



Creating a future that includes the cultural traditions, historic places, working landscapes, and natural treasures of the Santa Cruz Valley!

The Santa Cruz Valley Heritage Alliance is a 501(c)3 non-profit organization dedicated to connecting people to the cultural, historic, and natural treasures of the Santa Cruz Valley through education, preservation and promotion of its unique resources and living traditions.

The Heritage Alliance is the local organization that will coordinate projects for the Santa Cruz Valley National Heritage Area.



Santa Cruz Meanderings:

News from the Santa Cruz Valley Heritage Alliance

Volume 2, Issue 2

Fall 2008

New Southwest Food Alliance Launched this Fall

By Kimi Eisele.

This fall regional foodies will raise a toast to celebrate a new alliance of local food and foodways, called **Sabores Sin Fronteras—Flavors Without Borders**.

Modeled loosely after the Southern Foodways Alliance and its Cornbread Nation publications out of Oxford, Mississippi, Sabores aims to bring together people who celebrate and work to preserve our local food products and food traditions. Its mission is to document, celebrate and revitalize multicultural farming, ranching and food traditions in the Southwest U.S. and Northern Mexico, and to recognize our common foodways heritage across the border.

The Sabores Sin Fronteras concept emerged out of a Winter 2008 retreat sponsored by the Southwest Center of the University of Arizona, and included participation by the Santa Cruz Valley Heritage Alliance, Slow Food (Flagstaff, New York and Tucson chapters), Arizona-Sonora Desert Museum, Edible Phoenix, the University of New Mexico, and others.

Much like the inspiring founders of the Southern Foodways Alliance in Mississippi, Sabores founders be-

lieve that food and “time at the table” are inherently fun and festive, and can open doors to shared experiences and reconciliation.

The Southwest Center and its new program, “BorderLore,” (documenting and celebrating a wide vari-

ety of folklore traditions in the region) will serve as the official home of Sabores. However, the Sabores alliance will not have a single hub. Rather, it will function through several workgroups, each dedicated to one of the following activities: 1) collaborative cross-border field studies and documentation;

2) culinary practices and agritourism; 3) publications (print, web, audio, video, etc.); and 4) events (symposia; food-related dance, music, and literary performances; festivals; hands-on workshops; etc.). The Sabores core team is now comprised of Gary Nabhan, Maribel Alvarez, and Kimi Eisele. Nabhan is a long-time food writer, ethnobotanist, and founder of Renewing America’s Food Traditions, who recently returned to Tucson as a Research Social Scientist at the Southwest Center. Alvarez is the resident folklorist at the Southwest Center and an assistant professor of English at the University. Eisele is a writer, dancer, choreographer, and educator whose work focuses on celebrating and preserving



Photo by Richard Whitmer.

place and culture. Rafael Routson, a new graduate student in geography, and a writer and food producer from the Prescott area, also joins the team this fall.

Sabores events will not be dull, academic endeavors, but celebrations of our many regional flavors and those

Continued on page 3

A Note from the President of the Board of Directors

The Santa Cruz Valley Heritage Alliance is close to receiving designation as an official National Heritage Area. That's because our valley has a remarkable place in history. It is home to a series of diverse communities that are linked throughout history by geography. Together these communities tell the story of our significant cultural and natural history.

Most folks know that it is vitally important to preserve their heritage—increasing community pride alone is one great reason. But as we continue to grow as an organization, we realize that while our heritage preserves our past, it is also a powerful economic tool for shaping our future. Find out why heritage tour-

ism matters for communities across the U.S. by digesting the statistics highlighted on the sidebar of page 7.

For the sake of our future, the Santa Cruz Valley Heritage Alliance is keeping our heritage relevant by supporting the diversity of stakeholders in the Santa Cruz Valley watershed including individuals, private businesses, non-profit organizations, and governments.

And now I hope you will participate in our effort too. Donate online at www.santacruzheritage.org. Become a heritage business member and get your attraction or lodging destination on our online directory. Sign up as a corporate sponsor and have your logo included on our website and future print materials. Or,

let your senator know that you want to see the National Heritage Area designation approved for the Santa Cruz Valley.

No matter how you choose to join us, we know that the work we are doing is vital. Our combined efforts in the Santa Cruz Valley will contribute to the character and future of the American Southwest, especially in the face of rapid growth, by keeping all aspects of our heritage and position as a major trade corridor alive and relevant.



- Paula Schaper, President
paula@santacruzheritage.org

Featured Member of the Board: Nan Stockholm Walden, J.D.

Nan Stockholm Walden has been a part of the effort to designate the Santa Cruz Valley as a National Heritage Area since its inception in 2003. "As a family that has farmed and ranched in the Santa Cruz Valley for more than 60 years," states Nan, "we enthusiastically support the National Heritage Area designation and the programs of the Heritage Alliance."

In her role as both a lawyer and farmer, Nan brings a variety of skills, expertise, and perspectives to the Board of Directors for the Heritage Alliance.

Nan is Vice President and Counsel at Farmers Investment Company (FICO), which is the parent company for the Green Valley Pecan Co. Located in Sahuarita, the Green Valley Pecan Co. is the largest pecan growing and processing farm in the world.

From 2000-2003 Nan served as Assistant Vice President for Federal Relations at the University of Arizona in Tucson. Prior to coming to the University, Nan spent more than 15 years as an environmental attorney and consultant, working at the local, state and national levels with government, non-profits, and businesses.

Nan has also served as Director of the Presidio Council, a group of distinguished Americans who advised the National Park Service on converting the former Army base in San Francisco to a federal park.

As a high school student, Nan organized students to conduct regional river clean ups, and led a petition drive

to stop raw sewage from entering Lake Michigan. She was awarded the Presidential Environmental Award of Merit in 1970 for these and other community activities.

Nan received a B.A. in environmental studies with honors and distinction from Stanford University, and a J.D.

from Stanford Law School, where she served as President of the Stanford Environmental Law Society.

In addition to her role as a board member for the Heritage Alliance, Nan also serves on the boards of the Canoa Ranch Advisory Committee, Carondelet Foundation, Santa Lucia Conservancy, and the Stanford Law School Environmental and Natural Resources Advisory Council. She has also served on the boards of the Arizona Nature Conservancy and the Sonoran Institute.

In her spare time, Nan enjoys horseback riding, birding, dog training and fly fishing. She resides with her husband, Dick Walden, on their ranch in Amado.



Photo by Daniel Lamont.

La Pilita Museum and El Tiradito Shrine

By Carol Cribbet-Bell, Executive Director, La Pilita Museum.

La Pilita Museum marks a very special place on the north side of Barrio Viejo in Tucson. This small adobe structure was originally a home in "Barrio Libre," and was built in the 1940's.

The building itself is not as historically significant as the land on which it stands. Directly behind the building (or directly under, as one study suggests) was the original water source for Tucson and the Presidio—"El Ojito." In the mid to late 1800's, this was the entrance to

Carrillo Gardens, the first public park in Tucson, owned by the Carrillo family. Carrillo Gardens became "Elysian Grove" when it was sold the Drachmans.

Thanks to a start-up grant of \$38,000 from the City of Tucson, the building is now home to the La Pilita Museum, which includes a small gallery and tienda.

El Tiradito shrine shares a wall with La Pilita and the museum holds the information and candles for visitors to the shrine. This historic shrine is the only one in the nation dedicated to a sinner. El Tiradito,



meaning "the castaway," has many legends about its 1880's origin, though all stories seem to have the same general theme of love, jealousy, and revenge.

Visitors can enjoy La Pilita Museum and El Tiradito at 420 S. Main, or learn more at www.lapilita.org.

Food Alliance Launch: *continued from front page.*

who work to bring them to life. The Sabores alliance actively seeks participation from farmers, ranchers, chefs, foragers, bootleggers, bakers, cheesemakers, food writers, agricultural historians and artists from both sides of the U.S./Mexico border.

Sabores will depend on active participation and financial contribution from its members, and is currently seeking charter members to help launch Sabores. Charter members will play



an important role at the ground-level for creating, building, and expanding the Sabores alliance, offering input and ideas about what it actually means to celebrate, document, and revitalize foods and food traditions in the region. Sabores members are entitled to special opportunities, participation, and discounts in symposia, gatherings, and other events.

In collaboration with the Santa Cruz Valley Heritage Alliance,

Sabores will offer a series of kickoff events at the Rex Ranch near Amado, AZ, from Thursday November 20 through Saturday, November 22, 2008.

The celebration and launch of Sabores begins with an afternoon retreat and dinner for founding "charter members" on Thursday 11/20/08. On Friday 11/21/08 there will be a day-long bilingual symposium, with registration available to the public.

The Sabores launch and food celebrations will conclude on Saturday 11/22/08 with a community heritage foods festival in Tubac.

Betty Fussell, an award-winning food historian who has recently written about Spanish cattle traditions in a forthcoming book, *Raising the Steaks*, will be among the many featured speakers, panelists, and performers at the symposium and festival. Others will include several

bilingual "culinary" poets and New ARTiculations Dance Theatre, offering a reprise excerpt performance of their recent production, "We Are What We Eat," a collaboration with the Community Food Bank that used stories and contemporary dance to explore the food we eat and the systems that feed us.

For more information about Sabores or how to become a charter member, email Kimi Eisele at kimi@kimieisele.com or call BorderLore at 520-621-4046.

For more information about participating in the Nov. 22 heritage foods festival in Tubac, contact Vanessa with the Heritage Alliance at 520-429-1394 or email vanessa@santacruzheritage.org.

We look forward to breaking bread or tortillas with you!

Editor's Note: The Santa Cruz Valley Heritage Alliance will use our website to post details about the Sabores Sin Fronteras launch as they are finalized: www.santacruzheritage.org.

New Online, Interactive Heritage Tourism Map Encourages Nearby Day Trips

Earlier this summer, just in time for the 4th of July weekend, the Santa Cruz Valley Heritage Alliance launched its new, interactive heritage tourism website.

To encourage residents to plan day trip vacations around local heritage destinations, the "Heritage Experiences" interactive mapguide allows viewers to plan outings based on their interest in ten heritage themes or experiences that are unique to the Santa Cruz Valley of southern Arizona.

"This is a user-friendly way to find interesting places in our region that you've never been to, or didn't know about," says Jonathan Mabry, Chairman of the Santa Cruz Valley Heritage Alliance.

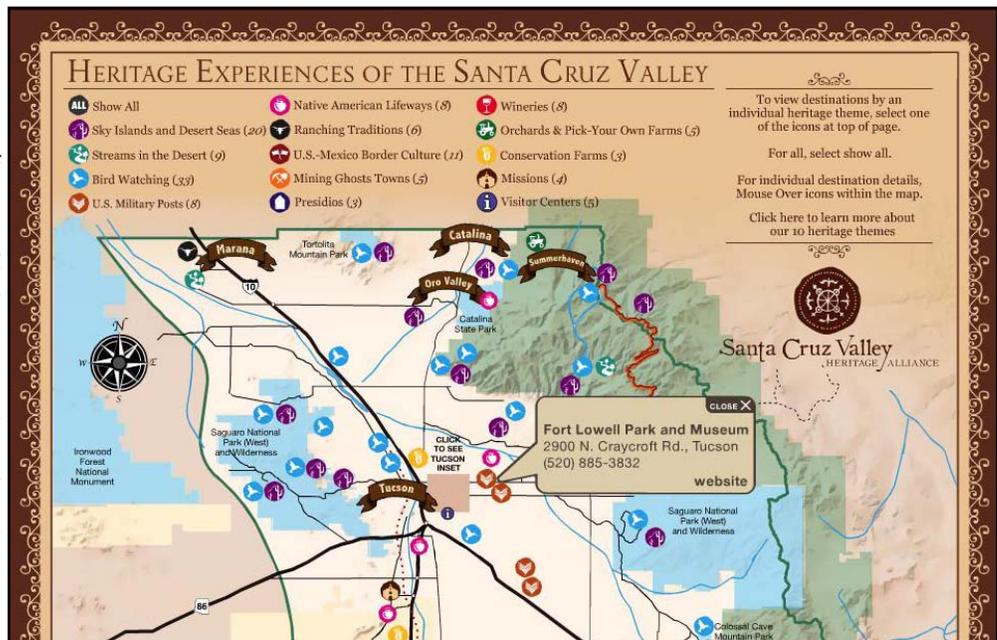
"With the rising cost of gas, many people are rediscovering the nearby historical and natural treasures that make

southern Arizona unique, and this interactive map makes it easier to plan those affordable 'stay-cations'."

The map is available on the Santa Cruz Valley Heritage Alliance's website, at www.santacruzheritage.org/interactivemap.

"Heritage and Culture is one of Tucson's key destination drivers and

an emerging interest among travelers to our region. Our ability to celebrate this unique aspect for a visitor experience, makes us a desirable tourism attraction," says Rick Vaughan, V.P. of Sales & Marketing at the Metropolitan Tucson Convention and Visitors Bureau, and Board member of the Heritage Alliance.



Tohono O'odham Nation Awards \$19,000 for Heritage Foods Program

The Santa Cruz Valley Heritage Alliance is thrilled to announce that the Tohono O'odham Nation has awarded a \$19,000 grant to support our Heritage Foods Program!

The grant is awarded as part of the Tohono O'odham Nation's 12% Gaming Distribution funds, and supports our program to stimulate heritage-based economic development by creating and distributing a Santa Cruz Valley heritage foods directory.

As a heritage education component, the directory will also demonstrate how heritage foods relate to the histories and cultural contexts of our region, such as the native crops cultivated and disseminated by the San Xavier Cooperative Farm.

On behalf of our Board of Directors, staff, and all of our supporters, we extend our sincere thanks to Chairman Ned Norris Jr. and the Tohono O'odham Nation for their support. Thank you!

Invest in our future!

Your support is critical to our role as a heritage advocate for the Santa Cruz Valley. Invest today and play a role in supporting heritage education and promotion programs, and in securing designation as a Santa Cruz Valley National Heritage Area.

Please use the enclosed envelope to make your tax deductible donation today.

Que Pasa? Calendar of Upcoming Heritage Events

With a heritage event occurring nearly every weekend for the remainder of 2008, this Fall is a busy season to experience the heritage of the Santa Cruz Valley.

For more information (location, times, cost, contacts, websites, etc.) for the following events, please visit our online calendar of annual heritage events at www.santacruzheritage.org.

OCTOBER 2008

Agua Linda Farm Fall Festival – weekends all month
 Santa Cruz County Fair, Oct. 2 - 5
 Tucson Oktoberfest, Oct. 2 - 5
 Tucson Meet Yourself, Oct. 10 – 12
 Desert Thunder Pro Rodeo, Oct. 11-12
 Patagonia Fall Festival, Oct. 11 - 12
 Juan Bautista de Anza Days, Oct. 18 - 19
 Oro Valley ArtsFest, Oct. 18 - 19
 Tumacácori Historic High Mass, Oct. 18
 Tucson Culinary Festival, Oct. 23 - 26
 Tucson Bluegrass Festival, Oct. 24 - 26
 Tucson Green Festival, Oct. 25
 Fall Heritage Celebration & Fundraiser, Oct. 30



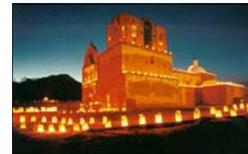
NOVEMBER 2008

Empire Ranch Roundup—Open House and Western Art Show, Nov. 1
 Tucson Celtic Festival, Nov. 1 - 2
 Arts in the Park, Nov. 1 - 2
 Tucson Fall Festival Horse Show, Nov. 5 - 9
 Tubac: An Art Experience, Nov. 8 - 9
 All Souls Procession, Nov. 9
 Holiday Craft Market, Nov. 21 - 23
 American Indian Heritage Powwow and Craft Market, Nov. 22 - 23
 Sabores Sin Fronteras, Nov. 20 -22
 Holiday Nights, Tohono Chul Park, Nov. 28 - 29



DECEMBER 2008

Luminaria Nights: Fiesta Navidad, Dec. 5 – 6
 Holiday Nights, Tohono Chul Park, Dec. 5 – 6
 La Fiesta de Tumacácori, Dec. 6 - 7
 El Nacimiento, Dec. 7
 Fourth Ave. Winter Street Fair, Dec. 12 – 14
 Luminaria Nights, Dec. 12 - 14



New Partnerships with Pima Community College and UofA

As a part of our mission to help others achieve their own goals for heritage education, preservation and promotion, the Heritage Alliance has created several new and continuing partnerships with Pima Community College (PCC) and the University of Arizona (UA).

Study Tours, PCC - “Tasting the Santa Cruz Valley: A Heritage Foods Tour.” The Heritage Alliance is partnering with Pima Community College’s Study Tours program to offer two heritage foods tours throughout the Santa Cruz Valley of southern Arizona.

The “Tasting the Santa Cruz Valley” heritage foods tour will increase regional awareness of our local heritage foods and educate participants about the region’s agricultural heritage.

As the tour travels through the Santa Cruz Valley, participants also travel through time and learn about Native American agriculture (2000 B.C. to present), Father Kino’s introduction of fruit trees during the Spanish and Mexican Frontier era, and the introduction of cattle to



the region in the 1680s.

The two tour dates are tentatively scheduled for Wednesday 2/4/09 and Wednesday 4/8/09. For more information or to register for the tour, please visit the Pima Community College Study Tours website: www.pima.edu/personalinterest/studytours/

Pima for Kids, PCC - “Native Desert Foods Workshop.” Attention parents! Sign up your kids to learn about heritage foods with Pima Community College’s Pima for Kids workshops. In partnership with the

Pima for Kids program, the Heritage Alliance is coordinating two “Native Desert Foods Workshops” for January and March, 2009.

Join us in this 3-hour workshop as we learn about and sample traditional desert foods of the Sonoran Desert. Wild plant foods gathered from the desert include mesquite tree seed pods, and the fruits, buds, and pads from prickly pear, saguaro, and cholla cactus.

Tentative dates for the Pima For Kids “Native Desert Foods” workshops are 1/31/09 and 3/21/09.

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The stories of our communities form the fabric of a cultural and natural heritage that has the power to shape our future.

Knowledge and respect for this heritage contributes to a sense of place and improves the quality of our lives.



New Partnerships: continued from page 5.

For the finalized schedule, location, costs, and to register, please visit the Pima For Kids website: www.pima.edu/personalinterest/PimaForKids.shtml.

Stay tuned for our Summer 2009 heritage foods camp! The Heritage Alliance is also working with Pima for Kids to offer a 2009 summer camp designed to teach kids ages 9-12 about traditional heritage foods and their history in the Santa Cruz Valley. If you have children and would like to share your ideas on summer camp topics related to the heritage of our region, please contact Vanessa at vanessa@santacruzheritage.org or 520-429-1394.

Discovering Southern Arizona, PCC - "Celebrating Heritage & Empowering Communities." The Heritage Alliance is joining Pima Community College for their

free lecture series, Discovering Southern Arizona. Join us for a presentation and discussion about the proposed Santa Cruz Valley National Heritage Area and our affiliated heritage education and promotion programs. The lecture is tentatively scheduled for 1/22/09. Stay tuned for details about location and time.

Honors Civic Engagement Teams, UA Honors College. The Honors Civic Engagement Team (HCET) is assisting the Heritage Alliance again this school year by coordinating outreach and research for the Santa Cruz Valley Heritage Foods Directory and writing short stories and oral histories detailing the cultural context of a variety of local heritage foods.

The Honors Civic Engagement Team, a program of the University of Arizona's Honors College, seeks to place small, inter-

Scheduled events with Pima Community College:

- ★ Discovering Southern Arizona Lecture Series - National Heritage Area presentation, 1/22/09.
- ★ Heritage Foods Tour, 2/4/09 and 4/8/09, all-day tour for adults.
- ★ Desert Foods Workshop, 1/31/09 and 3/21/09, 3-hour workshop for ages 9-12.
- ★ Heritage Foods Summer Camp - Summer 2009, week-long camp for ages 9-12.

disciplinary teams of Honors students with local governments and non-profits to give organizations real help with projects that might not otherwise be completed or undertaken, and to give students real work experience and responsibilities.

Thank you for your continued support!

Governments

City of Tucson
Pima County
Tohono O'odham Nation
Town of Marana
Town of Oro Valley
Town of Sahuarita

Businesses

Arizona-Sonora Desert Museum
Arizona Open Land Trust
Callaghan Vineyards
Farmers Investment Co.
Forever Yong Farm
La Pilita Association
Little Outfit Ranch

Metropolitan Tucson Convention & Visitors Bureau
Pacific Vegetable Co.
San Xavier Cooperative Assoc.
Slow Food Tucson
Tucson CSA

Individuals

Sam Apichom
Ann Audrey
Mike Bechtol
Tod Bechtol
Vanessa Bechtol
Connie Bischof
Duncan Blair
Paul and Margaret Bond
Martha Ames Burgess

Shawn Burke
Greg and Sandy Coronis
Bill Doelle and Linda Mayro
John (Phil) Evans
Nancy Evans
Gloria Fenner
Diana and David Freshwater
Rachel Gai and John Palmer
Michal Glines
Jim and Loma Griffith
Beth Grindell
Ellie and Neel Hall
Sally Hanson
Ora Mae Harn
Kristina Irwin
Heather Javaheri
R. Brooks Jeffery
David Hoyt Johnson

Ben and Laura Lomeli
Jonathan Mabry
Marty McCune
Larry and Susan McDonald
Peter McKrohan
Mechelle Meixner
Charles Dean Miller
Dr. Gary Nabhan
Leila Pearsall
Linda Pierce
Barbara Rose
Cynthia Shoemaker
Matt Skroch
Sandra Stone
Nils Urman
Dick and Nan Walden
Doug and Molly Webster



Why Heritage Tourism Matters

\$2.3 billion - tourism's annual economic impact on Tucson

\$19.3 billion - tourism contribution to Arizona economy in 2007

171,500 - the number of Arizona travel industry jobs in 2007

\$2.7 billion - local, state and federal tax revenues generated from Arizona tourism in 2007

\$623 vs. \$457 - the amount cultural tourists spend vs. other types

50% of U.S. adults participate in cultural tourism annually



1940s mural at Hacienda Corona de Guevavi.

Visit Our Newest Heritage Business Members: Hacienda Corona de Guevavi & Hotel Congress

As you plan your authentic experience through the Santa Cruz Valley, we encourage you to visit our Heritage Business Members, which include our two newest historic lodging members. To learn about our other heritage business members, please visit www.santacruzheritage.org.

Hacienda Corona de Guevavi, near Nogales

The Hacienda Corona de Guevavi B&B is perched atop 36 acres of the historic Guevavi Ranch along the banks of the Santa Cruz River north of Nogales. Hacienda Corona de Guevavi offers a unique opportunity to experience the history, culture and charm of the old West.

Livestock were introduced at Guevavi (meaning "big spring") by Juan Bautista de Anza Sr. in the early 1700's, making the Guevavi Ranch the oldest cattle ranch in Arizona.

Hacienda Corona, the former ranch headquarters, is the crown jewel of Guevavi Ranch. The interior courtyard walls of Hacienda Corona feature the priceless murals of the famous Mexican muralist and bull-fighter Salvador Corona, painted in the 1940s and 1950s. The Hacienda also became a Hollywood hide-away for celebrities such as John Wayne, for which a guest room is named.

With the diverse cultures and history of the

region in mind, the Hacienda's owners, Phil and Wendy Stover, have lovingly restored the Hacienda and have created one of the most interesting and appealing bed and breakfast retreats in the Santa Cruz Valley. This is a unique location for visitors who want to visit the old West, but to do so in comfort and style. For more information visit www.haciendacorona.com.

Hotel Congress, Tucson

The Historic Hotel Congress, built in 1919, is a landmark in the heart of downtown Tucson, and was listed on the National Historic Register on September 12, 2003.

Hotel Congress was built to serve the growing cattle industry & railroad passengers of the Southern Pacific Line. The Congress of the 1920s was the perfect shelter for genteel travelers and high-rollers fresh from the East.

Hotel Congress could have continued its charming existence as just another place of lodging for road weary guests, except that the date of January 22, 1934 has forever stamped its historical mark upon the hotel.

On that day, a fire started in the basement of the hotel and spread up the elevator to the third floor. This fire led to the capture of one of the country's most notorious criminals — John Dillinger.

The Hotel commemo-

rates Tucson's role in the capture of Dillinger with the annual Dillinger Days festival. The festival is a look back at the 1930s with live music, tours, lectures, exhibits and action-packed reenactments of the events leading up to the Dillinger gang's Tucson capture.

This classically renovated hotel recalls the Southwestern charm of yesterday. The hotel features 40 guest rooms that transport you back to a simpler time, complete with vintage radios, antique iron beads, and a fully operational 1930's phone that actually connects to a switchboard at the front desk.



Authentic 1930's switchboard used at Hotel Congress.

The hotel also includes Club Congress and the Cup Café, which offers delicious and creative menus for breakfast, lunch and dinner. For more information visit www.hotelcongress.com.



Santa Cruz Valley
HERITAGE ALLIANCE

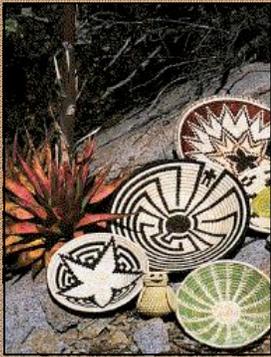
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To add or remove your name
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Attend the 2008 Fall Heritage Celebration & Fundraiser

Celebrate with us! The Santa Cruz Valley Heritage Alliance invites you to our Fall Heritage Celebration & Fundraiser.

Enjoy tasty treats and beverages while meeting our Board of Directors, staff, and fellow heritage enthusiasts. We will also provide a brief update on the National Heritage Area legislation and our variety of heritage education and promotion programs.

Show your support for the Heritage Alliance and bid on a Kino Heritage Fruit Tree and other items at our silent auction.

What: Fall Heritage Celebration
Date: Thursday, October 30, 2008
Time: 5:30 p.m.—7:30 p.m.
Where: Hotel Congress, Copper Room, 311 E. Congress St., Tucson.
RSVP: To Vanessa at (520) 429-1394 or vanessa@santacruzheritage.org

Participate in our Heritage Raffle!

As part of our Fall Celebration & Fundraiser, we are also having a raffle with fabulous prizes such as special-edition art from CactusHuggers.com, a two-night stay at the La Posada Lodge & Casitas, a Green Valley Pecan gift basket, passes to the Arizona-Sonora Desert Museum, \$50 certificate to AJ's Fine Foods, tickets to the Tucson Museum of Art and Historic Block, and more!



Raffle tickets are \$5 each or 5 for \$20. To purchase raffle tickets prior to the Oct. 30th event, contact Vanessa at (520) 429-1394 or vanessa@santacruzheritage.org. You do not need to be present to win. Raffle proceeds support heritage programs of the Santa Cruz Valley Heritage Alliance.