to Sierra Vista, Arizona, the best seat in Mother Nature's house. Situated at the base of the panoramic Sky Island Mountains, this is the ultimate vantage point. With impossibly blue skies by day, fiery red sunsets at dusk and spectacular star-studded shows by night, you'll always find a reason to look up. Thanks to the blessed elevation, the temperatures here are as refreshingly cool as the list of things to see and do. Just as the San Pedro River flows steadily here, so do the reasons to come. Start planning your trip to Sierra Vista by going to visit.sierravistaaz.com.

SOMERTON

Cocopah Casino & Resort

Welcome to a place where the fun never sets. While there, you can choose from the latest and greatest slots, the friendliest

staff and dealers in the West and daily bingo games. If you're in the mood for something tasty, our delicious food and ice-cold drinks always hit the spot. Stop in at South Highway 95 in Somerton today - or visit cocopahresort.com for more information.

SOUTHERN ARIZONA

Arizona Attractions Alliance & Southern Arizona Attractions Alliance

Explore Arizona plus more and Save with the all-new Attractions Saving Passport Book of Fun! Enjoy Buy One, Get One FREE admission, discounts, and more! Save at over 100 Arizona Attractions. New offers throughout 2025 on the Digital Attractions Passport. The newest edition available now and all offers are valid now through 2025. Go to ExploreArizonaAttractions.com to buy the annual Attractions Savings Passport or a 3-day, 7-day or annual Digital Passport. Start Savings Now! explorearizonaattractions.com.

TOMBSTONE

O.K. Corral®

Site of the historic Gunfight at the O.K. Corral in Tombstone, AZ. See Wyatt Earp and Doc Holliday in daily reenactments of the shootout that made Tombstone famous. Visit Doc Holliday's room. Tour C.S. Fly's Photo Gallery with over 100 photos of 1880s Tombstone and the Apache warrior Geronimo. Enjoy displays of cowboy gear, buggies, antique saddles, and a working 1880s blacksmith. Admission includes Tombstone's Historama with Actor Vincent Price recounting Tombstone's history from Geronimo's Apaches to modern times. Visit okcorral.com.

TUCSON

Biosphere 2- University of Arizona

Visit Biosphere 2 and find out why Time Life Books named it "One of the 50 must-see wonders of the world!" The new Biosphere 2 Experience App Guided Audio Tour takes you inside the world's largest living research center focused on future life on the planet. See why visitors

from all over journey here to explore Biosphere 2 with the exciting new tour which includes never seen before videos, photos, and interesting highlights. Highlights of the under the glass tour and immersive experience include Human Habitat, multi-media exhibits and amazing experiments! Biosphere 2 is the size of 3 football fields and has \$200 million dollar glass enclosed world. Beneath 6,500 panes of glass is a rainforest, coastal fog desert, mangroves, savannah, million-gallon ocean aquarium! Located just 30 minutes North of Tucson at a scenic and cool elevation of almost 4,000 feet at the base of the Tucson Catalina Mountains. See the future of the world and this remarkable facility for a generational experience. Call 520-621-4800 or visit biosphere2.org.

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Arizona Drive Guide, General Museum 2/3 Page Ad, Summer June-Aug. 2025,
Invoice

Arizona Drive Guide

10890 East Poinsettia Drive
Scottsdale, Arizona 85259
602-463-6884

Invoice

Date	Invoice #
6/9/2025	3-3-5963

Bill To
Desert Caballeros Western Museum Caesar Chaves 21 N. Frontier Wickenburg, Arizona 85390

Due Date
6/30/2025

Description	Rate	Amount
June - August 2025 Issue	900.00	900.00T
Two-Thirds Page Ad		
Sales Tax	0.00%	0.00
<i>General For Bed Tax</i>		

Thank you for your support in Arizona Drive Guide. Have a great day!

Subtotal	\$900.00
Total	\$900.00
Balance Due	\$900.00

DESERT CABALLEROS
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Payment

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		6/17/2025	
PAY TO THE ORDER OF <u>Arizona Drive Guide</u>		\$ **900.00	
Nine Hundred and 00/100*****			DOLLARS
Arizona Drive Guide 10890 E. Poinsettia Scottsdale, AZ 85259		Two Signatures for over \$5, 000	
MEMO	 AUTHORIZED SIGNATURE		
			

DESERT CABALLEROS WESTERN MUSEUM

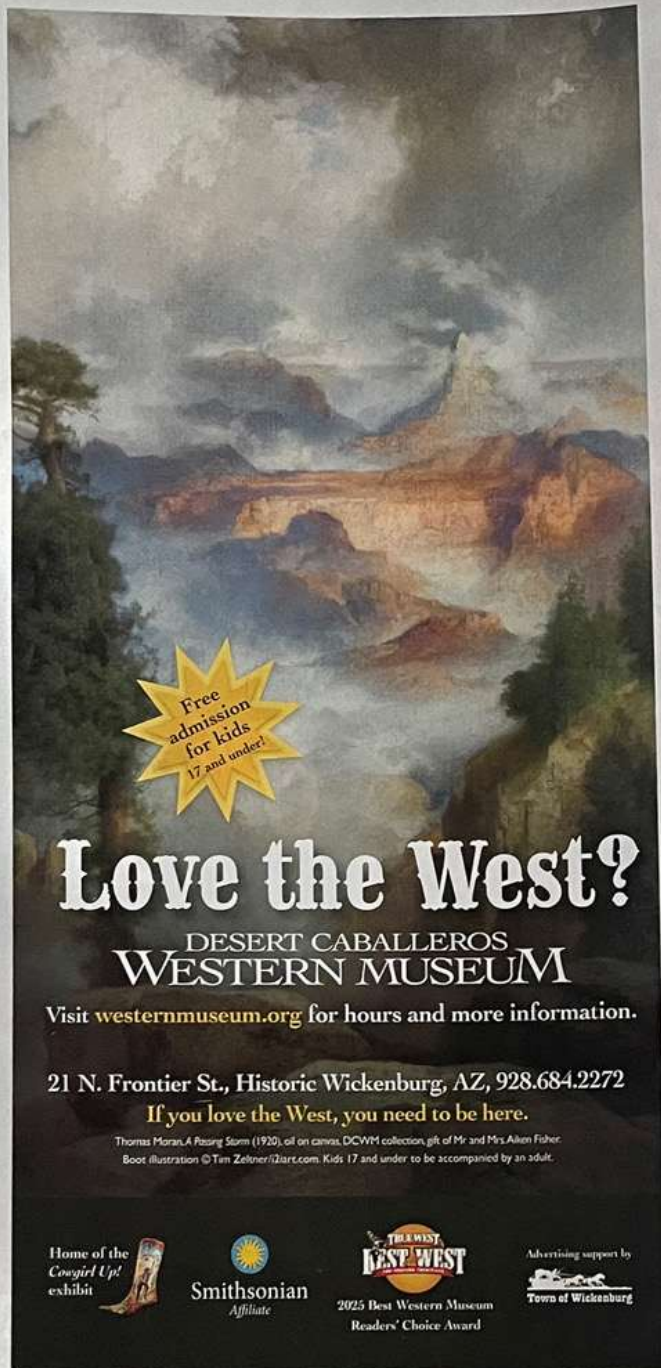
11392

Arizona Drive Guide				6/17/2025	
Date	Type	Reference	Original Amt.	Balance Due	Discount
6/9/2025	Bill	3-3-5963	900.00	900.00	
				Check Amount	Payment
					900.00
					900.00

DESERT CABALLEROS WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

Arizona Drive Guide, General Museum 2/3 Page Ad, Summer June-Aug. 2025



Free admission for kids 17 and under!

Love the West?

DESERT CABALLEROS
WESTERN MUSEUM

Visit westernmuseum.org for hours and more information.

21 N. Frontier St., Historic Wickenburg, AZ, 928.684.2272

If you love the West, you need to be here.

Thomas Moran, A Passing Storm (1920), oil on canvas, DCWM collection, gift of Mr and Mrs Allen Fisher.
Book illustration © Tim Zeltner/12art.com. Kids 17 and under to be accompanied by an adult.

Home of the
Cowgirl Up!
exhibit





Smithsonian
Affiliate



2025 Best Western Museum
Readers' Choice Award

Advertising support by



Town of Wickenburg

4 BISBEE

Drilling & Mucking Competition - Old Bisbee, representing Bisbee's hand-drilling past, a tribute to local artist R. Phillips Sanderson Iron Man Statue from 1935, discoverbisbee.com.

4 BISBEE

Fourth of July - Downtown, celebrate with parades, spring contests, patriotic events, dances, picnics, and fireworks, discoverbisbee.com.

4 LITCHFIELD PARK

Splash Bash - Litchfield Park Recreation Center, celebrate 4th, enjoy patriotic games and activities, a DJ, and a visit from Uncle Sam and Lady Liberty, litchfieldpark.gov.

4 MARANA

Star Spangled Spectacular - Silverbell District, car show, splash pad, field games, inflatables, exhibitors, petting zoo, food vendors, maranaaz.gov.

4 SHOW LOW

Freedom Fest 4th of July Parade - Hwy 260, Wild West parade, Paul Bunyan Lumberjack Show, and fireworks, visitshowlow.com.

4 TUSAYAN

Independence Day Parade & Drone Light Show - enjoy live music, parade, kids games, food and drone light show (pet friendly), exploretusayan.com.

4 WICKENBURG

4th of July Spa - Sunset Park, celebrate Independence Day out Wickenburg Way, outwickenburgway.com.

4 WINSLOW

Freedom Fest - The best fireworks show in Northern Arizona, the show on has been going for over 30 years, visitwinslow.com.

5-26 GLOBE

Farmer's Market - Veterans Park, Saturdays, locally-grown fruit, veggies, fresh local eggs - crafts, baked



IT'S

This summer,
Buy one adm

westernspir
3830 N. Marsh
Offer valid May 26, 2025

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

Art of the West Magazine, Guidebook of Art, *Cowgirl Up!* Half Page Ad Feb 2025,
Invoice

ART *of The* WEST

Desert Caballeros Western Museum
ATTN: Caesar Chaves
21 N FRONTIER ST
Wickenburg, AZ 85390-3431

Date: 2024-12-05

Order Contact
Rep: Lisa Staudohar
lisa@aotw.com

Advertiser:
Desert Caballeros Western
Museum
#68960
Caesar Chaves
21 North Frontier Street
Wickenburg, AZ 85390-1417

INVOICE DATE	DUE DATE	INVOICE #	PO #	TERM
2024-11-06	2024-12-06	165-M		Net 30

Publication	Issue	Ad Size	Cash Net
Guidebook of Art	Guidebook of Art 2025	GB - 1/2 Listing	\$300.00
Guidebook of Art	Guidebook of Art 2025	GB - 1/4 Listing	\$150.00
Guidebook of Art	Guidebook of Art 2025	1/2 H	\$1,000.00

Total \$1,450.00

Thank you for your order! We appreciate your business.

- Pay with a credit card - 1-800-937-9194

- Invoice is due upon receipt. All amounts over 30 days are subject to a 4% interest charge per month.

Paid \$0.00

Due: \$1,450.00



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WESTERN MUSEUM

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Art of the West Magazine, Guidebook of Art, *Cowgirl Up!* Half Page Ad Feb 2025,
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\$1,000 for Bed Tax

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		12/11/2024	
PAY TO THE ORDER OF	Art of the West	\$ **1,450.00	
One Thousand Four Hundred Fifty and 00/100*****		DOLLARS	
Art of the West 15612 Highway 7 Suite 235 Minnetonka, MN 55345-3550		Two Signatures for over \$5,000	
MEMO	[Redacted]		
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Art of the West Magazine, Guidebook of Art, *Cowgirl Up!* Half Page Ad Feb 2025,
Payment

[Redacted]

[Redacted]

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DESERT CABALLEROS WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

Art of the West Magazine, Guidebook of Art, *Cowgirl Up!* Half Page Ad Feb 2025

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Lee Alban

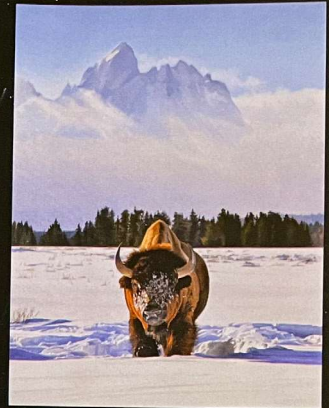


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Art of the West Magazine, Guidebook of Art, *Cowgirl Up!* Half Page Ad Feb 2025,
Cover for Publication Date



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Art of the West Magazine, *Cowgirl Up!* Two-Thirds Page Ad March/April 2025,
Invoice

ART *of the* WEST

Desert Caballeros Western Museum
ATTN: Caesar Chaves
21 N FRONTIER ST
Wickenburg, AZ 85390-3431

Date: 2025-01-27

Order Contact
Order Date: 11/06/2024
Order Number: 1515
Rep: Lisa Staudohar
lisa@aotw.com

Advertiser:
Desert Caballeros Western
Museum
#68960
Caesar Chaves
21 North Frontier Street
Wickenburg, AZ 85390-1417

INVOICE DATE	DUE DATE	INVOICE #	PO #	TERM
2025-01-27	2025-02-27	2044-R		Net 30
Publication	Issue	Ad Size	Cash Net	
Art of the West	AOTW March/April 2025	2/3 V	\$1,550.00	
			Total	\$1,550.00

Thank you for your order! We appreciate your business.

- Pay with a credit card - 1-800-937-9194

- Invoice is due upon receipt. All amounts over 30 days are subject to a 4% interest charge per month.

Paid \$0.00

Due: \$1,550.00

Please detach and return with payment

Invoice # 2044-R
Due Date 2025-02-27
Company # 68960

Bill To: Desert Caballeros Western Museum
Ordered By: Desert Caballeros Western Museum
Balance Due: \$1,550.00

Amount Enclosed _____

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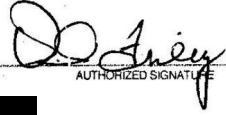
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Art of the West Magazine, *Cowgirl Up!* Two-Thirds Page Ad March/April 2025



Transaction Details

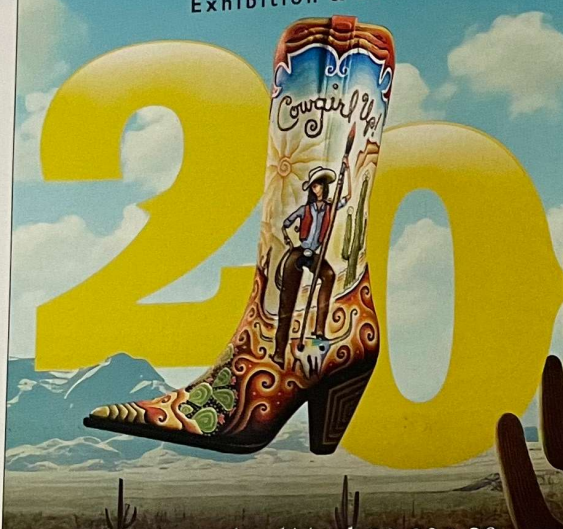
DESERT CABALLEROS WESTERN MUSEUM 21 N. Frontier St. Wickenburg, AZ 85390-3431 928-684-2272		NATIONAL BANK OF ARIZONA 1-800-497-8168 www.nbarizona.com 91-532/1221 91-532/1221	11049
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Art of the West Magazine, *Cowgirl Up!* Two-Thirds Page Ad March/April 2025

20th Annual
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Invitational
Exhibition & Sale



Opening weekend March 28, 29 & 30

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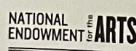
21 N Frontier St. Wickenburg, Arizona

Go to westernmuseum.org to reserve tickets and
to plan your visit.



2025 Best Western
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Choice Award

Exhibitions sponsored in part by



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ART of the WEST

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VOLUME 38, NUMBER 3

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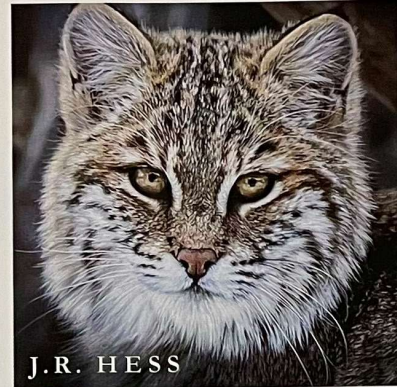
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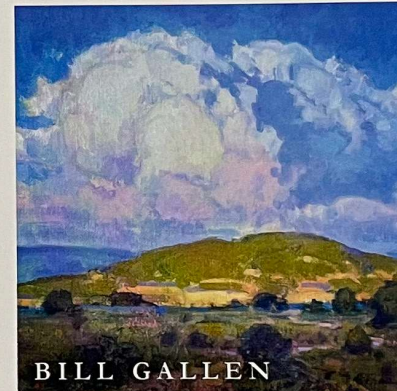
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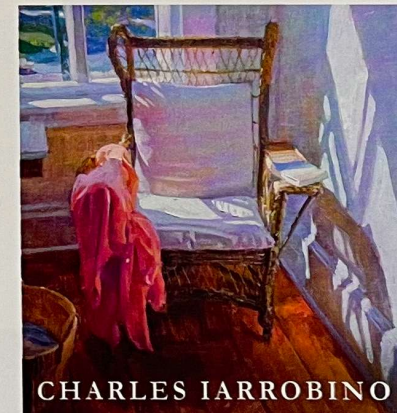
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J.R. HESS



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CHARLES IARROBINO

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30 Radio Spots, for Dave Stamey, 96.3 Real Country, Feb. 10-27, 2025, Invoice

**ARIZONA
REAL COUNTRY**

DESERT CABALLEROS WESTERN

Remit To:
96.3 REAL COUNTRY
801 W WICKENBURG WAY
WICKENBURG, AZ 85390
Phone: 602-254-6644

Invoice:	98-00009-0000
E-Invoice:	98-9-0
Station:	KSWG
El Code:	334093
Invoice Date:	2/28/2025
Total Due:	\$700.00
Amt Paid:	

----- 8< --- Detach and return with payment. --- >8-----

DESERT CABALLEROS WESTERN
MUSEUM
21 N FRONTIER ST
WICKENBURG, AZ 85390

DESERT CABALLEROS WESTERN MUSEUM

PO #:
Agy Code:
Est#:
Product: See Detailed
Buyer:

Invoice#:	98-00009-0000
El Code:	334093
Date:	2/28/2025
Contract:	98-00009
Total Due:	\$700.00

Salesrep: DILLON BARNA

Description: DAVE STAMEY 2025

INVOICE SUMMARY

Station	Type	Qty	Gross	Total
KSWG				
	Spots	30	\$0.00	\$0.00
	Non-Spots	1	\$700.00	\$700.00
	Strn.Totals		\$700.00	\$700.00

INVOICE DETAIL

KSWG

SPOT DETAILS

Date	Len	Times	Qty	Rate	Total
ISCI/Copy Desc: DAVE STAMEY revised 2025					
Mon 2/10/2025	30	07:47AM	1	\$0.00	\$0.00
Tue 2/11/2025	30	09:46AM	1	\$0.00	\$0.00
Wed 2/12/2025	30	11:19AM	1	\$0.00	\$0.00
Thu 2/13/2025	30	06:44AM	1	\$0.00	\$0.00
Fri 2/14/2025	30	07:47AM	1	\$0.00	\$0.00
Sat 2/15/2025	30	03:43PM	1	\$0.00	\$0.00
Sun 2/16/2025	30	12:18PM	1	\$0.00	\$0.00
Mon 2/17/2025	30	09:21AM 03:37PM	2	\$0.00	\$0.00
Tue 2/18/2025	30	08:19AM 01:20PM	2	\$0.00	\$0.00
Wed 2/19/2025	30	06:51AM 12:44PM	2	\$0.00	\$0.00
Thu 2/20/2025	30	09:26AM 03:20PM	2	\$0.00	\$0.00
Fri 2/21/2025	30	11:24AM 04:43PM	2	\$0.00	\$0.00
ISCI/Copy Desc: DAVE STAMEY revised 2025 (FRI)					
Sat 2/22/2025	30	08:16AM 01:18PM	2	\$0.00	\$0.00
Sun 2/23/2025	30	07:42AM 04:37PM	2	\$0.00	\$0.00
Mon 2/24/2025	30	08:40AM 11:42AM 02:40PM	3	\$0.00	\$0.00
Tue 2/25/2025	30	10:23AM 05:23PM	2	\$0.00	\$0.00
Wed 2/26/2025	30	09:49AM 02:45PM	2	\$0.00	\$0.00
Thu 2/27/2025	30	08:19AM 04:18PM	2	\$0.00	\$0.00
KSWG SPOT TOTALS:			30		\$0.00

NON-SPOT DETAILS

Date	Ln	Ordered Ln Dates	Line Remarks/Billing Description	Qty	Rate	Total
Thu 2/27/2025	1	2/27/2025-2/27/2025		1	\$700.00	\$700.00
KSWG NON-SPOT TOTAL:						\$700.00

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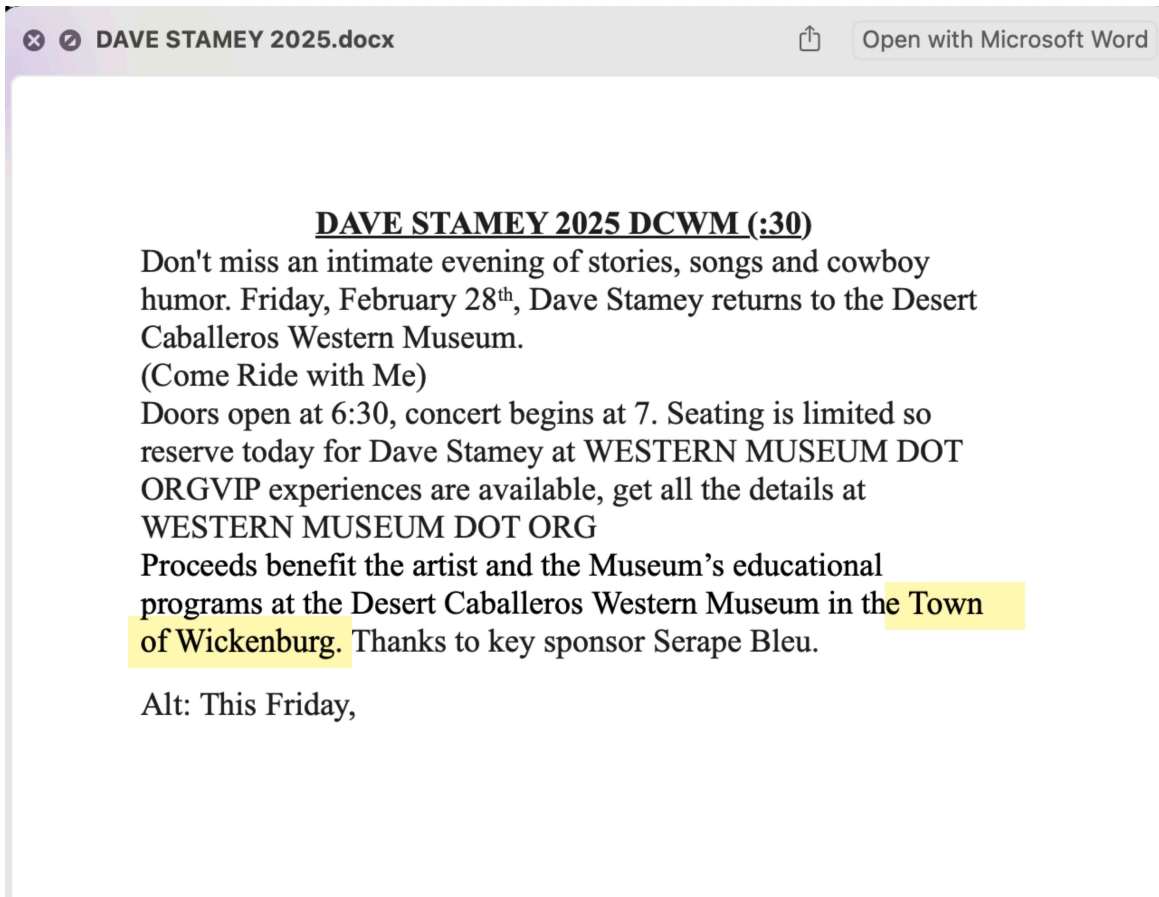
30 Radio Spots, for Dave Stamey, 96.3 Real Country, Feb. 10-27, 2025,
Payment



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PAY TO THE ORDER OF <u>Barna Broadcasting</u>		\$**700.00	Photo Safe Deposit®
Seven Hundred and 00/100*****		DOLLARS	
Barna Broadcasting 801 W. Wickenburg Way Wickenburg, AZ 85390		Two Signatures for over \$5,000	Details on Back
MEMO Dave Stamey Advertising	 AUTHORIZED SIGNATURE		

30 Radio Spots, for Dave Stame, 96.3 Real Country, 2/10-27/2025,
Ad Script



Audio file on thumbdrive

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Barna Broadcasting, Real Country Magazine, *Cowgirl Up!* Cover Page Ad, May , 2025
Invoice



INVOICE

15-Q525-7498

May 1, 2025

Barna Broadcasting LLC
602-622-3695

DESET CABALLEROS WESTERN MUSEUM

10 N TEGNER STREET
WICKENBURG, AZ 85390

801 West Wickenburg Way
Wickenburg, AZ 8539

Terms: Due Upon Receipt

DESCRIPTION	PAGE SIZE	UNIT PRICE	COST
Magazine AD May 2025	COVER	\$1,800	\$1,800
		SUBTOTAL	\$1,800
Set up and design fee			
Please make the check payable to Barna Broadcasting		TOTAL	\$1,800

A credit card service fee of 3% will be applied to all transactions using a credit card. This fee is charged to cover the processing costs associated with credit card payments. Please note that this fee does not apply to cash/check payments.

Thank you for your business and always let us know how we can help your business grow. We look forward to next month's magazine. If you might be interested in radio advertising, ask us and we can help you on our radio station 96.3 Real Country.

Sincerely yours,

MIKE BARNA

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Barna Broadcasting, Real Country Magazine, *Cowgirl Up!* Cover Page Ad, May , 2025,
Payment



Transaction Details

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		5/7/2025	
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Barna Broadcasting 801 W. Wickenburg Way Wickenburg, AZ 85390		Two Signatures for over \$5,000	
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Barna Broadcasting, Real Country Magazine, *Cowgirl Up!* Cover Page Ad, May , 2025

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20th Annual

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& UNTOLD) STORY
OF WILL ROGERS**

Lee Anderson
**HORSE SENSE
& DID YOU KNOW,
IN THE OLD WEST...**

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20

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96.3
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Cities West Media-Phx Home + Garden Magazine, General Marketing, Full Page Ad, June-July 2025
Invoice

PHOENIX
M A G A Z I N E



PHOENIX
HOME+GARDEN

Bill To Company:
Desert Caballeros Western Museum
Caesar Chaves
21 N FRONTIER ST
Wickenburg, AZ 85390-3431

Advertiser:
Desert Caballeros Western Museum
21 North Frontier St.
Wickenburg, AZ 85390

Order Date: 05/01/2025
Order Number: 19820
Rep: John Rosenow
jrosenow@phoenixmag.com

INVOICE DATE	DUE DATE	INVOICE #	PO #	TERM
05/01/2025	05/02/2025	37756-R		Due on Receipt (0 Days)

Publication	Issue	Ad Size	Section	Cash Net	Taxes	Total Cash
Phoenix Home & Garden	2025-06 JUN/JUL PHG	Full Page		\$4,750.00	\$83.13	\$4,833.13

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6310 E Thomas Rd #200
Scottsdale, AZ 85251

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Balance Due: \$4,833.13

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Questions: accounting@citieswestmedia.com

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2025-06 JUN/JUL PHG, Full Page Page #: n/a

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Cities West Media-Phx Home + Garden Magazine, General Marketing, Full Page Ad, June-July 2025



Transaction Details

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Cities West Media-Phx Home + Garden Magazine, General Marketing, Full Page Ad, June-July 2025

VAL MUST

Imagine a cross between
ga, moving meditation and
sage, and you'll have an idea
participating in this ancient
practice feels like. A valued part
onal Chinese medicine, Qigong
breathing techniques and body
nts to encourage the flow of qi
ced "chee"), or energy.

SWEDNA Life in Balance Spa
t Clinton Horner has been at
most since the beginning—he
board after studying at The Chopra
India. Horner is the resort's
vider of this full-body Ayurvedic
nt, which utilizes healing Brahma
steamed poultices and a linen

VAL DRUMMING Most of Miraval's
s are about getting quiet and
nward. This raucous workshop,
ercussionist Richard Noel, is
etting loud and looking outward
ection, love and community. Who
ing out to disco lights in the desert
ing bongos around a fire pit could
ntering as silent meditation?

and unlimited access to the spa facility
s classes (\$279/night). Runs June 1-

RS REPUBLIC SCOTTSDALE

Goldwater Blvd., Scottsdale,
-4747, caesars.com/caesars-
scottsdale

ASON RATE: \$599/night

R RATE: \$169/night

ION DEAL: The Arizona Locals

in includes up to 20% off the best
rate, \$50 food and beverage credit and
the destination fee. Runs June 1-Sept. 7.

E HOT SPRINGS

Castle Hot Springs Road, Morristown,

-1137, castlehotsprings.com

ASON RATE: \$2,125/night

R RATE: \$1,340/night

Free admission for kids 17 and under!

Love the West?

DESERT CABALLEROS
WESTERN MUSEUM

Visit westernmuseum.org for hours and more information.

21 N. Frontier St., Historic Wickenburg, AZ, 928.684.2272

If you love the West, you need to be here.

Thomas Moran, A Passing Storm (1920), oil on canvas, DCWM collection, gift of Mr and Mrs. Aiken Fisher. Boot illustration © Tim Zeltner/i2iart.com.
Kids 17 and under to be accompanied by an adult.

Home of the
Cowgirl Up!
exhibit

Smithsonian
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2025 Best Western Museum
Readers' Choice Award

Advertising support by

Cities West Media-Phx Home + Garden Magazine, General Marketing, Full Page Ad, June-July 2025,
Below: Previous page for Publication Date

FORWARD STAYCATION GUIDE 2025

MIRAVAL ARIZONA

WHAT DO TIMOTHÉE CHALAMET, Megan Thee Stallion, Patrick Mahomes and Miraval Arizona have in common? They all turn 30 this year. Since its inception in 1995, the pioneering wellness resort has spawned satellite locations in Austin, Texas, and in the Berkshires of Massachusetts. But we lay claim to the OG, which has exponentially expanded its physical footprint—400 acres in the Santa Catalina Mountains overlooking Tucson—and its holistic experiences, workshops and classes over the past three decades. New offerings include Astral Projections, Akashic Records, Symbols in the Sand and Lunar Rituals. But, comfortingly, you'll still find classics like custom wellness retreats and Miraval's signature Equine Experience, with various sessions centered on the healing wisdom and trust of horses.

5000 E. Via Estancia, Tucson, (877) 298-9172, miravalresorts.com/arizona

HIGH-SEASON RATE: \$1,299/night. **SUMMER RATE:** \$579/night

STAYCATION DEAL: The Summer Sale brings the best rates of the year (plus a \$100 resort credit), for stays through Aug. 31. For day-passers, Summer Solace Day Spa packages start at \$299-plus per person for weekday spa experiences (Monday-Friday only, June 25-Aug. 30) and include lunch at Cactus Flower restaurant and a \$100 resort credit toward fee-based experiences or spa services.



Sound bowls at Miraval Arizona

MIRAVAL MUST-DOS

QIGONG Imagine a cross between gentle yoga, moving meditation and light massage, and you'll have an idea of what participating in this ancient Chinese practice feels like. A valued part of traditional Chinese medicine, Qigong utilizes breathing techniques and body movements to encourage the flow of qi (pronounced "chee"), or energy.

BRAHMI SWEDNA Life in Balance Spa specialist Clinton Horner has been at Miraval almost since the beginning—he came aboard after studying at The Chopra Center in India. Horner is the resort's sole provider of this full-body Ayurvedic treatment, which utilizes healing Brahmi herb oil, steamed poultices and a linen wrap.

SPIRITUAL DRUMMING Most of Miraval's offerings are about getting quiet and looking inward. This raucous workshop, led by percussionist Richard Noel, is about getting loud and looking outward for connection, love and community. Who knew vibing out to disco lights in the desert and playing bongos around a fire pit could be as centering as silent meditation?

MORE STAYCATION DEALS

ANDAZ SCOTTSDALE RESORT & BUNGALOWS

6114 N. Scottsdale Road, Scottsdale, (480) 368-1234, andazscottsdale.com

HIGH-SEASON RATE: \$799/night

SUMMER RATE: \$269/night

STAYCATION DEAL: The Arizona Resident Offer includes waived resort fee and exclusive rate starting at \$199 with valid Arizona ID. Use code AZRES when booking. Runs June 1-Aug. 28.

BOULDERS RESORT & SPA SCOTTSDALE

34631 N. Tom Darlington Drive, Carefree, (480) 488-9009, theboulders.com

HIGH-SEASON RATE: \$579/night

SUMMER RATE: \$229/night

STAYCATION DEAL: The Truly Boulders package includes a private casita, a \$25 dining credit per person per night, complimentary parking, 20% off



Castle Hot Springs Paddleboard Yoga

at the spa and unlimited access to the spa facility and fitness classes (\$279/night). Runs June 1-Sept. 1.

CAESARS REPUBLIC SCOTTSDALE

4747 N. Goldwater Blvd., Scottsdale, (480) 903-4747, caesars.com/caesars-republic-scottsdale

HIGH-SEASON RATE: \$599/night

SUMMER RATE: \$169/night

STAYCATION DEAL: The Arizona Locals Staycation includes up to 20% off the best available rate, \$50 food and beverage credit and 50% off the destination fee. Runs June 1-Sept. 7.

CASTLE HOT SPRINGS

5050 N. Castle Hot Springs Road, Morristown, (877) 600-1137, castlehotsprings.com

HIGH-SEASON RATE: \$2,125/night

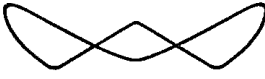
SUMMER RATE: \$1,340/night

DESERT CABALLEROS WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

Cities West Media-Phoenix Magazine, General Marketing, full page ad July-Aug 2025

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Order Date: 05/01/2025
Order Number: 19820
Rep: John Rosenow
jrosenow@phoenixmag.com

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Publication	Issue	Ad Size	Section	Cash Net	Taxes	Total Cash
PHOENIX magazine	2025-07 JUL/AUG PM	Full Page		\$4,750.00	\$83.13	\$4,833.13

****UPDATED**** remit address:
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Questions: accounting@citieswestmedia.com

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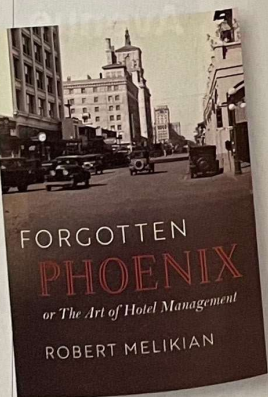
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RECENT

Forgotten Phoenix

With its extreme heat and extreme sprawl, Phoenix does not rank among the country's most walkable cities. But that wasn't always the case, says Phoenix lawyer and historical preservationist Robert Melikian. In his latest book, *Forgotten Phoenix or The Art of Hotel Management* (Martin Book, \$24.95), Melikian delves into his personal history along with the city's to reveal an urban center that was once bustling with foot traffic at all hours. After moving to Phoenix from New York City, Melikian's parents purchased the historical Hotel San Carlos in 1973. He shares family photos along with reminiscences of a waning Downtown viewed from the hotel's front desk and from his nightly walks in the 1970s. Melikian contrasts the city core of that era (and from today) with historical photos and stories of its buzzy beginnings in the 1920s. *Forgotten Phoenix* is a must-read for urban studies enthusiasts, local history lovers and anyone who wants to understand the evolution of Downtown Phoenix. It's available at Changing Hands, Phoenix Art Museum, Arizona Capitol Museum and online.

— Leah LeMoine



Love the West?

DESERT CABALLEROS WESTERN MUSEUM

Visit westernmuseum.org for hours and more information.

21 N. Frontier St., Historic Wickenburg, AZ, 928.684.2272

If you love the West, you need to be here.

The lower level of the Museum features a recreated street scene from the early 1900s, interactive displays, miniature dioramas and more.

Kids 17 and under to be accompanied by an adult. Boot illustration © Tim Zeltner/i2art.com.

Home of the
Cowgirl Up!
exhibit



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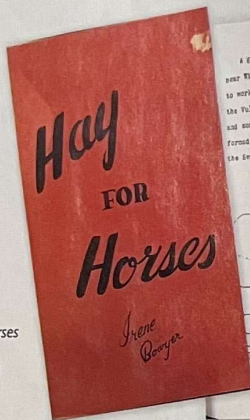
2025 Best Western Museum
Readers' Choice Award

Advertising support by



Cities West Media-Phoenix Magazine, General Marketing, full page ad July-Aug 2025,
Spread below for Publication Date

CURATOR CULTURE CLUB



Hay for Horses
cover and
page insert

a gold mine had been opened
near Wickenburg. Many men had come
to work in this mine. Its name was
the Culture mine. Mr. Swilling
and some of the men in Wickenburg
formed a company. The men called it
the Swilling Ditch Company.



By the Book

WASN'T SURPRISED TO HEAR, earlier this year, that Steve Schumacher was on the hunt for a children's book about the founding of Phoenix. I figured that, as the mayor's office official historian for the city, Schumacher was always looking for such things.

"Not really," he tells me. "It came out of a conversation with Mayor Kate Gallego, right after she appointed me. She said, 'I want my 6-year-old son to understand the city he's growing up in.' I had a vision of her sitting on a couch, reading this book to him, and I went looking for it."

Schumacher was surprised to discover that there was no such book out there. What he eventually found – on eBay, of all places – was *Hay for Horses*, an unpublished, handmade book about the founding of Phoenix, written in 1950 by a school-teacher named Irene Bowyer and illustrated by two of her students. The line drawings, done by an 8-year-old and a 10-year-old, are basic – stick-figure people and horses, simple sketches of bales of hay – though the first-page portrait of the Capitol building is pretty keen.

The story mostly gives credit for the city's founding to rancher Jack Swilling, with a couple of sentences about the Native Americans (referred to in the text as "some Indians") who'd created the canal system around which Swilling built Phoenix.

"It looks like it might have been a school project," Schumacher tells me about the book, which the eBay seller found at Phoenix's VNSA Used Book Sale a few years ago. "Irene Bowyer worked at I.D. Payne Train-

ing School at Arizona State Teachers College, which later became ASU."

Schumacher made copies of Bowyer's book and took it to a pair of local school districts. He thought children would like the idea of drawings of Phoenix made by kids 75 years ago. The district folks agreed, and Schumacher has taken the book to classrooms at Garfield, Maie Bartlett Heard and Capitol elementary schools, where a district employee reads it to them.

"The response has been great," Schumacher says. "The kids love seeing a book that's about where they live, and one that looks like something they would have made."

He doesn't know what became of Bowyer or her students, Beverly Watkins and Noel E. Frank, who illustrated this book. "I think I found the boy," he says. "He owns a mechanic shop in Texas, but he hasn't answered any of my emails."

Schumacher hopes *Hay for Horses* will be adopted by all local districts next year. In the meantime, he's glad he's gotten to share it.

"If I don't accomplish anything else in my life," he says, "I've gotten to share this little bit of our history with children. And, let's face it, they're the people who will be running this city pretty soon."

— Robert L. Pela



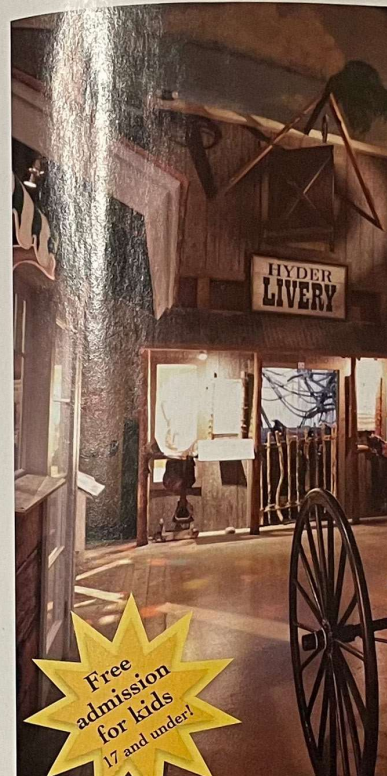
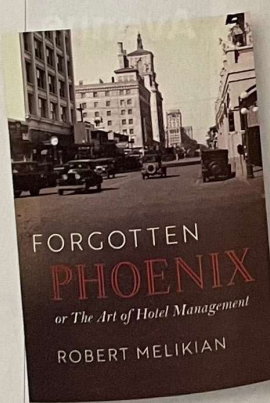
Robert L. Pela is a Pulitzer Prize-winning journalist and a long-time cultural critic whose essays appear regularly on National Public Radio affiliate KJZZ.

RECENT

Forgotten Phoenix

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— Leah LeMoine



Free admission for kids 17 and under!

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The lower level of the Museum features a recreated
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Half Page ad Cowgirl Magazine for *Cowgirl Up!*, March-April 2024

COWGIRL™

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21 N. Frontier Street
Wickenburg, AZ 85390

Customer Email:

cchaves@westernmuseum.org

Account Manager: Christine Koeppen Phone: Email: christine@cowgirlmagazine.com

PRINT ADVERTISING						
Issue	Ad Size	Reference	Ad Material Deadline	On Sale Date	Net	Amount
Mar-Apr25	1/2 Page + Insta (1/2pg,IG Story w/Link)		1/7/2025	2/25/2025	\$1,595.00	\$1,595.00
					Total Due	\$1,595.00

Total:	\$1,595.00
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Billing Date	Billing Contact	Product	Item	Amount
1/8/2025	Desert Caballeros Western Museum (Caesar Chaves)	Print & Print/Digital	Mar-Apr25 2025 - 1/2 Page + Insta (1/2pg,IG Story w/Link), 4-Color, 1x	\$1,595.00

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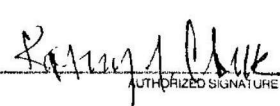
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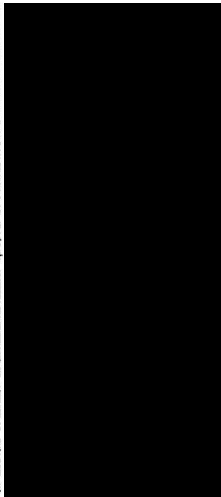
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Half Page ad Cowgirl Magazine for *Cowgirl Up!*, March-April 2025



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COMING UP
COWGIRL
UPDATE



COWGIRL 30 UNDER 30 2025

ANNUAL WRANGLER COWGIRL 30 UNDER 30 EMPOWERED GALA MOVES TO LIVE! AT LOEWS IN ARLINGTON, TEXAS

What started in 2020 as a list of 30 deserving young women leading the way among the varied and uniquely rural American industries surrounding the Western way of life, has evolved five years later into 180 of the most promising and gifted female leaders 30 years of age or younger. From marketing executives to animal nutritionists, rodeo competitors to entrepreneurs and veterinarians, the **COWGIRL 30 Under 30** honorees represent the broad spectrum that make up the Western industry and is the flagship program created by the editors and executives at **COWGIRL**. Through an application process administered by **COWGIRL** and a committee of female executives from within the Western industry, 30

young women rose to the top ranks to be recognized for their accomplishments and contributions to the Western industry in the **COWGIRL 30 Under 30 Class of 2025**. The event expands by spotlighting the Class of 2025 at Live! at Loews in Arlington, Texas with a three-day event, April 10-12, 2025, designed to connect, celebrate, and inspire women leaders across generations. Guests of the gala will include the previous class alumnae and representatives of the brands that support the event including Wrangler, Durango Boots, Cavender's, Charlie 1 Horse Hats, Montana Silversmiths, Corral Boots, Old Gringo Boots, Double D Ranch and Teton Ridge. Visit cowgirl30under30.com for more info.



ELLA LANGLEY JOINS RILEY GREEN AT THE AMERICAN RODEO WEEKEND

COWGIRL favorite **Ella Langley** is set to take the stage on Saturday, April 12, 2025, during The American Rodeo weekend at Globe Life Field in Arlington, Texas. Headlining the event is **Riley Green**. The country star known for his chart-topping hits and authentic Southern charm as well as his captivating duets with Langley, brings his signature mix of modern country favorites and timeless classics. Langley, whose rising stardom has gained her a tremendous following within the rodeo community, brings her soulful voice and magnetic stage presence to the huge rodeo audience. Tickets are on sale now at americarodeo.com.

HEBER VALLEY HORSE SALE: UTAH'S BEST

Brent and Mary Kelly are well-known names in the horse industry, particularly for their work in starting and running the Heber Valley Horse Sale. Both Brent and Mary have been involved with horses for most of their lives and have spent the entire year searching for the best of the best horses for this event. They have become known for their ability to help match the right horse with the right owner and have gained a reputation as a premier destination for buying and selling quality horses, with the HVHS team working tirelessly to ensure that every horse that passed through their doors was well-cared for and matched with the perfect owner. Attracting buyers from all over the Western states, as well as Eastern buyers interested in top notch horses, the Heber Valley Horse Sale has grown to be the #1 in Utah for selling well broke horses. The sale takes place at the Wasatch County Events Center in Heber City, Utah, May 4-5. Visit heberhorsesales.com for complete details.



RODEOHOUSTON RAISES THE STAKES WITH RECORD-BREAKING \$2.5 MILLION PURSE FOR 2025

The Houston Livestock Show and Rodeo announced an exciting increase in the purse payout for RODEOHOUSTON's 2025 competition, raising it to a record-breaking \$2.5 million.

Responding to athlete feedback, the payout for each of the eight events has increased from \$242,000 to \$281,500. The events include tie-down roping, bareback riding, team roping, saddle bronc riding, steer wrestling, barrel racing, breakaway roping, and bull riding. With this increase, RODEOHOUSTON reaffirms its standing as the world's richest regular-season rodeo.

"As RODEOHOUSTON continues to evolve, increasing the purse is one of our priorities," said Chris Boleman, president and CEO of the Houston Livestock Show and Rodeo. "These athletes are among the most competitive in the world, and we're proud to offer a platform they aspire to compete in."

The competition structure includes five three-day Super Series, two Semifinal rounds, two Wild Card rounds, and a Championship round.



Breakaway roping legend Jackie Crawford becomes champion at RODEOHOUSTON 2024.

The top four athletes from the Championship advance to the Shootout Round to determine the event champion, who will now take home \$65,000—an increase of \$15,000 from 2024.

Tom Glause, CEO of the Professional Rodeo Cowboys Association (PRCA), praised the increase, saying, "This financial boost expands opportunities for rodeo athletes and elevates

the sport to new heights. Houston's support for athletes and their families during the 20-day event is invaluable."

Beyond the prize money, RODEOHOUSTON stands out for its renowned hospitality. Thousands of volunteers ensure athletes, and their families receive unparalleled care, including accommodations and medical support. Since its establishment in 2007, the RODEOHOUSTON Super Series has become a highlight of the rodeo season, with innovations like women's breakaway roping, which debuted in 2022 and expanded in 2023 to a 20-night competition.

As an official PRCA National Finals Rodeo (NFR) Money Event, RODEOHOUSTON's earnings count toward qualification for the NFR and the PRCA World Standings.

Rodeo Houston, March 4 - 23, 2025, is the world's largest livestock show and richest regular-season rodeo, renowned for its massive attendance and premier entertainment. To learn more and get tickets, visit rodeohouston.com.

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Art from the
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20 years!**

**Opening weekend March
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Exhibit and sale through May 25, 2025.

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2025 Sprn Trn Full Page 5

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Address: DESERT CABALLEROS WESTER MUSEU
CHRISTINA GLOVER
21 N FRONTIER ST
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Sales Rep: Greg Garcia
Phone: 928-684-2272
Email: HHarnasch@westernmuseum.org

Order Date: 12/19/2024
Order Number: 13760
Tear Sheets: 1
Advertiser No: 303673

Displaying Run Dates: All Dates

Issue Date	Publication	Description	Section	Ad Size	Price
2/19/2025	SS: Spring Training	2025 Sprn Trn Full Page 5	*ROP/Anywhere	4 x 9.5625	\$1,850.00
Publication Count: 1		Run Count: 1		SubTotal:	\$1,850.00
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20th Annual
COWGIRL UP!
Art from the
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Opening weekend March 28, 29 & 30
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Special thanks to



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Below: Previous Page for Publication Date

36 Spring Training Guide 2025 • Independent Newsmedia • YourValley.net

Schedule

• From page 34

Athletics @ Rockies TBD, Salt River Fields at Talking Stick
Mariners @ Cubs 1:05 p.m., Sloan Park
Guardians @ Padres 1:10 p.m., Peoria Sports Complex
Royals* @ Giants 1:05 p.m., Scottsdale Stadium
Royals* @ Rangers 1:05 p.m., Surprise Stadium

Sunday, March 9

Rockies @ Mariners 1:10 p.m., Peoria Sports Complex
Padres @ Giants* 1:05 p.m., Scottsdale Stadium
Giants* @ Cubs 1:05 p.m., Sloan Park
Reds @ Angels 1:10 p.m., Tempe Diablo Stadium
Brewers @ Royals 1:05 p.m., Surprise Stadium
Athletics @ Dodgers 1:05 p.m., Camelback Ranch-Glendale
Rangers @ Diamondbacks TBD, Salt River Fields at Talking Stick
White Sox @ Guardians TBD, Goodyear Ballpark

Monday, March 10

Diamondbacks @ Dodgers 1:05 p.m., Camelback Ranch-Glendale
Rockies* @ Angels 1:10 p.m., Tempe Diablo Stadium
Giants @ Rockies* TBD, Salt River Fields at Talking Stick
Cubs @ Guardians* TBD, Goodyear Ballpark
Reds @ Padres 1:10 p.m., Peoria Sports Complex
Mariners @ Brewers 1:10 p.m., American Family Fields of Phoenix
Guardians* @ Royals 1:05 p.m., Surprise Stadium
White Sox @ Athletics 1:05 p.m., Hohokam Stadium

Tuesday, March 11

Rockies @ Reds 1:05 p.m., Goodyear Ballpark
Brewers @ Cubs 1:05 p.m., Sloan Park
Angels @ Rangers 1:05 p.m., Surprise Stadium
Athletics @ Giants 6:05 p.m., Scottsdale Stadium
Guardians @ Dodgers 1:05 p.m., Camelback Ranch-Glendale
White Sox @ Padres 1:10 p.m., Peoria Sports Complex
Royals @ Diamondbacks TBD, Salt River Fields at Talking Stick

Wednesday, March 12

Diamondbacks @ Athletics 1:05 p.m., Hohokam Stadium
Padres @ Rockies TBD, Salt River Fields at Talking Stick
Giants @ Guardians TBD, Goodyear Ballpark
Reds @ Rangers 1:05 p.m., Surprise Stadium
Angels @ White Sox 1:05 p.m., Camelback Ranch-Glendale
Royals @ Mariners 1:10 p.m., Peoria Sports Complex

Thursday, March 13

Diamondbacks @ Mariners 6:40 p.m., Peoria Sports Complex
Padres @ Royals 1:05 p.m., Surprise Stadium
Brewers @ White Sox 1:05 p.m., Camelback Ranch-Glendale
Athletics @ Reds 1:05 p.m., Goodyear Ballpark
Rangers @ Giants 1:05 p.m., Scottsdale Stadium

Guardians @ Rockies TBD, Salt River Fields at Talking Stick

Friday, March 14

Rockies @ Rangers 6:05 p.m., Surprise Stadium
Giants @ Brewers 1:10 p.m., American Family Fields of Phoenix
Reds* @ Diamondbacks TBD, Salt River Fields at Talking Stick
Reds* @ White Sox 1:05 p.m., Camelback Ranch-Glendale
Angels* @ Athletics 1:05 p.m., Hohokam Stadium
Mariners @ Guardians TBD, Goodyear Ballpark
Rangers @ Padres 6:40 p.m., Peoria Sports Complex
Royals @ Angels* 1:10 p.m., Tempe Diablo Stadium

Saturday, March 15

Rockies @ White Sox 1:05 p.m., Camelback Ranch-Glendale
Padres @ Mariners* 1:10 p.m., Peoria Sports Complex
Guardians @ Royals* 1:05 p.m., Surprise Stadium
Brewers* @ Angels 1:10 p.m., Tempe Diablo Stadium
Athletics @ Brewers* 1:10 p.m., American Family Fields of Phoenix
Mariners* @ Giants 1:05 p.m., Scottsdale Stadium
Rangers @ Athletics 1:05 p.m., Hohokam Stadium
White Sox @ Diamondbacks TBD, Salt River Fields at Talking Stick
Royals* @ Reds 1:05 p.m., Goodyear Ballpark

Sunday, March 16

Diamondbacks @ Padres* 1:10 p.m., Peoria Sports Complex
Padres* @ Angels 1:10 p.m., Tempe Diablo Stadium
Athletics @ Giants 1:05 p.m., Scottsdale Stadium
Mariners @ Reds 1:05 p.m., Goodyear Ballpark
Guardians @ Brewers 1:10 p.m., American Family Fields of Phoenix
White Sox @ Rangers 1:05 p.m., Surprise Stadium
Royals @ Rockies TBD, Salt River Fields at Talking Stick

Monday, March 17

Diamondbacks* @ Royals 1:05 p.m., Surprise Stadium
Giants @ White Sox 1:05 p.m., Camelback Ranch-Glendale
Reds @ Guardians TBD, Goodyear Ballpark
Brewers @ Padres 1:10 p.m., Peoria Sports Complex
Angels @ Diamondbacks* TBD, Salt River Fields at Talking Stick
Mariners @ Athletics 1:05 p.m., Hohokam Stadium

Tuesday, March 18

Padres @ Giants 6:05 p.m., Scottsdale Stadium
Giants @ Rockies TBD, Salt River Fields at Talking Stick
Brewers @ Mariners 1:10 p.m., Peoria Sports Complex
Angels @ Reds 1:05 p.m., Goodyear Ballpark
Guardians @ Rangers 1:05 p.m., Surprise Stadium

Wednesday, March 19

Rockies @ Diamondbacks TBD, Salt River Fields at Talking Stick
Giants @ Royals 6:05 p.m., Surprise Stadium
Athletics @ Guardians* TBD, Goodyear Ballpark

Rangers @ Mariners 1:10 p.m., Peoria Sports Complex
Guardians* @ Angels 1:10 p.m., Tempe Diablo Stadium
White Sox @ Brewers 1:10 p.m., American Family Fields of Phoenix

Thursday, March 20

Rockies @ Rangers* 6:05 p.m., Surprise Stadium
Angels @ White Sox 1:05 p.m., Camelback Ranch-Glendale
Athletics @ Diamondbacks TBD, Salt River Fields at Talking Stick
Rangers* @ Padres 6:40 p.m., Peoria Sports Complex
Royals @ Reds 1:05 p.m., Goodyear Ballpark

Friday, March 21

Diamondbacks @ Brewers* 6:10 p.m., American Family Fields of Phoenix
Padres @ Cubs 1:05 p.m., Sloan Park
Reds* @ Mariners 1:10 p.m., Peoria Sports Complex
Angels* @ Rockies TBD, Salt River Fields at Talking Stick
Mariners @ Royals* 1:05 p.m., Surprise Stadium
Rangers @ Angels* 12:10 p.m., Tempe Diablo Stadium
Guardians @ Giants 1:05 p.m., Scottsdale Stadium
White Sox @ Reds* 1:05 p.m., Goodyear Ballpark
Royals* @ Athletics 1:05 p.m., Hohokam Stadium
Rockies @ Brewers* 1:10 p.m., American Family Fields of Phoenix

Saturday, March 22

Diamondbacks @ Giants 1:05 p.m., Scottsdale Stadium
Rockies* @ Cubs 1:05 p.m., Sloan Park
Padres* @ Guardians TBD, Goodyear Ballpark
Reds @ Padres* 1:10 p.m., Peoria Sports Complex
Brewers @ Athletics 1:05 p.m., Hohokam Stadium
Mariners @ White Sox* 1:05 p.m., Camelback Ranch-Glendale
White Sox* @ Rockies* TBD, Salt River Fields at Talking Stick
Royals @ Rangers 12:05 p.m., Surprise Stadium

Sunday, March 23

Diamondbacks* @ White Sox 1:05 p.m., Camelback Ranch-Glendale
Rockies @ Brewers* TBD, American Family Fields of Phoenix
Brewers* @ Mariners 1:10 p.m., Peoria Sports Complex
Athletics @ Cubs 1:05 p.m., Sloan Park
Guardians @ Reds 12:05 p.m., Goodyear Ballpark
Padres @ Diamondbacks* TBD, Salt River Fields at Talking Stick

Monday, March 24

Brewers @ Rockies TBD, Salt River Fields at Talking Stick
Mariners @ Padres 12:10 p.m., Peoria Sports Complex
Guardians @ Diamondbacks TBD, Chase Field
Athletics @ White Sox 12:05 p.m., Camelback Ranch-Glendale

Tuesday, March 25

Guardians @ Diamondbacks TBD, Chase Field
* Split Squad

Voted the 2025 Best Western

Opening we
go to western

DESERT CABALLEROS
WESTERN MUSEUM
WICKENBURG, ARIZONA

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

Sun City West Ind, *Cowgirl Up!* Half Page Vert Ads, Feb 19, 2025,
Invoice



110 Galaxy Drive, Dover, DE 19901

Billing Questions?

Call 1-800-426-4192, press 4
or email billteam@iniusa.org

www.iniusa.org

DESERT CABALLEROS WESTERN MUSEUM

Advertising Insertion Order

Cowgirl Up! DCWM 1/2 Pg SUR/SCW

Contact: Caesar Chaves
Address: DESERT CABALLEROS WESTERN
MUSEUM
CHRISTINA GLOVER
21 N FRONTIER ST
WICKENBURG AZ 85390

Sales Rep: Greg Garcia
Phone: 928-684-2272
Email: HHarnasch@westernmuseum.org

Order Date: 2/10/2025
Order Number: 17066

Tear Sheets: 1
Advertiser No: 303673

Bill To: DESERT CABALLEROS WESTERN
MUSEUM
Hillary Harnasch
CHRISTINA GLOVER
21 N FRONTIER ST
WICKENBURG AZ 85390

Displaying Run Dates: All Dates

Issue Date	Publication	Description	Section	Ad Size	Price
2/19/2025	Sun City West Independent	Cowgirl Up! DCWM 1/2 Pg SUR/SCW	*ROP/Anywhere	3 x 8.85	\$500.00
2/19/2025	Surprise Independent	Cowgirl Up! DCWM 1/2 Pg SUR/SCW	*ROP/Anywhere	3 x 8.85	\$500.00
Publication Count: 2		Run Count: 2		SubTotal:	\$1,000.00
				Total Price:	\$1,000.00

Authorization To Run Advertisement

Printed Name

Signature

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

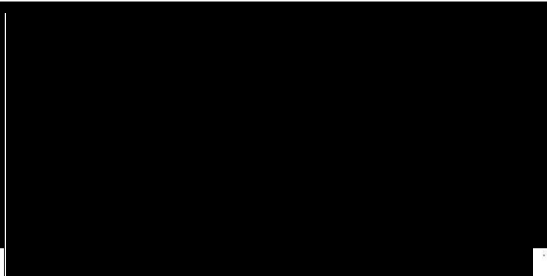
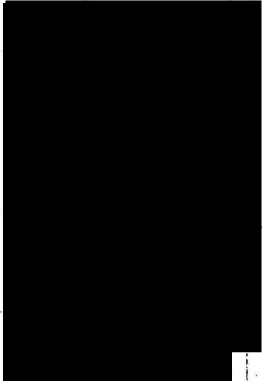
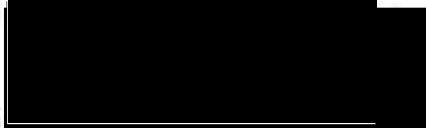
Sun City West, & Surprise Independents, *Cowgirl Up!* Half Page Vert. Ads, Feb 19, 2025
Payment



Transaction Details

\$500 for Sun City West Ind

DESERT CABALLEROS WESTERN MUSEUM 21 N. Frontier St. Wickenburg, AZ 85390-3431 928-684-2272		NATIONAL BANK OF ARIZONA 1-800-497-8168 www.nbanz.com 91-532/1221 91-632/1221	11089
		2/26/2025	
PAY TO THE ORDER OF Independent Newsmedia, Inc.		\$**1,000.00	
One Thousand and 00/100*****			DOLLARS
Independent Newsmedia, Inc. 110 Galaxy Dr. Dover, DE 19901		Two Signatures for over \$5,000	
MEMO	Client 303673	 AUTHORIZED SIGNATURE	

Sun City West Ind, *Cowgirl Up!* Half Page Vertical Ad Feb 19, 2025

YourValley.net | Sun City West Independent | February 19, 2025 41

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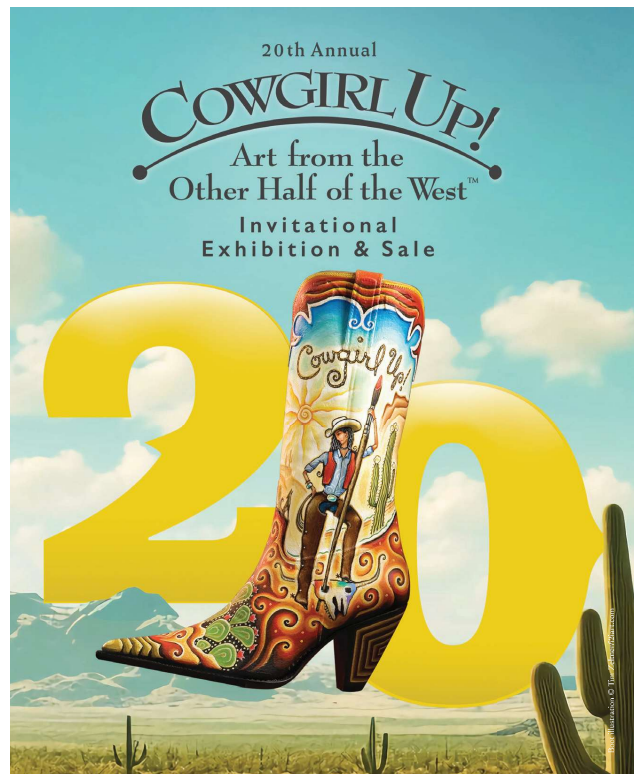
La Loma Village
Litchfield Park

The Colonnade
Surprise

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DESERT CABALLEROS WESTERN MUSEUM

21 N Frontier St., Wickenburg, Arizona



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21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

Surprise Ind, *Cowgirl Up!* Half Page Vertical Ad, Feb 19, 2025,
Invoice



110 Galaxy Drive, Dover, DE 19901

Billing Questions?

Call 1-800-426-4192, press 4
or email billteam@iniusa.org

www.iniusa.org

DESERT CABALLEROS WESTERN MUSEUM

Advertising Insertion Order

Cowgirl Up! DCWM 1/2 Pg SUR/SCW

Contact: Caesar Chaves
Address: DESERT CABALLEROS WESTERN
MUSEUM
CHRISTINA GLOVER
21 N FRONTIER ST
WICKENBURG AZ 85390

Sales Rep: Greg Garcia
Phone: 928-684-2272
Email: HHarnasch@westernmuseum.org

Order Date: 2/10/2025
Order Number: 17066

Tear Sheets: 1
Advertiser No: 303673

Bill To: DESERT CABALLEROS WESTERN
MUSEUM
Hillary Harnasch
CHRISTINA GLOVER
21 N FRONTIER ST
WICKENBURG AZ 85390

Displaying Run Dates: All Dates

Issue Date	Publication	Description	Section	Ad Size	Price
2/19/2025	Sun City West Independent	Cowgirl Up! DCWM 1/2 Pg SUR/SCW	*ROP/Anywhere	3 x 8.85	\$500.00
2/19/2025	Surprise Independent	Cowgirl Up! DCWM 1/2 Pg SUR/SCW	*ROP/Anywhere	3 x 8.85	\$500.00
Publication Count: 2		Run Count: 2		SubTotal:	\$1,000.00
				Total Price:	\$1,000.00

Authorization To Run Advertisement

Printed Name

Signature

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

 NATIONAL BANK OF ARIZONA®

\$500 for Surprise Ind

[illegible]

DESERT CABALLEROS
WESTERN MUSEUM

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Surprise Ind, *Cowgirl Up!* Half Page Vertical Ad, Feb 19, 2025

YourValley.net | Surprise Independent | February 19, 2025 5

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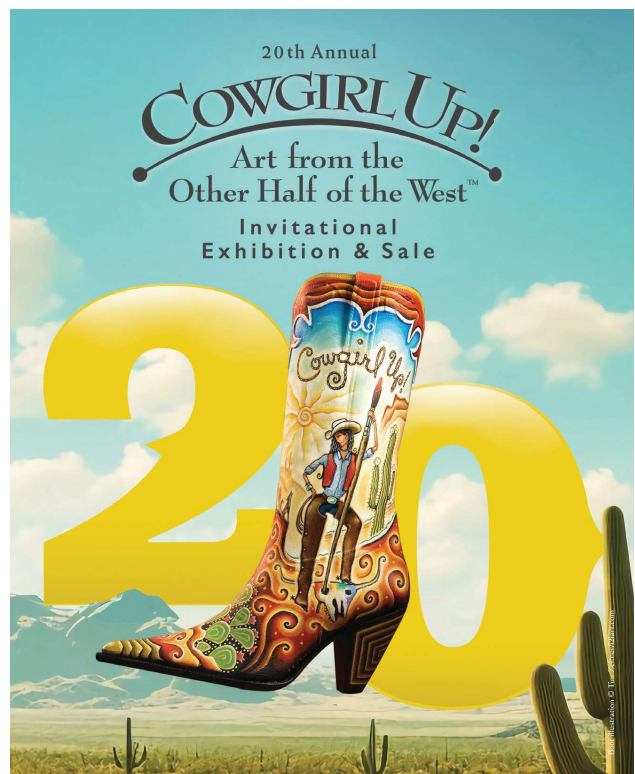
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21 N Frontier St., Wickenburg, Arizona



The country's best women's art show is celebrating
20 years! Join us for the opening weekend on
March 28, 29, and 30.

Visit westernmuseum.org to reserve tickets for the full
weekend or select from a variety of exciting events.



2025 Best Western
Museum Reader's
Choice Award

Exhibitions sponsored in part by



DESERT CABALLEROS WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

KAZT CW7, *Cowgirl Up!* TV Ads, March 18-28, 2025, Invoice



Remit Address:

KAZT
PO Box 748604
Los Angeles, CA 90074
Main: (602) 977-7700
Billing:

Billing Address:

Desert Caballeros Western Museum
Attention: Cesar Chavez
21 N Frontier Street
Wickenburg, AZ 85390

INVOICE

Advertiser	Desert Caballeros Western Museum
Order Brand	
Product	Western Museum 20th Annual 2025
Estimate Number	

Property	KAZT
Account Executive	Ryan Ferris
Sales Office	Local Phoenix Sales Office
Sales Region	Local

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

Invoice #	4784464-1
Invoice Date	03/30/25
Invoice Month	March 2025
Invoice Period	02/24/25 - 03/30/25

Order #	4784464
Alt Order #	
Ext. Opp. ID	
Deal #	
Order Flight	03/18/25 - 03/28/25

Agency Code	
Advertiser Code	
Product 1/2	

Page 1 of 5

WO Payments Quick Pay Link: payments.wocentral.com/find

Quick Pay Code: **MVYAFYA77R**

Summary:

Property	Invoice Number	Total Spots	Product Description	Gross Total	Commission	Net Total	Tax 1	Tax 2	Invoice Total
IKAZT	4784449-1		Western Museum 20th Annual	\$100.00	\$0.00	\$100.00	\$0.00	\$0.00	\$100.00
KAZT	4784336-1	61	Western Museum 20th Annual	\$2,700.00	\$0.00	\$2,700.00	\$0.00	\$0.00	\$2,700.00
Totals:		61		\$2,800.00	\$0.00	\$2,800.00	\$0.00	\$0.00	\$2,800.00

Payment Terms 30 Days

TV

Cowgirl Up!

Net Total

\$2,800.00
\$0.00

Invoice Balance as of 04/01/25 1:24:35 PM CT

Invoice Detail:

Property	Invoice Number	Product Description	Gross Total	Commission	Net Total	Tax 1	Tax 2	Invoice Total
IKAZT	4784449-1	Western Museum 20th Annual	\$100.00	\$0.00	\$100.00	\$0.00	\$0.00	\$100.00

IKAZT

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

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DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

KAZT CW7, *Cowgirl Up!* TV Ads, March 18-28, 2025,
Payment



Transaction Details

DESERT CABALLEROS WESTERN MUSEUM 21 N. Frontier St. Wickenburg, AZ 85390-3431 928-684-2272		NATIONAL BANK OF ARIZONA 1-800-497-8168 www.nbarizona.com 91-532/1221 91-532/1221	11218
PAY TO THE ORDER OF KAZT LLC			4/22/2025
Two Thousand Eight Hundred and 00/100*****		\$ **2,800.00	
KAZT P. O. Box 748604 Los Angeles, CA 90074		Two Signatures for over \$5,000	
MEMO	[Signature]		
		AUTHORIZED SIGNATURE	

Security Features exceed industry standards and include: • Intaglio/Blind - Matching serial and check number on back (frontal, 91-532/1221) • Mobile Deposit - Mobile Deposit check mark to indicate check has been deposited via mobile device • The Security Weave - pattern on back designed to deter fraud • Microprint (7/17 lines) printed on front and back • The words "ORIGINAL DOCUMENT" across the back • Photo Safe Deposit - icon visible on front and back		☐ CHECK BOX FOR MOBILE/NOTE DEPOSIT WRITE NAME OF FINANCIAL INSTITUTION ONLINE ABOVE
Be get cash if: • Any of the features listed above are missing or appear altered • Any five ink on back back's pink or are disappeared • Glazed stains or colored spots appear on both front and back and in Chemical Wash Detection Box		

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KAZT CW7, *Cowgirl Up!* TV Ads, March 18-28, 2025



DCWM25

March 14, 2025 • Michael Petry



DCWM25

March 14, 2025 • Michael Petry

Find CW7 video file on thumbdrive.

DESERT CABALLEROS WESTERN MUSEUM

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KAZT CW7 *Cowgirl Up!* May 19-25, 2025, Invoice



Remit Address:

KAZT
PO Box 748604
Los Angeles, CA 90074
Main: (602) 977-7700
Billing:

Billing Address:

Desert Caballeros Western Museum
Attention: Cesar Chavez
21 N Frontier Street
Wickenburg, AZ 85390

INVOICE

Page 1 of 1

Advertiser	Desert Caballeros Western Museum	Invoice #	4870919-1
Order Brand		Invoice Date	05/25/25
Product	On location segment	Invoice Month	May 2025
Estimate Number		Invoice Period	04/28/25 - 05/25/25

Property	KAZT	Order #	4870919
Account Executive	Ryan Ferris	Alt Order #	
Sales Office	Local Phoenix Sales Office	Ext. Opp. ID	
Sales Region	Local	Deal #	
		Order Flight	05/20/25 - 05/20/25

Billing Calendar	Broadcast	Agency Code	
Billing Type	Cash	Advertiser Code	
Special Handling		Product 1/2	

Agency Ref	
Advertiser Ref	

WO Payments Quick Pay Link: payments.wocentral.com/find

Quick Pay Code: **7RMAWJA4WR**

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	KAZT	Daily Mix Segment	Daily Mix Segment		05/19/25 to 05/25/25	1x	-T-----				
	KAZT	Daily Mix Segment		Tu	05/20/25	:01	9:00 AM	DCWMDailyMix	\$1,000.00		1

Aired Spots

1

Net Total **\$1,000.00** Payment Terms 30 Days

Invoice Balance as of 5/29/2025 12:48:07 PM CT **\$1,000.00**

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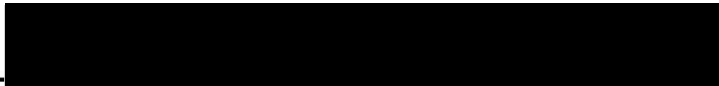
DESERT CABALLEROS
WESTERN MUSEUM

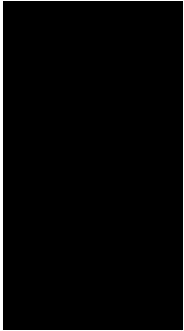
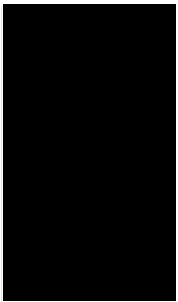
21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

KAZT CW7, *Cowgirl Up!* TV Ads, March 18-28, 2025,
Payment Stub



Transaction Details

DESERT CABALLEROS WESTERN MUSEUM 21 N. Frontier St. Wickenburg, AZ 85390-3431 928-684-2272		NATIONAL BANK OF ARIZONA 1-800-497-8168 www.nbarizona.com 91-532/1221 91-532/1221	11369
		6/2/2025	
PAY TO THE ORDER OF KAZT LLC		\$ **1,500.00	
One Thousand Five Hundred and 00/100*****			DOLLARS
KAZT P. O. Box 748604 Los Angeles, CA 90074		Two Signatures for over \$5,000	
MEMO			
		 AUTHORIZED SIGNATURE	

			
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DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

KAZT CW7 *Cowgirl Up!* May 2025, artwork is same as March, 2025



DCWM25

March 14, 2025 • Michael Petry



DCWM25

March 14, 2025 • Michael Petry

Same spot as previous. Find CW7 video file on thumbdrive.

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

KJZZ/KBACH, 60 radio spots for *Cowgirl Up!* Opening, Feb. 24-March 21, 2025

Invoice



INVOICE

Invoice #: MC-1250349381
Invoice Date: 03/30/2025
Contract #: 9125616
Page: 1
Net Amount Due: \$4,080.00

Advertiser: DESERT CABALLEROS MUSEUM
21 N FRONTIER STREET
WICKENBURG, AZ 85390

Station(s): KBAQ-FM
KJZZ-FM

Advertiser: DESERT CABALLEROS MUSEUM
Product: DESERT CABALLEROS MUSEUM
Estimate #:
Agency Client Code:
Buyer Name: CAESAR CHAVES

Salesperson(s): Susan Folz

Terms:

Day	Date	Time	Ln	Length	Product	ISCI	Rate
KBAQ-FM							
MON	02/24/25	08:29:15a	1	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
MON	02/24/25	01:55:00p	2	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
MON	02/24/25	05:15:15p	3	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
TUE	02/25/25	07:55:00a	1	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
TUE	02/25/25	10:12:00a	5	15		Q 20TH ANNUAL COWGIRL UP	\$0.00
TUE	02/25/25	02:40:00p	2	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
TUE	02/25/25	04:55:00p	5	15		Q 20TH ANNUAL COWGIRL UP	\$0.00
TUE	02/25/25	08:35:00p	4	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
WED	02/26/25	11:12:00a	2	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
WED	02/26/25	09:55:15p	4	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
THU	02/27/25	04:55:00p	3	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
THU	02/27/25	09:35:00p	5	15		Q 20TH ANNUAL COWGIRL UP	\$0.00
THU	02/27/25	10:40:00p	4	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
FRI	02/28/25	06:29:00a	1	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
FRI	02/28/25	05:29:00p	3	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
MON	03/17/25	09:40:00a	1	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
MON	03/17/25	10:40:15a	2	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
MON	03/17/25	07:35:00p	4	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
MON	03/17/25	10:55:00p	4	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
TUE	03/18/25	05:29:15p	5	15		Q 20TH ANNUAL COWGIRL UP	\$0.00
WED	03/19/25	08:15:15a	1	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
WED	03/19/25	04:29:00p	3	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
WED	03/19/25	06:40:00p	3	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
WED	03/19/25	10:55:00p	4	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
THU	03/20/25	07:29:00a	1	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
THU	03/20/25	12:55:00p	2	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
THU	03/20/25	07:55:00p	5	15		Q 20TH ANNUAL COWGIRL UP	\$0.00
FRI	03/21/25	06:29:00a	5	15		Q 20TH ANNUAL COWGIRL UP	\$0.00
FRI	03/21/25	02:21:15p	2	15		Q 20TH ANNUAL COWGIRL UP	\$50.00
FRI	03/21/25	03:12:00p	3	15		Q 20TH ANNUAL COWGIRL UP	\$50.00

KJZZ-FM

DESERT CABALLEROS WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

KJZZ/KBACH, 60 radio spots for *Cowgirl Up!* Opening, Feb. 24-March 21, 2025

Invoice

INVOICE



Invoice #: MC-1250349381
 Invoice Date: 03/30/2025
 Contract #: 9125616
 Page: 2
 Net Amount Due: \$4,080.00

Day	Date	Time	Ln	Length	Product	ISCI	Rate
MON	02/24/25	05:49:00a	1	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
MON	02/24/25	10:29:45a	2	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
MON	02/24/25	12:19:00p	2	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
MON	02/24/25	07:50:00p	4	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
MON	02/24/25	11:29:30p	5	15		Z 20TH ANNUAL COWGIRL UP	\$0.00
TUE	02/25/25	06:49:36a	1	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
TUE	02/25/25	11:20:00a	2	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
TUE	02/25/25	03:59:00p	3	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
TUE	02/25/25	05:32:45p	5	15		Z 20TH ANNUAL COWGIRL UP	\$0.00
TUE	02/25/25	10:40:00p	4	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
WED	02/26/25	08:30:00a	1	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
WED	02/26/25	05:49:45p	3	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
WED	02/26/25	08:59:00p	5	15		Z 20TH ANNUAL COWGIRL UP	\$0.00
THU	02/27/25	11:29:00p	4	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
FRI	02/28/25	04:48:45p	3	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
MON	03/17/25	06:59:00a	1	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
MON	03/17/25	10:39:00a	2	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
MON	03/17/25	12:19:00p	2	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
MON	03/17/25	04:06:00p	3	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
MON	03/17/25	08:19:00p	4	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
MON	03/17/25	09:59:00p	4	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
MON	03/17/25	10:59:00p	4	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
TUE	03/18/25	07:21:30a	1	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
TUE	03/18/25	11:20:00a	2	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
TUE	03/18/25	03:19:00p	3	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
TUE	03/18/25	10:19:00p	5	15		Z 20TH ANNUAL COWGIRL UP	\$0.00
WED	03/19/25	09:19:00a	1	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
WED	03/19/25	05:19:15p	3	15		Z 20TH ANNUAL COWGIRL UP	\$120.00
THU	03/20/25	06:32:30a	5	15		Z 20TH ANNUAL COWGIRL UP	\$0.00
FRI	03/21/25	04:59:00p	5	15		Z 20TH ANNUAL COWGIRL UP	\$0.00

THANK YOU FOR YOUR SUPPORT!
 FOR BILLING QUESTIONS, PLEASE CALL SUSAN FOLZ AT 602-320-4373
 PLEASE INCLUDE INVOICE NUMBER WITH PAYMENT.

KBAQ-FM

Total Spots: 30
 Gross Amount: \$1,200.00
 Agency Commission: \$0.00
 Net Amount: \$1,200.00

KJZZ-FM

Total Spots: 30
 Gross Amount: \$2,880.00
 Agency Commission: \$0.00
 Net Amount: \$2,880.00

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

KJZZ/KBACH, 60 radio spots for *Cowgirl Up!* Opening, Feb. 24-March 21, 2025

Invoice

INVOICE



Invoice #: MC-1250349381
Invoice Date: 03/30/2025
Contract #: 9125616
Page: 3
Net Amount Due: \$4,080.00

Remit To:
Tanya Algee
KJZZ/KBAQ
Accounts Receivable
PO BOX 62228
PHOENIX, AZ 85082-2228

Invoice Totals
Total Spots: 60
Gross Amount: \$4,080.00
Agency Commission: \$0.00
Net Amount Due: \$4,080.00

Please include invoice number with payment.

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

KJZZ/KBACH, 60 radio spots for *Cowgirl Up!* Opening, Feb. 24-March 21, 2025
Payment



Transaction Details

DESERT CABALLEROS WESTERN MUSEUM 21 N. Frontier St. Wickenburg, AZ 85390-3431 928-684-2272		NATIONAL BANK OF ARIZONA 1-800-497-8168 www.nbarizona.com 91-532/1221 91-532/1221	11193
PAY TO THE ORDER OF <u>KJZZ</u>		\$ **4,080.00	4/15/2025
Four Thousand Eighty and 00/100*****		DOLLARS	
MEMO KJZZ Attn: Accounts Receivable P.O. Box 62228 Phoenix, AZ 85082-2228		Two Signatures for over \$5,000	
		AUTHORIZED SIGNATURE 	

KJZZ/KBACH, 60 radio spots for *Cowgirl Up!* Opening, Feb. 24-March 21, 2025

From: Caesar Chaves <CChaves@westernmuseum.org>
Sent: Thursday, February 20, 2025 7:16 AM
To: Susan Folz <susan.folz@publicradiophx.org>
Subject: Re: Desert Caballeros Western Museum spot copy

Approved! Thanks so much for your help.

Best,
Caesar

From: Susan Folz <susan.folz@publicradiophx.org>
Date: Thursday, February 20, 2025 at 7:04 AM
To: Caesar Chaves <CChaves@westernmuseum.org>
Subject: RE: Desert Caballeros Western Museum spot copy

Hi Caesar!

We can't have a call to action by using the words "come" or "see". Perhaps this might work for you:

KJZZ is supported by Desert Caballeros Western Museum in the Town of Wickenburg. The Twentieth annual Cowgirl Up! Opens the weekend of March twenty eighth with Western art by sixty women artists, food, drinks and more. Western Museum dot org

Script for submittal. See thumbdrive for final KJZZ radio ad opening.

DESERT CABALLEROS WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

KJZZ/KBACH, 60 spots for *Cowgirl Up!* Closing, May 5 - 25, 2025

Invoice

INVOICE



Invoice #: MC-1250549787
Invoice Date: 05/25/2025
Contract #: 9125616
Page: 1
Net Amount Due: \$4,080.00

Advertiser: DESERT CABALLEROS MUSEUM
21 N FRONTIER STREET
WICKENBURG, AZ 85390

Station(s): KBAQ-FM
KJZZ-FM

Advertiser: DESERT CABALLEROS MUSEUM
Product: DESERT CABALLEROS MUSEUM
Estimate #:
Agency Client Code:
Buyer Name: CAESAR CHAVES

Salesperson(s): Susan Folz
Terms:

Day	Date	Time	Ln	Length	Product	ISCI	Rate
KBAQ-FM							
MON	05/05/25	06:45:15a	5	15		Q Cowgirl Up	\$0.00
MON	05/05/25	12:40:00p	2	15		Q Cowgirl Up	\$50.00
MON	05/05/25	06:40:15p	3	15		Q Cowgirl Up	\$50.00
MON	05/05/25	08:40:00p	4	15		Q Cowgirl Up	\$50.00
TUE	05/06/25	06:20:00a	1	15		Q Cowgirl Up	\$50.00
TUE	05/06/25	09:40:00a	1	15		Q Cowgirl Up	\$50.00
TUE	05/06/25	01:40:00p	2	15		Q Cowgirl Up	\$50.00
TUE	05/06/25	03:12:00p	3	15		Q Cowgirl Up	\$50.00
WED	05/07/25	08:29:00a	1	15		Q Cowgirl Up	\$50.00
WED	05/07/25	11:12:30a	2	15		Q Cowgirl Up	\$50.00
WED	05/07/25	07:10:00p	4	15		Q Cowgirl Up	\$50.00
THU	05/08/25	05:29:00p	3	15		Q Cowgirl Up	\$50.00
THU	05/08/25	07:55:00p	5	15		Q Cowgirl Up	\$0.00
THU	05/08/25	10:40:00p	4	15		Q Cowgirl Up	\$50.00
SAT	05/10/25	08:55:00p	5	15		Q Cowgirl Up	\$0.00
MON	05/12/25	06:29:15a	1	15		Q Cowgirl Up	\$50.00
MON	05/12/25	10:40:15a	2	15		Q Cowgirl Up	\$50.00
MON	05/12/25	04:15:15p	3	15		Q Cowgirl Up	\$50.00
TUE	05/13/25	07:55:00a	1	15		Q Cowgirl Up	\$50.00
TUE	05/13/25	10:12:00a	5	15		Q Cowgirl Up	\$0.00
TUE	05/13/25	02:12:15p	2	15		Q Cowgirl Up	\$50.00
TUE	05/13/25	06:12:00p	3	15		Q Cowgirl Up	\$50.00
TUE	05/13/25	09:55:00p	4	15		Q Cowgirl Up	\$50.00
WED	05/14/25	12:12:15p	2	15		Q Cowgirl Up	\$50.00
WED	05/14/25	08:10:00p	5	15		Q Cowgirl Up	\$0.00
WED	05/14/25	10:55:00p	4	15		Q Cowgirl Up	\$50.00
THU	05/15/25	08:15:15a	1	15		Q Cowgirl Up	\$50.00
THU	05/15/25	08:40:00p	4	15		Q Cowgirl Up	\$50.00
FRI	05/16/25	03:12:00p	5	15		Q Cowgirl Up	\$0.00
SUN	05/18/25	04:30:00p	3	15		Q Cowgirl Up	\$50.00

KJZZ-FM

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

KJZZ/KBACH, 60 spots for *Cowgirl Up!* Closing, May 5 - 25, 2025

Invoice

INVOICE



Invoice #: MC-1250549787
Invoice Date: 05/25/2025
Contract #: 9125616
Page: 2
Net Amount Due: \$4,080.00

Day	Date	Time	Ln	Length	Product	ISCI	Rate
MON	05/05/25	08:49:45a	1	15		Z Cowgirl Up	\$120.00
MON	05/05/25	11:39:00a	2	15		Z Cowgirl Up	\$120.00
MON	05/05/25	12:59:00p	2	15		Z Cowgirl Up	\$120.00
MON	05/05/25	03:48:00p	3	15		Z Cowgirl Up	\$120.00
MON	05/05/25	04:48:00p	3	15		Z Cowgirl Up	\$120.00
MON	05/05/25	07:50:00p	4	15		Z Cowgirl Up	\$120.00
MON	05/05/25	09:19:00p	4	15		Z Cowgirl Up	\$120.00
TUE	05/06/25	05:42:30a	1	15		Z Cowgirl Up	\$120.00
TUE	05/06/25	05:59:00p	3	15		Z Cowgirl Up	\$120.00
WED	05/07/25	06:19:00a	1	15		Z Cowgirl Up	\$120.00
WED	05/07/25	02:20:00p	2	15		Z Cowgirl Up	\$120.00
WED	05/07/25	10:19:00p	5	15		Z Cowgirl Up	\$0.00
THU	05/08/25	07:32:30a	5	15		Z Cowgirl Up	\$0.00
THU	05/08/25	04:19:30p	5	15		Z Cowgirl Up	\$0.00
FRI	05/09/25	09:39:00p	4	15		Z Cowgirl Up	\$120.00
MON	05/12/25	01:19:00p	2	15		Z Cowgirl Up	\$120.00
MON	05/12/25	03:48:00p	3	15		Z Cowgirl Up	\$120.00
MON	05/12/25	10:59:00p	4	15		Z Cowgirl Up	\$120.00
TUE	05/13/25	05:19:00a	1	15		Z Cowgirl Up	\$120.00
TUE	05/13/25	10:39:00a	2	15		Z Cowgirl Up	\$120.00
TUE	05/13/25	06:29:30p	3	15		Z Cowgirl Up	\$120.00
TUE	05/13/25	08:59:00p	4	15		Z Cowgirl Up	\$120.00
WED	05/14/25	05:19:30a	5	15		Z Cowgirl Up	\$0.00
WED	05/14/25	05:32:45p	3	15		Z Cowgirl Up	\$120.00
THU	05/15/25	06:32:30a	1	15		Z Cowgirl Up	\$120.00
THU	05/15/25	11:20:00a	2	15		Z Cowgirl Up	\$120.00
THU	05/15/25	09:39:00p	4	15		Z Cowgirl Up	\$120.00
THU	05/15/25	11:29:00p	5	15		Z Cowgirl Up	\$0.00
FRI	05/16/25	05:29:00a	1	15		Z Cowgirl Up	\$120.00
FRI	05/16/25	06:49:30a	5	15		Z Cowgirl Up	\$0.00

FOR BILLING QUESTIONS, PLEASE CALL SUSAN FOLZ AT 602-320-4373
PLEASE INCLUDE INVOICE NUMBER WITH PAYMENT.
THANK YOU FOR YOUR SUPPORT!

KBAQ-FM

Total Spots: 30
Gross Amount: \$1,200.00
Agency Commission: \$0.00
Net Amount: \$1,200.00

KJZZ-FM

Total Spots: 30
Gross Amount: \$2,880.00
Agency Commission: \$0.00
Net Amount: \$2,880.00

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

KJZZ/KBACH, 60 spots for *Cowgirl Up!* Closing, May 5 - 25, 2025

Invoice



INVOICE

Invoice #: MC-1250549787
Invoice Date: 05/25/2025
Contract #: 9125616
Page: 3
Net Amount Due: \$4,080.00

Remit To:
Roy Hilliard
KJZZ/KBAQ
Accounts Receivable
PO BOX 62228
PHOENIX, AZ 85082-2228

Invoice Totals	
Total Spots:	60
Gross Amount:	\$4,080.00
Agency Commission:	\$0.00
Net Amount Due:	\$4,080.00

Please include invoice number with payment.

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

KJZZ/KBACH, 60 spots for *Cowgirl Up!* Closing, May 5 - 25, 2025
Payment



Transaction Details

DESERT CABALLEROS WESTERN MUSEUM 21 N. Frontier St. Wickenburg, AZ 85390-3431 928-684-2272		NATIONAL BANK OF ARIZONA 1-800-497-8168 www.nbanarizona.com 91-532/1221 91-532/1221	11376
		6/11/2025	
PAY TO THE ORDER OF	KJZZ	\$ **4,080.00	
Four Thousand Eighty and 00/100*****			DOLLARS
KJZZ Attn: Accounts Receivable P.O. Box 62228 Phoenix, AZ 85082-2228		Two Signatures for over \$5,000	
MEMO	[Redacted]		
		[Signature] AUTHORIZED SIGNATURE	

KJZZ/KBACH,

From: Susan Folz <susan.folz@publicradiophx.org>

Date: Wednesday, April 30, 2025 at 4:59 PM

To: Caesar Chaves <CChaves@westernmuseum.org>

Subject: RE: Desert Caballeros Western Museum spot copy + Summer package

Hi Caesar!

A few edits are needed because we can't have a strong call to action by saying "don't miss". We also can't say "award-winning" unless we cite the actual award. Might something like this work for you?

*KJZZ is supported by Desert Caballeros Western Museum in the Town of Wickenburg. ~~Don't miss~~ The Twentieth annual Cowgirl Up! exhibition is closing May twenty-fifth! **You can** make plans to see ~~award-winning~~ **Western** artwork by sixty women artists ~~by visiting~~ at Western Museum dot org.*

*KJZZ is supported by Desert Caballeros Western Museum in the Town of Wickenburg. The Twentieth annual Cowgirl Up! exhibition is closing May twenty-fifth! You can make plans to see **Western** artwork by sixty women artists at Western Museum dot org.*

**Script for submittal; Cowgirl Up! Closing Soon..
See thumbdrive for final KJZZ radio ad.**

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

On Media Season Guide, Half Page Ad and Editorial Tucson, 2024-2025,
Invoice

ONMEDIA

INVOICE

Invoice Number: 2024ci-2486
Invoice Date: 7/1/2024
Due Date: 7/31/2024

BILL TO
Hillary Harnasch
Desert Caballeros Western Museum
21 N. Frontier Street
Wickenburg, AZ 85390

Advertiser
Desert Caballeros Western Museum

Sales Rep
Lisa Grannis

Product	Issue	Year	Ad Size	Ad Notes	Card Rate	Sales Tax	Net	Amount
Tucson ON Stage Guide	2024 - 2025	2024	1 Page (1/2 ad & 1/2 Editorial)		\$2,000.00	10.00	\$2,000.00	\$2,010.00
Phoenix ON Stage Guide	2024 - 2025	2024	2 Pages (1 ad & 1 Editorial)		\$3,600.00	18.00	\$3,600.00	\$3,618.00
							Total	\$5,628.00

Total:	\$5,628.00
---------------	-------------------

Payment is due on or before 7/31/2024.

Payments received after the due date will be assessed a 1.5% monthly finance charge.

Please make checks payable to:

ON Media
910 E Osborn Road Suite B
Phoenix AZ 85014

You can also make your payment by Credit/Debit Card by using our Customer Portal

Please note: First time users of the portal will need to register for portal access using the following email address:
HHarnasch@westernmuseum.org

For Questions about your account please contact Gina Pinaire: GPinaire@onmediaaz.com

Thank you for your business.

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

On Media Season Guide, Half Page Ad and Editorial Tucson, 2024-2025,
Payment



Transaction Details

DESERT CABALLEROS WESTERN MUSEUM 21 N. Frontier St. Wickenburg, AZ 85390-3431 928-684-2272		NATIONAL BANK OF ARIZONA 1-800-497-8168 www.nbarizona.com 91-532/1221 91-532/1221	10641
		7/3/2024	
PAY TO THE ORDER OF	ON Media	\$**5,628.00	
Five Thousand Six Hundred Twenty-Eight and 00/100*****			DOLLARS
ON Media 910 E. Osborn Rd., Suite B Phoenix, AZ 85014		Two Signatures for over \$5,000	
MEMO	[Redacted]		
		[Signatures] AUTHORIZED SIGNATURE	

[Redacted]

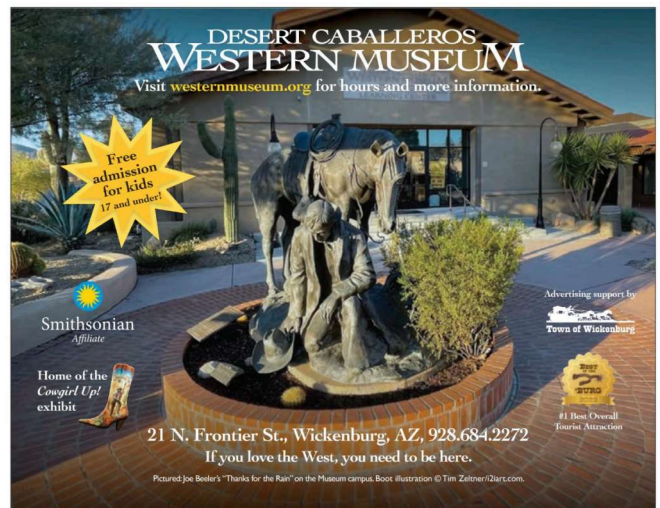
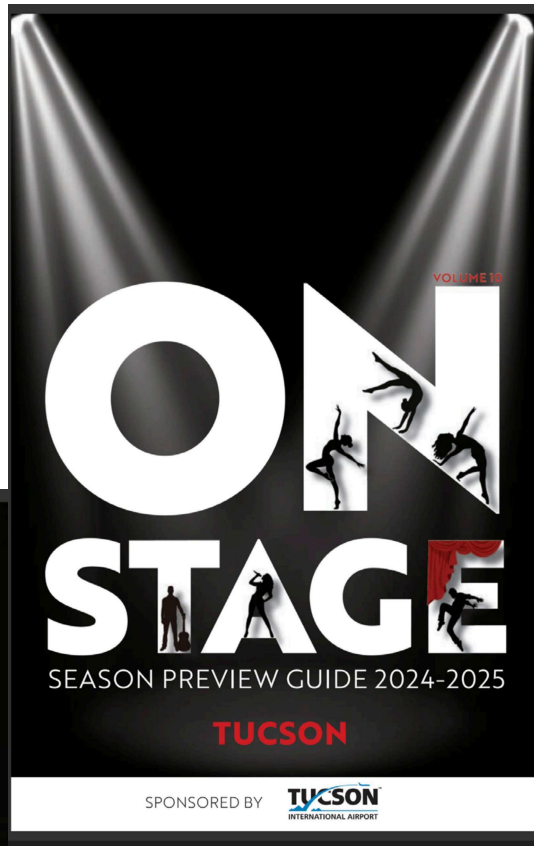
[Redacted]

[Redacted]

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

On Media Season Guide, Half Page Ad and Editorial Tucson, 2024-2025,



EXPLORE ART INSPIRED BY THE AMERICAN WEST at Desert Caballeros Western Museum



Experience the essence of the American West this season at Desert Caballeros Western Museum (DCWM), nestled in the heart of historic Wickenburg, Arizona.

This season, don't miss the powerful photography of Werner Segarra's *Vaqueros de la Cruz del Diablo* and the evocative Western paintings of *Tim Cox*. In March, the museum celebrates two decades of the best Western women artists with the 20th annual *Cowgirl Up! Art from the Other Half of the West* exhibition and sale. This exhibition features over 300 pieces of artwork.

The museum's growing collection features prized works by renowned artists such as *George Catlin*, *Albert Bierstadt*, *Frederic Remington*, *Charles Russell*, the *Cowboy Artists of America* and the *Taos Society of Artists*. Contemporary perspectives are showcased through fine art by *Deborah Copenhaver Fellows*, *Cynthia Rigden*, *Billy Schenck*, *Curt Walters* and many other contemporary masters.

If you love the West, you need to be here!

For more information, visit westernmuseum.org or call 928.684.2272.

DESERT CABALLEROS
WESTERN MUSEUM

ON STAGE 2024-2025 | 47

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

On Media Season Guide, 2024-2025, Half Page Ad and Editorial Phoenix

ON MEDIA

INVOICE

Invoice Number: 2024ci-2486
Invoice Date: 7/1/2024
Due Date: 7/31/2024

BILL TO
Hillary Harnasch
Desert Caballeros Western Museum
21 N. Frontier Street
Wickenburg, AZ 85390

Advertiser
Desert Caballeros Western Museum

Sales Rep
Lisa Grannis

Product	Issue	Year	Ad Size	Ad Notes	Card Rate	Sales Tax	Net	Amount
Tucson ON Stage Guide	2024 - 2025	2024	1 Page (1/2 ad & 1/2 Editorial)		\$2,000.00	10.00	\$2,000.00	\$2,010.00
Phoenix ON Stage Guide	2024 - 2025	2024	2 Pages (1 ad & 1 Editorial)		\$3,600.00	18.00	\$3,600.00	\$3,618.00
Total								\$5,628.00

Total:	\$5,628.00
--------	------------

Payment is due on or before 7/31/2024.

Payments received after the due date will be assessed a 1.5% monthly finance charge.

Please make checks payable to:

ON Media
910 E Osborn Road Suite B
Phoenix AZ 85014

You can also make your payment by Credit/Debit Card by using our Customer Portal

Please note: First time users of the portal will need to register for portal access using the following email address:
HHarnasch@westernmuseum.org

For Questions about your account please contact Gina Pinaire: GPinaire@onmediaaz.com

Thank you for your business.

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

On Media Season Guide, 2024-2025, Half Page Ad and Editorial Phoenix



Transaction Details

DESERT CABALLEROS WESTERN MUSEUM 21 N. Frontier St. Wickenburg, AZ 85390-3431 928-684-2272		NATIONAL BANK OF ARIZONA 1-800-497-8168 www.nbarizona.com 91-532/1221 91-532/1221	10641
		7/3/2024	
PAY TO THE ORDER OF	ON Media	\$**5,628.00	
Five Thousand Six Hundred Twenty-Eight and 00/100*****			DOLLARS
ON Media 910 E. Osborn Rd., Suite B Phoenix, AZ 85014		Two Signatures for over \$5,000	
MEMO	[Redacted]		
		[Signature: Keith Clark] [Signature: J. Lacey] AUTHORIZED SIGNATURE	

[Redacted]

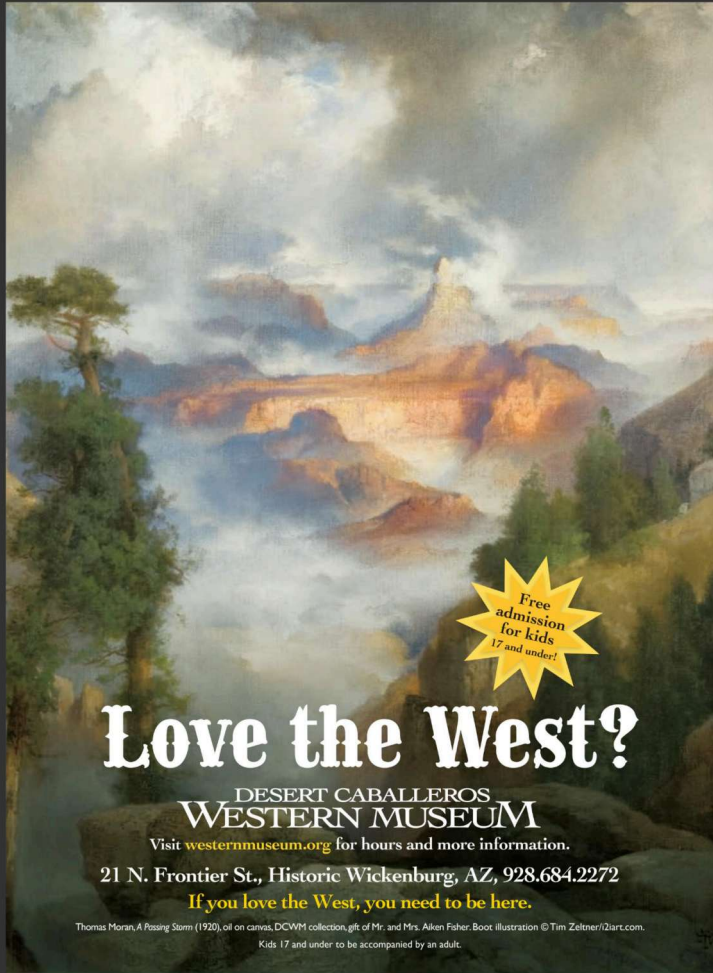
[Redacted]

[Redacted]

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

On Media Season Guide, 2024-2025, Half Page Ad and Editorial Phoenix



Free admission for kids 17 and under!

Love the West?

DESERT CABALLEROS
WESTERN MUSEUM

Visit westernmuseum.org for hours and more information.

21 N. Frontier St., Historic Wickenburg, AZ, 928.684.2272

If you love the West, you need to be here.

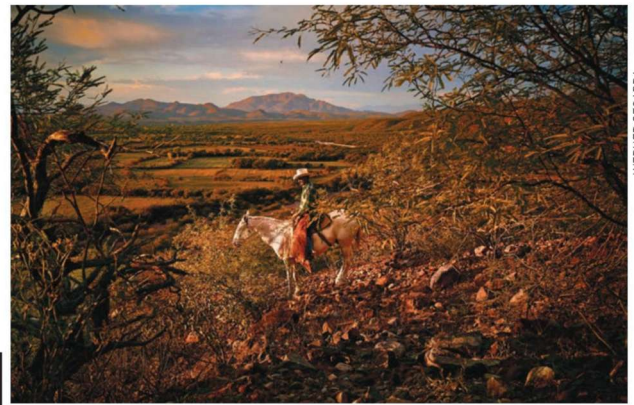
Thomas Moran, *A Passing Storm* (1920), oil on canvas, DCWM collection, gift of Mr. and Mrs. Aiken Fisher. Boot illustration © Tim Zeltner/i2art.com.
Kids 17 and under to be accompanied by an adult.

Home of the *Cowgirl Up!* exhibit

Smithsonian Affiliate

Advertising support by
Town of Wickenburg

#1 Best Overall
Tourist Attraction



WERNER SEGARRA

EXPLORE ART INSPIRED BY THE AMERICAN WEST at Desert Caballeros Western Museum

Experience the essence of the American West this season at Desert Caballeros Western Museum (DCWM), nestled in the heart of historic Wickenburg, Arizona. Discover a captivating blend of world-class art collections and expansive historical exhibitions that bring to light the stories of Indigenous peoples, explorers, cowboys, miners and more.

This season, don't miss the powerful photography of **Werner Segarra's *Vaqueros de la Cruz del Diablo*** and the evocative Western paintings of Tim Cox. And, starting on March 28, 2025, the museum celebrates two decades of the best Western women artists with the 20th annual ***Cowgirl Up! Art from the Other Half of the West*** exhibition and sale. This exhibition features over 300 pieces of artwork ranging from large-scale paintings to dynamic sculptures and hyper-realistic drawings. Proceeds benefit the women artists, museum exhibitions and educational programs.

The museum's growing collection features prized works by renowned artists such as **George Catlin, Albert Bierstadt, Frederic**

Remington, Charles Russell, the Cowboy Artists of America and the **Taos Society of Artists**. Contemporary perspectives are showcased through fine art by **Deborah Copenhaver Fellows, Cynthia Rigden, Billy Schenck, Curt Walters** and many other contemporary masters.

Step into history at the museum's lower level, where a life-sized recreation of 1912 downtown Wickenburg offers an immersive stroll into the past.

The DCWM offers discounts for seniors, AAA members and active military personnel, with free admission available for Museum members and children 17 and under.

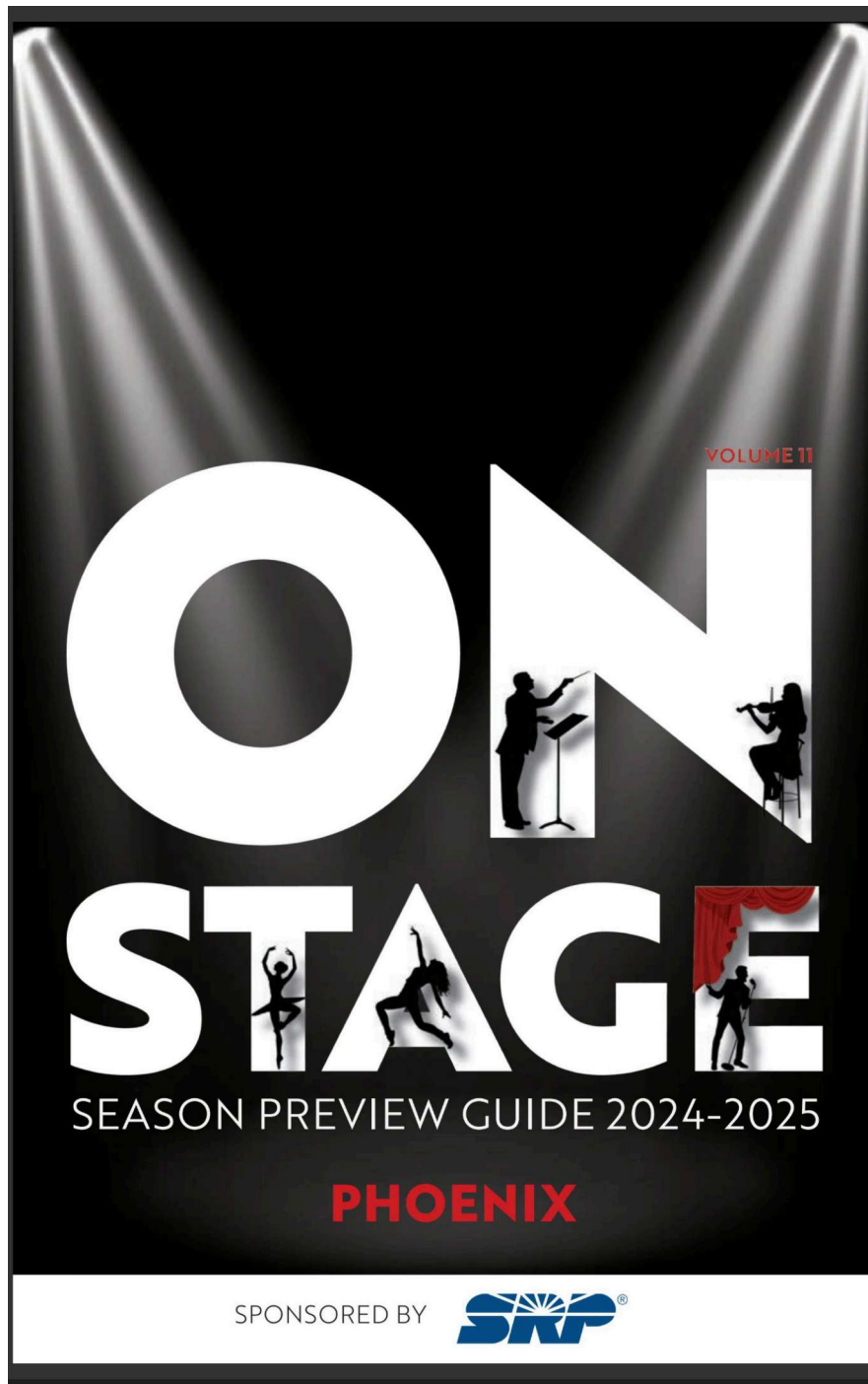
If you love the West, you need to be here!

For more information, visit westernmuseum.org or call **928.684.2272**.

DESERT CABALLEROS
WESTERN MUSEUM

ON STAGE 2024-2025 | 73

On Media Season Guide, 2024-2025, Half Page Ad and Editorial Phoenix
Cover for Phoenix Edition



DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

O'Rourke Media (Hunter Skilling), Sun City Times, *Cowgirl Up!* half page ad, May 2025



CitySunTimes
70 S Val Vista Dr, Suite A3-494
Gilbert, AZ 85296

Caesar Chaves
Desert Caballeros Western Museum
21 N. Frontier St
Wickenburg, AZ 85390

Invoice

Acct # 36298
Invoice # 406801
Invoice Date: 4/16/2025
Due Date: 4/26/2025

Total Balance Due by 4/26/2025

\$510.00

Date	Pub	Type	Description	Price	Disc	Tax	Applied	Total
4/30/25	CST	Sale	4x5.33" May 1/2 page ad Print Display	\$500.00		\$10.00		\$510.00

Please make check payable to O'Rourke Media Group
Thank you for your business!

Total Charges \$500.00
Discount
Tax \$10.00
Payments Applied
Current Invoice Due \$510.00

DESERT CABALLEROS
WESTERN MUSEUM

21 N Frontier St. Wickenburg, AZ 85390 | 928.684.2272 | westernmuseum.org

O'Rourke Media (Hunter Skilling), Sun City Times, *Cowgirl Up!* half page ad, May 2025



Transaction Details

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DESTINATIONS

BUSINESS SPOTLIGHT

Unwind in stunning Green Valley at Canoa Ranch Golf Resort

Located in Green Valley, Canoa Ranch Golf Resort offers a memorable vacation experience.

Known as the "resort with no resort fees," and surrounded by the gorgeous Santa Rita mountain range, this is definitely the place to escape the pace of city life without sacrificing modern amenities or experiences.

Visitors will enjoy elegant accommodations in well-appointed guest rooms and condo suites, many of which showcase breathtaking views of the serene and picturesque scenery. Plush bedding promises restful sleep, while carefully selected features—like HD flat-screen TVs and stylish interiors—enhance the experience at this unforgettable golf retreat.

For those looking to perfect their swing, there are six golf courses within minutes of the resort and Brian Wright, the resort's general manager, said that the resort's rooms and suites were recently updated.

Wright also noted that the resort is rated number one on Tripadvisor for best hotel and best resort in Green Valley.

In addition to the freshly updated rooms and suites, Canoa Ranch offers a hot breakfast every morning, is now pet-friendly, and is home to a must-try heated outdoor pool and state-of-the-art fitness center. For those interested in staying at the resort this summer, Wright suggested asking about the Summer Suite Special.

Canoa Ranch Golf Resort is located at 5775 S. Camino Del Sol in Green Valley. Visit canoaranchgolfresort.com or call 520-382-0450 to learn more or to make a reservation.

Canoa Ranch Golf Resort is part of the CITYSunTimes sponsored content program called Spotlight.



Canoa Ranch Golf Resort offers a one-of-a-kind vacation experience without leaving the state. Photo courtesy of Canoa Ranch Golf Resort.

EXPLORING from page 39

One of her most unforgettable moments was her first collaboration with the San Diego tourism board. "I remember walking along the beach, coffee in hand, feeling this overwhelming sense of gratitude and disbelief that a tourism board valued my content enough to send me on an all-expenses-paid trip," Bang said. "It was the first time I truly saw how much my hard work had paid off."

Another highlight was being hired by Nevada's tourism board for a full-state itinerary.

Through these experiences, she's learned the importance of perseverance. "So many people fail simply because they give up when things get tough, but blogging and social media are a long game," Bang said. "Another big lesson is the power of being unapologetically yourself. No matter how saturated a niche is—whether it's travel, the outdoors or anything else—there's always room for everyone because our unique personalities and content styles are what set us apart."

Roots in the Southwest

Though Bang is originally from Utah, she has spent most of her life exploring Arizona's great outdoors and all the adventures it has to offer. Arizona has played a significant role in her travels. In 2023, she partnered with the Mesa, Arizona tourism board on a sponsored trip to explore Saguaro Ranch and beyond.

"The desert holds a special place in my

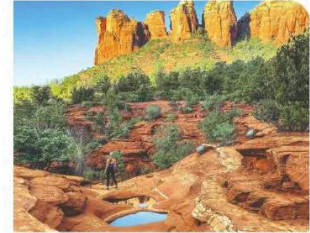


Photo courtesy of Jessi Bang.

heart," Bang shared. "There's an undeniable beauty in the desert and its landscapes, and I love discovering hidden gems in the vast, empty spaces. It's my favorite part of exploring the desert's quiet magic."

Looking ahead

Bang is excited to continue exploring and sharing her journey with her followers. Her goal is to keep creating high-quality content that highlights unique travel and hiking itineraries, all while embracing new experiences and a love for life.

"The most rewarding part is sharing these adventures with others, hoping to inspire them to chase their own dreams," Bang said.

For those who dream of an adventurous life, her advice is simple: Start now. Keep going. And don't be afraid to pursue your own adventure.

Follow Bang's journey at @theramblingraccoon on Instagram or visit her blog at theramblingraccoon.com.

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Book illustration © Tim Zahner/Zart.com

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Inside this issue



Donkeys of the Heart

32



Off road adventures

36



Phoenix Rescue Mission launches annual Code:Red Campaign

20

A Hub of hope: Foothills Food Bank's new facility strengthens community connections

BY MICHELLE TALSMAN

The Foothills Food Bank & Resource Center will open its doors to a brand-new facility next month, nearly tripling its warehouse capacity and launching a new chapter in its mission to fight hunger and provide critical resources to the community.

To help fill the shelves of the new space before its official opening, the nonprofit is hosting its "Purge Your Pantry" food drive, encouraging residents to donate nonperishable items through May 30. The drive comes at a crucial time of year when seasonal giving tends to slow but local need remains high. With a goal of collecting 50,000 pounds of food, it's also a great opportunity for winter visitors to contribute before heading north for the summer.

"We're seeing more people in need than ever before," said Leigh Zydonik, executive director of Foothills Food Bank. "Donations like this—whether food, personal care items, or cash—help us serve more families with dignity and consistency."

See **FOOD BANK** page 36



Photos courtesy of Foothills Food Bank.

Kimes Ranch Derby returns to Scottsdale May 28-June 7



Photo courtesy of the National Reined Cow Horse Association.

The National Reined Cow Horse Association (NRCHA) will bring its Kimes Ranch Derby back to WestWorld for the fifth consecutive year, offering 11 days of Western sport, artistry and family-friendly fun.

Scheduled for May 28 through June 7, the event is free and open to the public.

"We're thrilled to announce NRCHA's coveted Derby competition will return to Scottsdale for the fifth year," said Callie McCarthy-Boevers, NRCHA's director of marketing. "This event is a celebration of the Western lifestyle and it's free for the whole family to enjoy. Come watch some of the country's top riders and horses compete, then explore our trade show showcasing handcrafted Western art, jewelry, fashion and more."

The competition will feature 4- and 5-year-old horses in a series of preliminary events — herd work, rein work and fence (cow) work — leading up to the clean-slate finals on June 7. Many of the competing horse-and-rider pairs participated in the NRCHA Snaffle Bit Futurity as 3-year-olds.

See **DERBY** page 12

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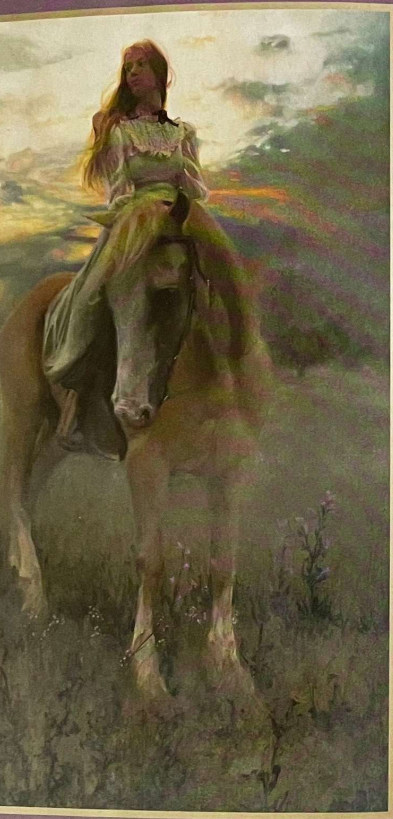
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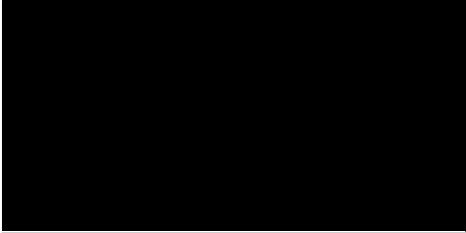


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"Golden" Peak Media, Southwest Art Magazine, *Cowgirl Up!* full page ad, April/May, 2025

Date on left page.

**southwest
art**
April/May 2025
Volume 94, Number 6

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Phoenix New Times, *Cowgirl Up!* Half Page Ad, Spring Training Guide, February 20-26, 2025,
Invoice



Desert Caballeros Western Museum
Attn: Caesar Chavez
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DATE	INVOICE #
1/10/2025	433625-11025
Account #	433625
Terms:	On Receipt
Invoice Amount:	\$1,700.00

Phoenix New Times
1201 E. Jefferson St.
Phoenix AZ 85034

Advertiser **Account #**
Desert Caballeros Western Museum 433625

Invoice: 433625-11025 1/10/2025

Local Media Services	Line Description	Price	QTY	Subtotal
Email	Arts Exclusive sending 3-19-2025	\$0.00	1	\$0.00
Email	Promo Content 4-6, 13, 20, 27 2025	\$0.00	4	\$0.00
Special Issue	1/2H Spring Training Guide	\$800.00	1	\$800.00
Print	14H Bulletin	\$300.00	3	\$900.00

Recurring Amount: N/A

Non-Recurring Amount: \$1,700

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Phoenix New Times, *Cowgirl Up!* Quarter H Page Ad, Bulletin, March 13, 20, 27, 2025,
Invoice



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Account #	433625
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Invoice Amount:	\$1,700.00

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Invoice: 433625-11025 1/10/2025

Local Media Services	Line Description	Price	QTY	Subtotal
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Email	Promo Content 4-6, 13, 20, 27 2025	\$0.00	4	\$0.00
Special Issue	1/2H Spring Training Guide	\$800.00	1	\$800.00
Print	14H Bulletin	\$300.00	3	\$900.00

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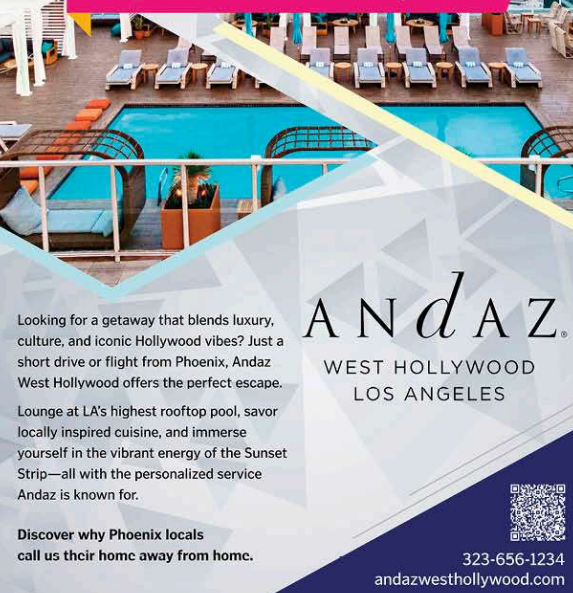
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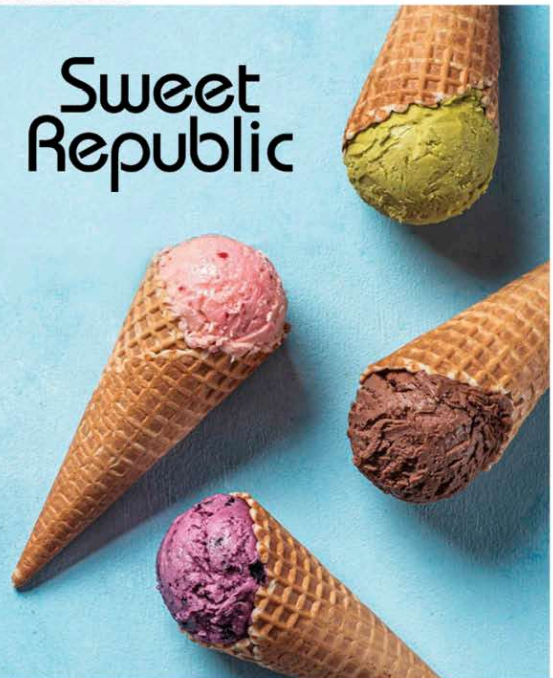
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Phoenix New Times, "Cowgirl Up!" Quarter page Bulletin, **March 27, 2025**

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Phoenix New Times, Full Page *Cowgirl Up!* ad May 8, 2025
Invoice

PHOENIX
New Times

Desert Caballeros Western Museum
Attn: Caesar Chavez
21 N Frontier Street
Wickenburg, AZ 85390

DATE
5/2/2025

INVOICE #
433625-5225

Account # 433625

Terms: On Receipt

Invoice Amount: \$1,177.00

Phoenix New Times
1201 E. Jefferson St.
Phoenix AZ 85034

Advertiser
Desert Caballeros Western

Account #
433625

Invoice: 433625-5225

Publication Date;
5/22/2025

Ad Description
full page

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TOTAL: \$1,177.00

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Phoenix New Times, Full Page *Cowgirl Up!* ad May 8, 2025
Payment



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Phoenix New Times, Full Page Summer Guide, General ad June 25, 2025



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Attn: Caesar Chavez
21 N Frontier Street
Wickenburg, AZ 85390

DATE	INVOICE #
6/2/2025	433625-6225
Account #	433625
Terms:	On Receipt
Invoice Amount:	\$1,850.00

Phoenix New Times

1201 E. Jefferson St.
Phoenix AZ 85034

Advertiser

Desert Caballeros Western Museum

Account #

433625

Invoice: 433625-6225

Publication Date;	Ad Description	Amount:
6/19/2025	Summer Guide Full Page	\$ 1,850.00

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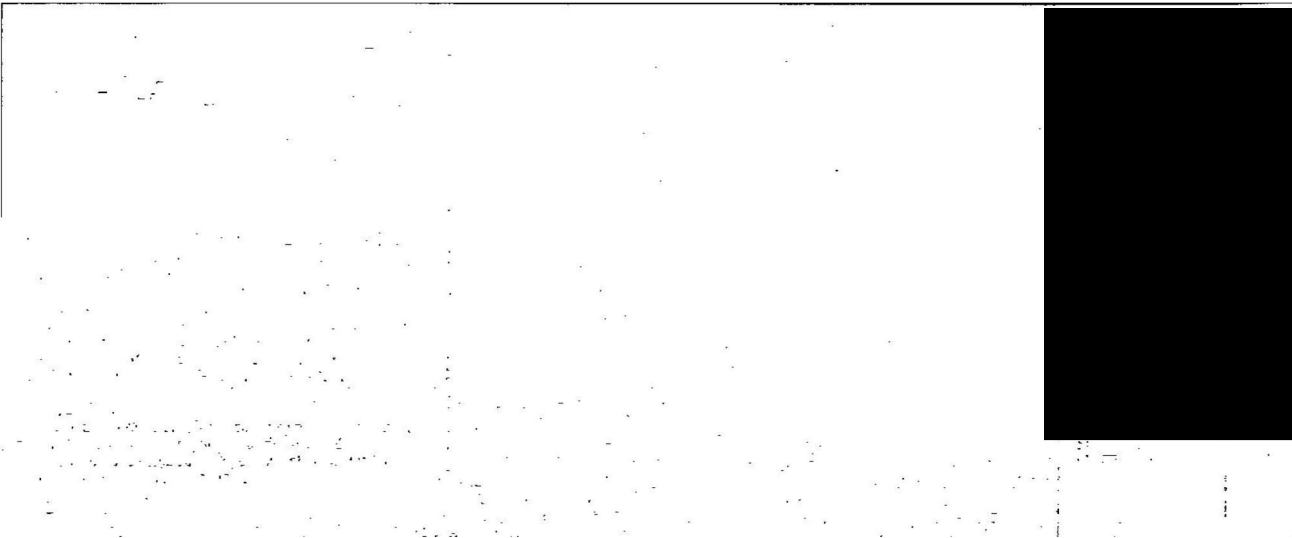
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Phoenix New Times, Full Page Summer Guide, General ad June 25, 2025



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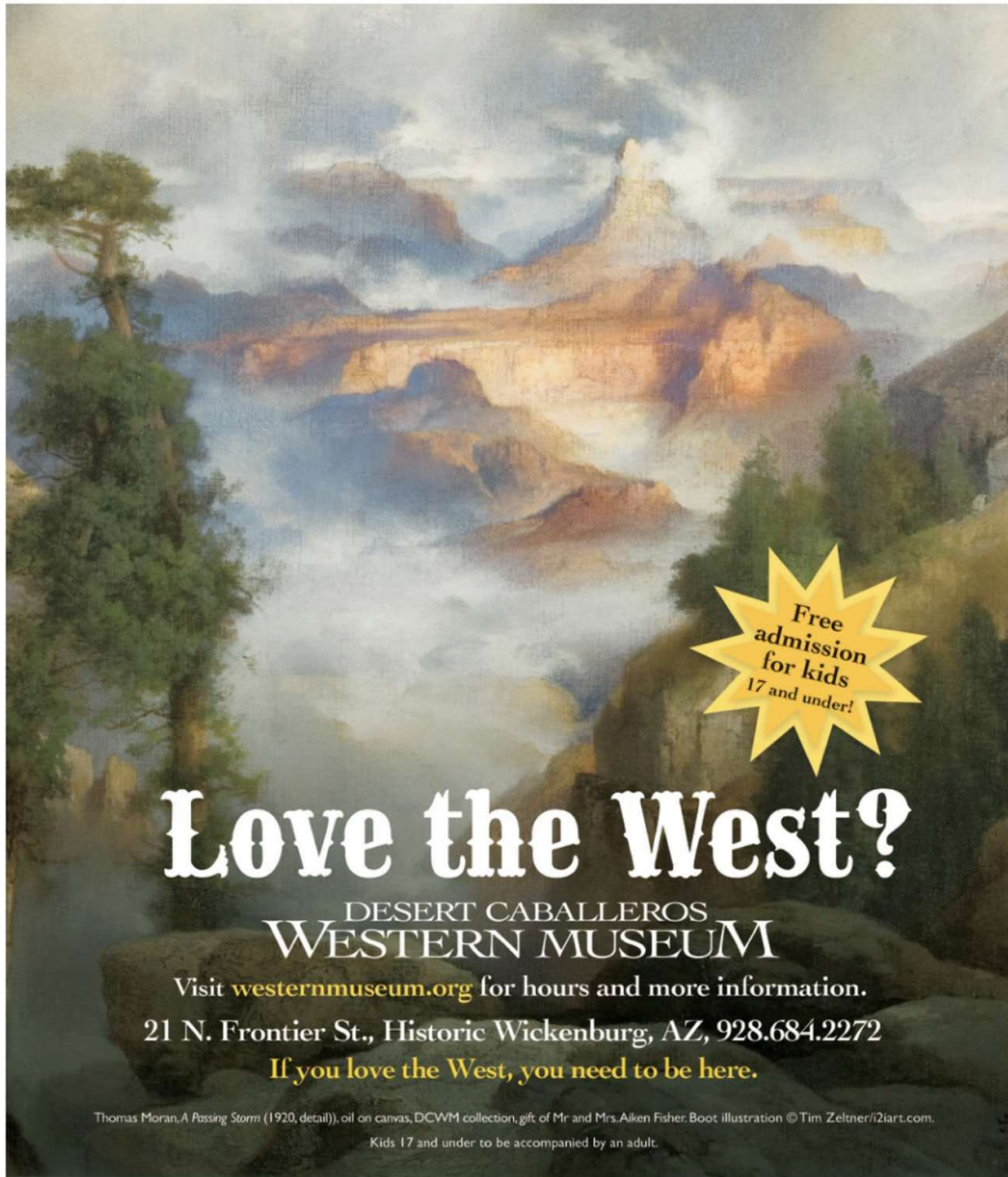
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Thomas Moran, A Passing Storm (1920, detail), oil on canvas, DCWM collection, gift of Mr and Mrs. Aiken Fisher. Boot illustration © Tim Zeltner/i2art.com.
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Next to the entrance of the a second door hiding in pla maybe a storage room. But serving bright cocktails. T adorned with purple orch on individual tables and al customers sip them in the other nautical decor comp for dinner or looking for a spot to stop a while.



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The Daily Courier, Prescott, AZ, Half Page Rodeo Insert, General ad 6/22/2025



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Rep: Nora Colwell
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Publication	Issue	Year	Ad Size
The Daily Courier	Jun 22 Sun	2025	1/2 Page
Tax @ 2.95% on \$1,060.00			\$31.27
Total Tax			\$31.27
Package Total:			\$1,091.27

The Daily Courier, Prescott, AZ, Half Page Rodeo Insert, General ad 6/22/2025

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Julia Harn

From: Caesar Chaves
Sent: Thursday, June 12, 2025 12:30 PM
To: Julia Harn
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Was stuck in my Drafts folder

ON my credit card for a full page ad in the Prescott Newspaper:

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Date: Friday, June 6, 2025 at 3:20 PM
To: Caesar Chaves <CChaves@westernmuseum.org>
Subject: Payment Receipt : Desert Caballeros West.Museum

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Prescott, Verde Valley, Williams GC Newspapers

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2025060618201813259

Invoice Number(s):
Customer Account

Company:
Caesar Chaves (Desert Caballeros West.Museum)

Card Details:

[REDACTED]

Payment Amount:
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Processing Fee
32.74

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Payment Date:
06/06/2025 03:20:20 PM

Transaction ID:
2025060622202114342

Authorization Code:
006508

Response:
success

Thank you, your payment has been approved!

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Transaction Ref. ID:



Processing the Transaction ...

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BACKBONE OF THE BUCKLE: HOW THREE WOMEN CARRY QUIET POWER BEHIND 'WORLD'S OLDEST RODEO'



By CYNTHIA COOPER
For the Courier

The bronc bursts from the chute, hooves pounding, muscles coiled, eight seconds stretched tight as wire. The crowd roars. Flags wave. Dust rises.

grow up in rodeo, but learned the trade by heart and by hand. Today, he's an equine dental technician, farrier, horse trainer, and saddle maker, apprenticed by Kelcy's grandfather.

What they build together is more than a junior rodeo series

horses with grit bred into their bones.

By day, Sarah tracks livestock, manages pastures, and helps oversee the K4 Gourmet Beef program, which brings its boxed beef to restaurants and markets statewide. By night, she



Sarah Kieckhefer of the K4 Ranch is a fierce advocate for animal welfare and a driving force behind women's growing role in rodeo. (RanchHer/Courtesy photo)

Kelcy started riding at 10 weeks old. Her parents were riders; her grandfather made her first pair of stiff little chaps when she was two and a half. Travis, her high school sweetheart, didn't

toric holdings with her husband, Rick, including the Diamond A Ranch, Arizona's largest. Twelve-thousand head of cattle. Seven-hundred and fifty Angus bulls. And a bloodline of working

she tends the ones who do. She's stitched wounds in heatwaves, delivered foals in snowstorms, and read lameness like tea

See BUCKLE, page 16B



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Lon Megargee, *Cowboy's Dream*, ca. 1946, oil on Masonite. Collection of the Desert Caballeros Western Museum, Gift of Mr. and Mrs. Ed Wright; photo © Terrence Moore. Best illustration © Tim Zeltner/Ziart.com.



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Print Time, Season Calendar Brochure distributed starting October, 2024

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Page: 1



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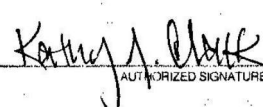
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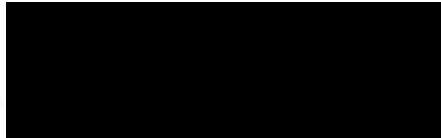
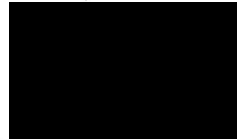
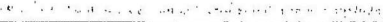
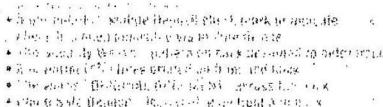
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Almost all 4,000 are gone by August.



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September 28, 2024 - March 2, 2025
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Día de los Muertos Ofrenda
October 26 - November 5, 2024
Painting the Western Light: The Art of Tim Cox
To be announced - March 2, 2025
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March 28 - May 25, 2025
National Congressional High School Art display
Early May, 2025
Soul of the Desert Student Art Exhibition
May 23 - July 20, 2025
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July 26 - September 28, 2025
Skateboard Art featuring the Singer Brothers
Summer 2025

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Ritz Hospitality Magazine, Quarter Page Ad, Fall/Winter 2024/2025



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20th Annual "Cowgirl Up! Art from the Other Half of the West"

Invitational Exhibition and Sale!

-- Fine art by over 55 of the West's best women artists --

Wickenburg, Arizona – Desert Caballeros Western Museum (DCWM) is proud to host the 20th annual "Cowgirl Up! Art from the Other Half of the West" Invitational Exhibition and Sale. For 20 years, "Cowgirl Up!" has attracted emerging and established women artists from all over the country who depict the Western lifestyle in painting, drawing and sculpture. Each year, more than 300 applicants are reviewed; this year, over 55 were selected as representative of the top women Western fine artists today for one of the largest exhibitions yet. "Cowgirl

Up!" is much more than an exhibition. It's a crossroads where artists, collectors, and art enthusiasts come together to explore what it means to be a Western artist. "CU!" artists ride the range of techniques, styles, and mediums, from traditional to contemporary. All of the art is available for purchase, with each sale supporting the endeavors of women artists working today and of the Desert Caballeros Western Museum. "CU!" art can be bought throughout the run of the exhibition at the Museum or online at westernmuseum.org.

"Cowgirl Up!" truly confirms the Museum's recently-adopted mission statement: To share the stories, cultures, and experiences of the West. "We're pleased to be including several new artists again this year, to keep the show fresh and continue to broaden its scope", says DCWM Curator and Deputy Director Mary Ann Igna.

Returning this year is the "Western Women of Distinction Luncheon and the Elizabeth Hudson Smith Award". The fourth annual luncheon is set for Tuesday, April 15th at the Museum and is sponsored by the National Bank of Arizona. This fundraiser will continue to expand the legacy of the Museum's signature exhibition while celebrating and recognizing accomplished women of the West. It is also meant to honor other women to further the Western

"Last year's luncheon was an overwhelming success that we plan to continue this new tradition indefinitely. I like the idea of Wickenburg being a national leader in honoring all women of the West," says DCWM Director Dan Finley.

We have a public nomination process for the Elizabeth Hudson Smith Award which will be announced at westernmuseum.org later in January.

In 2006, Desert Caballeros Western Museum embraced a revolutionary idea: an annual exhibition showcasing the brightest contemporary female artists working in the Western genre. In the male-dominated world of Western art, "Cowgirl Up!" turned the spotlight squarely on women's voices and perspectives, serving up a new, deeper understanding of the



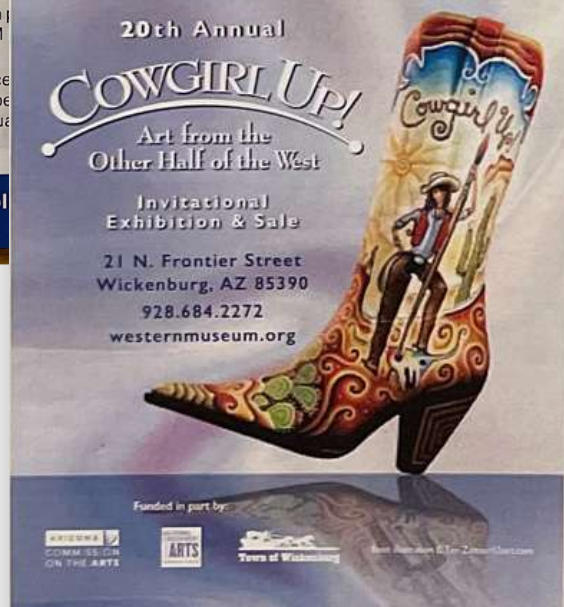
American West. Eighteen years later, "CU!" remains a major national event for Western women artists.

The Desert Caballeros Western Museum is accredited by the American Alliance of Museums. The Museum is known as "Arizona's Most Western Museum" and serves 50,000 visitors a year. The Museum preserves and exhibits the art and history of the Southwest and the desert frontier, and is well-known for its innovative exhibitions and programming. Its world-renowned collections of American Western fine art, American Indian art and artifacts, and captivating interactive exhibits

Only at Desert Caballeros Western Museum
ON VIEW THROUGH MAY 25, 2025



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12

Ritz HOSPITALITY

www.ritzfamilypubl

This issues comes very early in the season. The magazine uses previous artwork but updates the copy to have new dates and revised it to read 20th Annual.

Ritz Hospitality Magazine, Quarter Page Ad, Fall/Winter 2024/2025



Physical distribution of the Ritz Hospitality Magazine is throughout the Western United States at preferred distribution points such as motel lobbies, lodging facilities, restaurants and recreational areas. Feature articles, business profiles and more-topics including recreation, attractions, dining, community and everything in between.

DESERT CABALLEROS
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Times Media Group, Half Page Horizontal *Cowgirl Up!* Ad(s), **Scottsdale Progress, March 16**



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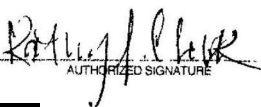
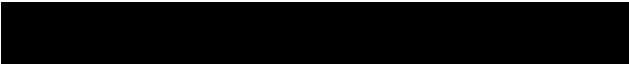
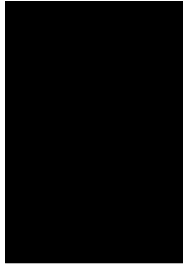
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24 — CITY NEWS

SCOTTSDALE PROGRESS | WWW.SCOTTSDALE.ORG | MARCH 16, 2025

Monuments expert to address Civil War group

PROGRESS NEWS STAFF

An expert on monuments versus historical reality will be the guest speaker at the next meeting of the Scottsdale Civil War Roundtable.

Dr. Chris Mackowski, historian, author, podcaster and university professor, will speak at 6 p.m. Wednesday, March 19, in the Copper Auditorium on the lower level of the Civic Center

branch of the Scottsdale Public Library, 3839 N. Drinkwater Blvd. The doors will open at 5 p.m. with a book sale and Civil War videos.

Mackowski will give a presentation on "Civil War Monuments and Memory," drawing on the stories and insights from essays in the book he co-edited on the difference between history and memory, and how and why Civil War monuments and memorials were built. Some of them have triggered contro-

versies in recent years.

Mackowski's co-edited book led a reviewer to describe it as a "splendid and powerful collection of essays which serves as a useful reminder that there is a great deal of difference between the reality of historic events and how individuals and groups remember those events and manipulate historic reality."

Mackowski is a writing professor at St. Bonaventure University in Allegh-

eny, New York, author of more than a dozen books on the Civil War, editor-in-chief of the Emerging Civil War organization, the primary podcaster on the Emerging Civil War Podcast.

He has also worked as a historian with the National Park Service at Fredericksburg and Spotsylvania National Military Parks. His most recent book is "A Tempest of Iron and Lead: Spotsylvania Court House, May 8-21, 1864." Information: scottsdalecwr.org.



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Boot illustration © Tim Zeltner/Art.com

DESERT CABALLEROS WESTERN MUSEUM
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2025 Best Western Museum Reader's Choice Award



Famed saddle maker and auctioneer, Carson Thomas returns to *Cowgirl Up!* for a limited engagement.

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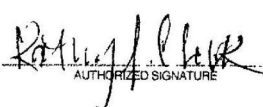
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12 — CITY NEWS

SCOTTSDALE PROGRESS | WWW.SCOTTSDALE.ORG | MARCH 23, 2025

Lawmakers push rules on hotels for the homeless

BY HOWARD FISCHER
Capitol Media Services

A Scottsdale program has prompted state Republican lawmakers to promote a bill requiring hotels to tell their guests if they also sheltering homeless people.

Legislation approved Wednesday by the Senate Government Committee would preclude the use of public funds for what Rep. Matt Gress calls "mixed hoteling." That's when a hotel or motel accepts not just paying clients but also homeless people who need emergency, temporary or transitional rooms.

His HB 2803 also would require those hotels to erect a sign at least 2 feet high at all entrances with gothic bold letters a third of an inch high in red ink informing guests about homeless being housed there and recommending they "keep hotel doors locked, safely store their belongings and report any health or safety con-

cerns to local law enforcement."

And guests would also have to be personally informed of the presence of homeless when they check in and given the opportunity to instead get a full refund and go somewhere else.

Gress said the issue came to his attention when he learned that Scottsdale, an area he represents, was using tax dollars to rent 10 rooms at a local hotel.

He testified that he would understand such use in limited situations, like entire families who need to stay together or people with pets for short-term stays. Neither situation can be accommodated at homeless shelters.

But that, said Gress, isn't the case.

Exhibit No. 1, he said, is the Windemere Hotel which the city of Mesa uses as part of its "Off the Streets" program. The facility rents some of its room to the city.

"You will see some of the most trou-



State Rep. Matt Gress, R-Phoenix, had opposed Scottsdale's contract with a hotel to devote some rooms for sheltering homeless people. (Howard Fischer/Capitol Media Services)

SEE HOTELS PAGE 13

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Boot illustration © Tim Zehner/Chart.com

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Famed saddle maker and auctioneer, Carson Thomas returns to *Cowgirl Up!* for a limited engagement.

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16 — CITY NEWS

SCOTTSDALE PROGRESS | WWW.SCOTTSDALE.ORG | MARCH 30, 2025

Sequoia 5th grader scores in handwriting contest

PROGRESS NEWS STAFF

Some think penmanship is a lost art – but not Alana Crotty.

The fifth grade student at Sequoia Elementary School was a regional winner of the Zaner-Bloser National Handwriting Contest.

Alana went up against thousands of other students to represent the region's best handwriting.

The Scottsdale fifth grader was the only Arizona winner in the national contest.

All contestants wrote the sentence "The quick brown fox jumps over the lazy dog" because it includes the entire alphabet.

Judges selected winners for each level based on Zaner-Bloser's Four Keys to Legibility: the shape, size, spacing, and slant of the letters.

"Research continues to tell us that writing by hand is imperative to learning, and we believe every child should have the opportunity to learn the art of penmanship," said Lisa Carmona, Zaner-Bloser president.

Alana Crotty shows off her penmanship award with Sheryl Antol, her Sequoia Elementary teacher. (Special to the Progress)



Scottsdale director to debut his first feature film

PROGRESS NEWS STAFF

Following its world premiere at the 2025 Fargo Film Festival, A Scottsdale director's first feature film took home two big awards at an Oklahoma City film festival.

Emilio Miguel Torres's "The Ladder:

won the Grand Jury Awards for Best First Feature Film and Best Editing at the 11th annual OKCine Latino Film Festival.

Torres is now preparing for the Arizona premier of what he calls his "fiercely independent film" at the 2025 Phoenix Film Festival as a Competition

Feature, screening April 4-6 in Scottsdale.

His movie will be shown at Harkins Scottsdale 101 at 6:10 p.m. Friday, April 4; 3:20 p.m. April 5 and 11:20 a.m. April 6. Tickets can be bought at the-ladderfilm.com/screenings.

"The Ladder" is a sci-fi drama about

aging, technology, and family, set in Torres' hometown of Ketchikan, Alaska. The first narrative feature shot in Ketchikan since 1954, the film stars Keith Smith, an Alaskan starring in his first feature-length film.

SEE **DIRECTOR** PAGE 19

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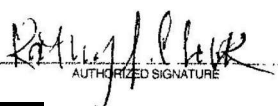
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YOUTH

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SHOWDOWN FROM PAGE 20

good technique? Does the style fit? If they're dancing doo-wop, but they're doing a hip hop song, that's probably not appropriate."

The 17 groups this year competed in four divisions: middle school, single clef, open and championship. Awards were announced after each division finished, but every group could qualify for finals, which took place after the open and championship divisions competed.

The top five overall groups — Horizon Step on Stage and Show Divas, Valley Vista's Vocal Thunder and Tempest and Shadow Ridge's Stellar FX — competed in Arizona's first show choir competition that included a finals round.

Step on Stage won the overall competition, the musicianship and showmanship categories, while Vocal Thunder took home first runner up, the Best Show Design and Best Costumes awards. Each division had its own best soloist award. Vocal Thunder performer Levi Lundberg won the

award in the championship division.

Show Divas, Tempest and Stellar FX rounded out the top-five placements, respectively.

Many schools at the Boulder Creek competition will perform at Valley Vista's inaugural Monsoon Madness competition. High schools from Arizona, California and New Mexico will compete.

Clinton High School, located in Clinton, Mississippi, boasts one of the most well-regarded and successful show choirs in the country. Amazon Prime Video made a documentary about the group titled, "Attaché," the namesake of the group.

Clinton's group, which hasn't lost a competition since March 2013, could be coming to Boulder Creek's competition very soon.

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After a full day of hosting the third annual Boulder Creek Showdown in the Desert, students from Boulder Creek take the stage to perform their competition numbers before the final awards are announced. (Tyler Bednar/Cronkite News)

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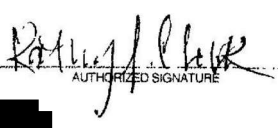
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FEATURES

DELPH FROM PAGE 15

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“We did everything ‘right.’ We had family devotions, a Christian school, a youth group that met three times a week, no phones until age 16, no dating and no worldly music. I had built a fortress of rules, thinking I was building a foundation of faith. Then came the note: ‘Dad, I can’t breathe in your perfect Christian world anymore.’

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“The turning point came at 3 a.m., three months after her leaving. I was reading Luke, Chapter 15, for the thousandth time, but suddenly saw something I’d missed in 20 years of preaching about the prodigal son. The father let him go. The father didn’t chase his son. He didn’t send search parties. The father didn’t try to control.

“The Bible says in Luke, ‘And the younger son gathered all together, and took his journey into a far country...’ (Luke 15:13). That night, my prayer journal entry read,

‘Lord, I’d rather lose my ministry than my daughter. Show me how to die to my right to control.’ I stopped fighting my daughter and started fighting for her. Not with rules but with prayer. Not with demands but with dying to myself. Not with perfect parenting but with me transparently wrestling before God for my daughter.

“She came home last month, not because I fought harder, but because I finally learned to fight differently. She found me wrestling in prayer like Jacob at Peniel in my study. Not the perfect father she’d run from, but a broken man clinging to God’s grace. ‘Dad,’ she said, ‘I needed to see you

struggle, too.’ Parents, our children don’t need our perfect parenting. The prodigal son returned to a father who had already died for his right to control. That’s the battle most of us won’t fight.”

“But when he was yet a great way off, his father saw him, and had compassion, and ran to the prodigal...” (Luke 15:20). The father ran because he had already surrendered. Perhaps that’s what Apostle Paul meant when he said, “For when I am weak, then I am strong.”

Parents, sometimes we need to relinquish our need to control and surrender to God, who is in control. **FF**

Ed Delph is a noted author of 10 books, as well as a pastor, teacher, former business owner and speaker. He has traveled extensively, having been to more than 100 countries. He is president of NationStrategy, a non-profit organization involved in uplifting and transforming communities worldwide. He may be contacted at nationstrategy@cs.com. For more info, see nationstrategy.com.

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21

SHOWDOWN FROM PAGE 20

good technique? Does the style fit? If they're dancing doo-wop, but they're doing a hip hop song, that's probably not appropriate."

The 17 groups this year competed in four divisions: middle school, single clef, open and championship. Awards were announced after each division finished, but every group could qualify for finals, which took place after the open and championship divisions competed.

The top five overall groups — Horizon Step on Stage and Show Divas, Valley Vista's Vocal Thunder and Tempest and Shadow Ridge's Stellar FX — competed in Arizona's first show choir competition that included a finals round.

Step on Stage won the overall competition, the musicianship and showmanship categories, while Vocal Thunder took home first runner up, the Best Show Design and Best Costumes awards. Each division had its own best soloist award. Vocal Thunder performer Levi Lundberg won the

award in the championship division.

Show Divas, Tempest and Stellar FX rounded out the top-five placements, respectively.

Many schools at the Boulder Creek competition will perform at Valley Vista's inaugural Monsoon Madness competition. High schools from Arizona, California and New Mexico will compete.

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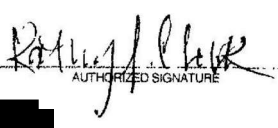
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Pictured: Joe Beeler's Thanks for the Rain on the Museum campus



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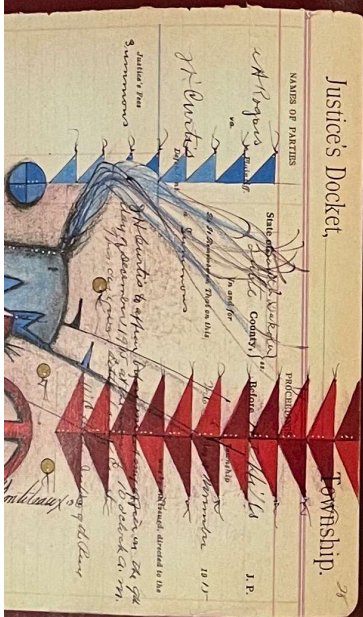
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True West magazine, Full Page General Ad, Sept/Oct 2024
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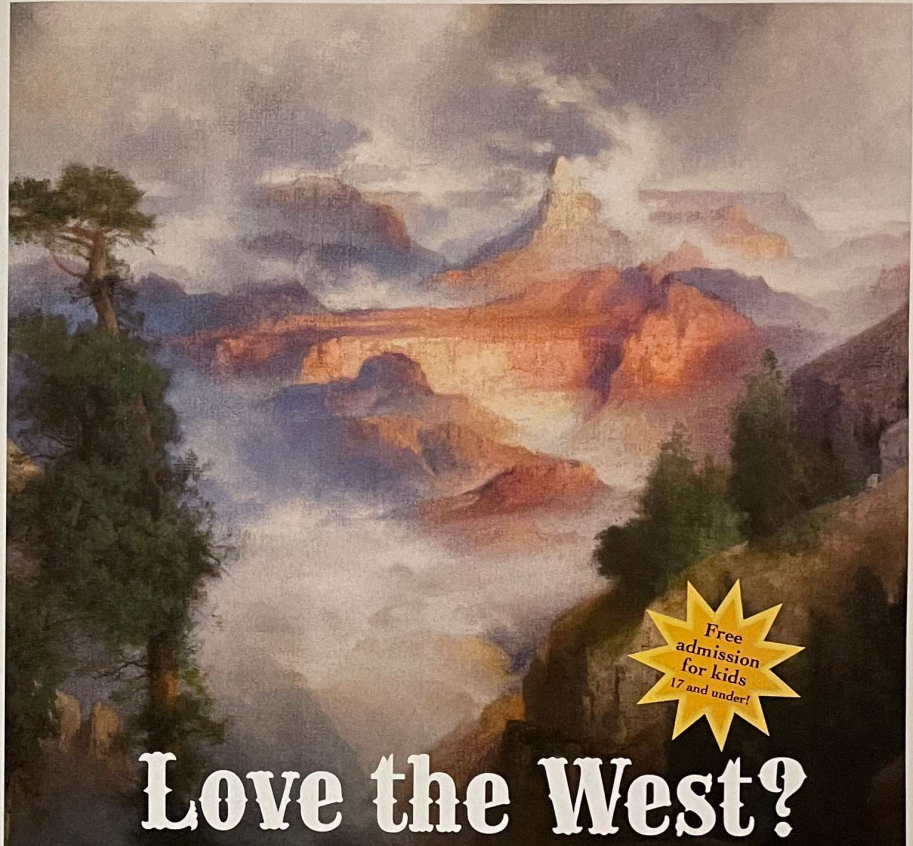
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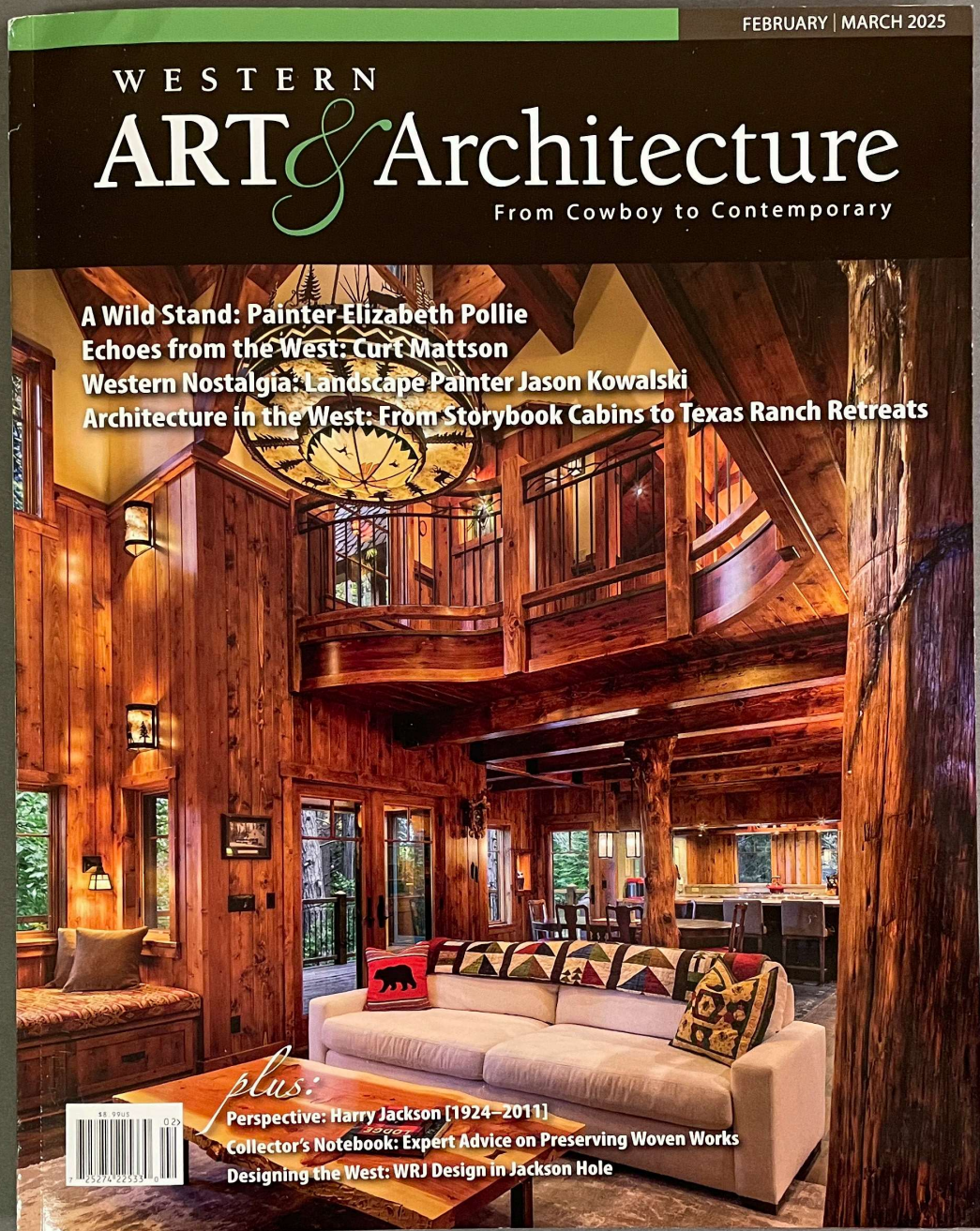
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Sedona Windssock - Soap Tree Yucca, Sedona Airport
by Dyana Hesson



Escaramuza
by Heather Burton



Mixed Spots
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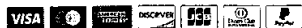
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WAC-AD 00211	FOUR COLOR, FULL PAGE ADVERTISEMENT IN WESTERN ART COLLECTOR, MARCH 2025, ISSUE 211	1,750.00



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