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**THE WESTIN KIERLAND RESORT & SPA, SHARLOT HALL MUSEUM AND  
ARIZONA HISTORICAL SOCIETY HONOR 2011 ARIZONA CULTUREKEEPERS**  
*Program Recognizes 10 Arizona Residents Dedicated to Preserving the Culture and Heritage of the State*

**PHOENIX/SCOTTSDALE** — In conjunction with the Sharlot Hall Museum, Arizona Historical Society, and State Historian Marshall Trimble, The Westin Kierland Resort & Spa is honoring 10 Arizona residents for making a positive impact on the state's history, culture, environment and/or economy.

Selected from more than 100 nominees, the 2011 Arizona Culturekeepers honorees will be recognized at a luncheon ceremony on Sunday, September 11<sup>th</sup>, at The Westin Kierland Resort & Spa in Scottsdale. The public is invited to participate in the uniquely Arizonan event. Tickets are \$55. To purchase tickets, the public is encouraged to call The Westin Kierland Resort & Spa at 480-624-1356. A portion of the proceeds will go to support the Sharlot Hall Museum and Arizona Historical Society.

**The 2011 Culturekeepers include Bernard Fontana, Peterson Zah, William Otwell, Mary Manross, J.J. Lamb, Lloyd Clark, Carson Thomas, The Setalla Family, Lois McFarland, and the Arizona Site Steward Program. For a complete description of each honoree, please see below or visit [www.kierlandresort.com/arizona-culturekeepers](http://www.kierlandresort.com/arizona-culturekeepers).**

“We’re proud to acknowledge these Arizonans that have contributed so much,” said Marshall Trimble, Arizona’s official state historian and chairman of the Culturekeepers program. “These are longtime Arizona residents who spend their days working to better their communities, but rarely are recognized for their contributions.”

Each Culturekeeper will be presented with an award that describes the individual’s or group’s contributions to the state. Plaques with photos of each honoree will be displayed along the walls of the Resort’s meeting space, including Culturekeepers Hall, a special area of the hotel adjacent to the Kierland Grand Ballroom.

**Bernard “Bunny” Fontana (Tucson) – Professor, Author and Historian** – After obtaining a bachelors degree in anthropology from the University of California at Berkeley, Bernard Fontana served our country in the United States Army for two years. After completing his service, he continued his studies at University of Arizona, where he earned his Ph.D. in anthropology. Fontana has worked as the Field Historian in the University of Arizona Library, an Ethnologist in the Arizona State Museum and a lecturer in the Department of Anthropology. Prior to his full time retirement in 1992 he served as Field Representative in the University of Arizona Library and as a special assistant to the President of the University of Arizona. Bernard Fontana is author, co-author, editor, or co-editor of twenty-three books and monographs, nearly all related to Indians of the Southwest, over 150 articles and chapters in books related to the Southwest, and the former editor of many professional organization newsletters. He has also served on numerous committees and boards in varying capacities, including being appointed by the Secretary of the Interior to the Western Regional

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Advisory Committee of the National Park Service. He is also a founding member and former secretary of the Patronato San Xavier, a non-profit corporation concerned with the conservation of Mission San Xavier del Bac begun in 1978. His list of awards and honors is extensive, with the latest being the Arizona Book Publishing Association 2011 Glyph Award for best book, best regional book, and best art/music/photography book for *A Gift of Angels: The Art of Mission San Xavier del Bac* (with photographer Edward McCain).

**Peterson Zah (Navajo Nation) – Educator, Past President of the Navajo Nation** – Peterson Zah is considered one of the 100 most important Native Americans in the last century and a key leader in Native American government and education. Zah has devoted his life to the service of the Navajo people. He has been active in the field of education and law, in attempts to reconcile disputes with the Hopi, and in efforts to resolve the issues of depletion of natural resources on the reservation. Peterson Zah graduated with a bachelors degree in education from Arizona State University in 1963, received an Honorary Doctoral Degree of Humane Letters from Arizona State University in 2005, and is also the 2008 recipient of the Martin Luther King, Jr. Servant Leadership Award. He has worked with the Peace Corps and Arizona State University to teach cultural sensitivity to volunteers who work on Indian reservations. As the executive director and then president of the first all-Navajo school board in Window Rock he hired more Navajo teachers, installed a Navajo curriculum, developed Navajo textbooks, helped protect religious ceremonies, and restored knowledge of tribal history. In 1982, Zah was elected Chairman of the Navajo Tribal Council. In 1990, under a new tribal government, Peterson Zah was elected the first president of the Navajo Nation making him the last Chairman of the Navajo Tribal Council and the first elected President of the Navajo Nation. He currently serves as the Special Adviser to ASU President on American Indian Affairs. During his tenure, the university's Native American student population has doubled from 672 to over 1,400. He is recognized for his efforts to increase Native American retention rates from 43 percent to 78 percent, among the highest of any major college or university in the country. Throughout his career he has made education his first priority. In 2004 he received a lifetime achievement award from the National Indian Education Association.

**William Otwell (Prescott) – Architect** – Native Arizonan, William Otwell was born in Phoenix in 1950. He graduated with a bachelors degree in architecture from Arizona State University in 1973, and became a registered architect in 1979. Otwell graciously shares his architectural expertise through his involvement with the ordinance development and serving on the committee which created the Arizona Historic Building Code, which has been used for many years by the Arizona Department of Administration in their management of the state's historic buildings. Prescott's Preservation Commission continues today as the statutory body administering the city's historic preservation code. He has won Governor's Awards for Historic Preservation in 1987, 1993, 1995, 2007, and the Governor's Heritage Preservation Award in 2009. Most recently he was honored with the Arizona Main Street Individual of the Year Award in 2010. William Otwell is the principal of Otwell Associates Architects, a firm specializing in historic preservation, solar and energy efficient design, and preservation of natural site features. Through his work at Otwell Associates he has been involved with numerous historic rehabilitation projects throughout the state of Arizona, which have collectively made a large impact on the preservation of Arizona history through architecture.

**Mary Manross (Scottsdale) – Environmental and Historic Preservation** – A native of California, Mary was born in Santa Monica, attended school in Long Beach and finished her last year of college at Minot State University in North Dakota. In 1972 she and her family arrived in Arizona. Since moving to Scottsdale thirty-nine years ago, Mary Manross has held prominent leadership positions in city government, the community and educational field. During her 16 years as a public servant, eight as Mayor of Scottsdale (2000-2009) and eight as a City Councilwoman (1992-2000), her primary interests included neighborhood and downtown revitalization, public safety, preservation of the McDowell Mountains and Sonoran Desert, transportation, building a sustainable future and enhancing Scottsdale's "wonderful quality of life." Her belief that Arizona is "an extraordinarily beautiful state, unlike any other," is one reason she became a leader in protecting the environment. "There is no second chance to preserve our fragile, unique Sonoran Desert and beautiful mountain communities," she states. "When people look back 50 or 100 years from now, creating the McDowell Sonoran Preserve will have been the most significant and important commitment and project ever done by the Scottsdale community." Mary served six years on the Scottsdale Parks and Recreation Commission and fought for the Preserve when it wasn't popular to do so. She led the city in becoming a

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national model for preservation and sustainability through creation of the Preserve, SkySong, naming historic properties and the Waterfront development. She was recognized in June 2007 in Washington, D.C. with the Mayor's Award for Energy Efficiency presented by the Energy Efficiency Council at the National Press Club. For her dedication in establishing the Preserve, she was named "Preserve Champion," in a joint ceremony by the Frank Lloyd Foundation and the McDowell Sonoran Conservancy. Mary also received recognition from EPA Director Christine Todd Whitman as the Mayor of the first city to be accepted into the EPA's National Environmental Performance Track program. Under her leadership, the city was the first in the nation to formally establish that city facilities meet the "gold" standard for the LEED certification program, the Leadership in Energy and Environmental Design green-building rating system. A few of her volunteer duties included chair of Maricopa Association of Governments; executive committee of Arizona League of Cities and Towns; chair of the Arizona Municipal Water Users Association; chair of the Regional Public Transit Authority and a founding member of the MAG Transportation and Policy Committee. Named Woman of the Year in 2008 by Women of Scottsdale, she is involved in the non-profit world and currently chairs the Scottsdale Unified School District Foundation; is a board member of Partners for Paiute and an advisory board member of Scottsdale Leadership.

**J.J. Lamb (Vail) – Historic Preservation** – It seems appropriate that when we asked J. J. Lamb about her life, she told us about the town she loves, Vail Arizona, instead. She was born in Tucson in 1955, grew up in Tucson, and graduated from the University of Arizona with a degree in history and anthropology. After moving nineteen times in twenty years with her husband and children, J.J. Lamb managed to come home to Arizona at least once a year until they retired to Vail in 1997. Lamb has said, "There is nothing like the desert, and we love Tucson and Vail." J.J. Lamb has a strong passion for this 132-year old community and its residents. Her first connections with this mining/ranching/farming community came from visiting her grandparents who had built a home in Vail. In 1997, J. J. began working at Colossal Cave. She gave tours at first, but took on more duties when the park expanded in 2000. Three years later, she was asked to be the park liaison for the exhibit to be placed in the restored adobe Civilian Conservation Corps headquarters. Lamb and co-designer Sharon Hunt were part of the southern Arizona team that created *The New Deal in Arizona: Connections to Our Historic Landscapes* heritage tourism map, which was awarded the Governor's Heritage Preservation Honor Award in 2009. Lamb started a business in 2009 called Previously Present, doing research, writing, and consulting in the Vail area. She writes a monthly local history column for the *Vail Voice* newspaper, serves on the Vision for Vail committee, is Vice President of the Tucson Association of Museums, is an Arizona Humanities Council Road Scholar, and currently edits the Southwestern Oral History Association newsletter. J. J. Lamb is also one of the co-founders of the Vail Preservation Society, and as an organization they have recorded more than 47 people and hope to have a documentary called *Voices of Vail* ready for the town centennial celebration in February 2012. J. J. Lamb believes it is both an honor and a privilege to have so many Vail families share their stories so that they can retain their community memory.

**Lloyd Clark (Surprise) – Writer, Historian** – Lloyd Clark has made significant contributions to Arizona's cultural resources. Clark came to Arizona in 1948 from his native Texas. In 1957, he took the initiative as a reporter in asking Frank Lloyd Wright to comment on plans for an Arizona capitol. Clark interviewed the famed architect at his Taliesin West quarters, and had Wright's concept sketches published in *The Phoenix Gazette* along with Clark's follow-up stories. After legislators rejected Wright's offer for the Arizona capitol, Clark arranged for Wright to meet Dr. Grady Gammage, president of Arizona State College at that time, and asked Wright if he may be interested in designing a structure for the college campus. This resulted in the construction of Gammage Auditorium. In 1985, Clark founded Papago Trackers, a non-profit association whose members have collected extensive information on the December 1944 tunnel escape of 25 Germans from the Papago Park Prisoner of War Camp – an event identified as "the greatest escape from a U.S. compound by Axis prisoners during World War II." These records have been conveyed to the Arizona Department of Library, Archives, and Public Records. The Council of Abandoned Military Posts (CAMP), an Arizona non-profit organization, was founded by Clark in 1966. Members have identified and memorialized hundreds of installations where Army, Navy, Marine Corps, Air Force, and Coast Guard personnel have been stationed. Clark has conveyed some 2,000 photographs of persons, places, events, and things depicting Arizona to the Arizona Department of Library, Archives, and Public Records, and a sampling of these photos were exhibited in the fall and winter of 2010 – 2011. A collection of his writings, lecture materials, correspondence, and references pertaining to Arizona have also been documented and

preserved. Lloyd Clark has also contributed in the donation of similar items to the Arizona Historical Society, the Sharlot Hall Museum, the Arizona Military Museum, the Southwest Studies Program of Scottsdale Community College, the Yarnell (AZ) Public Library, and the Phoenix Parks and Recreation Department.

**The Setalla Family (Winslow) – Hopi Pottery** – The Hopi pottery tradition began hundreds of years ago, passing from one generation to the next. So it has been with the Setalla (Navasie) Family. Pauline Talasyousia married Justin Navasie Setalla, and Pauline learned to make pottery when she was immersed in the Navasie family. As their children arrived, they were also immersed in pottery and for some of them the tradition stuck. Pauline had an opportunity to learn from the best. The Navasie family has been famous for their traditional Hopi pottery for generations. They taught her where to dig the clay and how to process it, how to prepare the paints and draw the traditional designs on the pottery using a yucca brush. They also taught her how to shape the clay into beautiful shapes and fire them with sheep dung. Justin and Pauline’s children grew up watching their father carving beautiful katsinas and rattles, while learning Hopi traditions from his stories. They learned to make pottery from their mother, aunts, and grandmother; shaping little circles of clay on their knee in exchange for a piece of candy. From this humble beginning grew the rich tradition of the Setalla’s pottery. Many of their designs come from the old pottery shards found in the abandon villages of Awatovi and Kawikaa. Corn, clouds, rain, parrot and other bird designs are the basis of their unique designs and styles. Each of the family members’ pottery reflects their own personal style and desires of the Hopi pottery tradition. Pauline is known for her polychrome wedding vases, traditional style piki bowls, and water canteens. The thinness of her coiled pots, the use of traditional pigments, and dedication to traditional Hopi designs are her hallmarks. Her techniques and methods were passed on to her children, Dee and Gwen Setalla. Dee’s pottery reflects his desire to remain true to his Hopi heritage as he continues to follow the traditional techniques. His skill with the clay results in some of the larger Hopi pots, a very difficult skill to master with ground-fired pottery. Gwen does very fine-lined designs that complement her beautiful yucca-handled canteens and wedding vases. She is particularly skilled at making large, flat tiles with beautiful bird and animal figures. Dee and Gwen share a strong commitment to preserving the traditional Hopi pottery, and they continue to teach through pottery demonstrations and lectures given throughout Arizona and the surrounding areas. Gwen works as a ranger at Homolovi State Park, educating people in the Hopi ways and traditions. The Setalla Family’s pottery is found in a number of prestigious museums, including the Smithsonian Institutions, Peabody and Heard Museums. They have also been featured in a variety of publications including *Art of the Hopi* by Jerry Jacka and *Arizona Highways*. Countless awards have been garnered by the Setalla Family in a wide variety of shows over the years, including many of the noted shows such as the Heard Museum, Santa Fe and Santa Domingo Markets.

**Carson Thomas (Wickenburg) – Artist, Saddlemaker** – Carson Thomas of Wickenburg has created custom made saddles and gear for both working cowboys and celebrities, including President Ronald Reagan. His work is in demand by horsemen all over the world. A second generation saddlemaker, he was raised in saddle shops and cow camps from the Wolf Mountains in Montana to the Sonoran Desert in Arizona. He learned his trade from his father, a saddlemaker for 50 years. Thomas worked as an apprentice for five years before gaining the full respect of his father and other masters of the trade. Over the years Carson has developed a style of his own that is sometimes referred to as “functional art.” His lifetime of experience horseback has given him a solid understanding of building saddles that fit both horse and rider. In addition to working in his shop and studio, he has traveled in many countries, giving demonstrations and programs in museums, educational institutions and shows. The art world knows him best for his half-scale saddles and gear that are perfect in every detail. His half-scale saddles have sold at auction for as much as \$33,500. Not satisfied to work in one artistic medium, he also sculpts saddles in clay to create works in bronze. Carson’s saddle art has been shown in the Desert Caballeros Western Museum of Wickenburg, Phoenix Sky Harbor Airport, the Phippen Museum in Prescott, The West in Miniature in Spearfish, S.D., and in many shows across the country. Articles featuring his work have appeared in *Western Horseman Magazine*, *Cowboy Magazine*, *Leather Crafters Journal* and other periodicals. His work was also featured in a television documentary on Western history. He has taken a tool of the working cowboy and made it into a creation of beauty, durability and functionality. In doing so, he has carried on a family tradition embedded in their Western heritage.

**Lois McFarland (Scottsdale) – Historical Writer, Author, Photographer** - Lois McFarland's interest in history and bringing forgotten stories of historical figures to the public's attention as well as preservation of historic buildings began more than sixty years ago in her native state of California. As a young child, she remembers living in a huge two-story home with dark wood paneling and an impressive staircase that years later - during World War II - became Red Cross headquarters. This re-use of a stately old home instilled in her an appreciation of landmarks that has followed throughout her life. In June of 1953, Lois graduated from CSUF with a Bachelor of Arts in Journalism and minor in History. For the past three decades, Lois has written numerous in-depth stories about Scottsdale's rich history making residents aware of landmarks that should be saved. She also has written about the men and women who helped turn a desert settlement into one of the nation's most enviable places in which to live. A resident of Scottsdale since 1979, Lois served on the first Scottsdale Historic Preservation Commission that selected the city's buildings and districts to be designated as historic properties. She has kept her interest through the years supporting the Scottsdale Historical Society as a member of its Advisory Board and serving on the Chaplain Winfield Scott, Helen and Old Maud Sculpture committee. The monument honoring the city's founder now sits in front of the Scottsdale Historical Museum where visitors from around the globe make it one of Scottsdale's most popular points of interest. In celebration of the city's 50<sup>th</sup> anniversary of incorporation, Lois wrote historical pieces about Scottsdale and its people which appeared weekly from June 2000 to June 24, 2001 in *the Scottsdale Tribune*, and the 50<sup>th</sup> anniversary history tribute published in the June/July issue of *Scottsdale Magazine*. Since the fall of 2001, Lois has been a correspondent for the *Scottsdale Republic* section of *the Arizona Republic*. Prior to her "retirement" from the Tribune in July 2001, Lois was a reporter, columnist and photographer for *the Scottsdale Daily Progress* and later the *Scottsdale Progress Tribune* for 22 years; a writer for *Trend's Magazine* and *Scottsdale Magazine*; author of Partners in Progress portion of "Scottsdale – Jewel in the Desert" by Patricia Myers; historical writer for the 1991 and 1996 editions of "Scottsdale- A Portrait in Color" by Michel Sarda; a former scriptwriter for the Scottsdale History Hall of Fame videos, and host of "Yesterdays," a City Cable 11 TV program spotlighting Scottsdale pioneer families. During 2000-2001, Lois also wrote business profiles for *Historic Scottsdale – A Life from the Land* by Joan Fudala. Most recently, she has been a writer/editor of *Skirting Traditions – Arizona Women Writers & Journalists – 1912 - 2012*, a historical book being published by Arizona Press Women for the state's Centennial. A graduate of Scottsdale Leadership's Class 15, Lois received the Arizona Press Club's Distinguished Service Award in 1993 for her dedication to journalism and service to the community; named Scottsdale Woman of Distinction in 1997 by Soroptimists International of Scottsdale; honored as Scottsdale Woman of the Year by Women of Scottsdale in 2000 and inducted into the Scottsdale History Hall of Fame in 2002.

**Arizona Site Steward Program** – The motto for the Arizona Site Stewards is "Saving Our Sites Preserving Our Past." All 728 site stewards and 32 partners who currently serve are dedicated to the ideal that Arizona's vast and colorful history is more than letters or photographs. Site Stewards are dedicated to protecting and preserving cultural resources and the heritage of Arizona. As the population of the state has grown, construction from the early 1980's to the present endangered many archaeological sites throughout the state. Even earlier, pot hunters sought out remote areas and often went unchallenged as they ravaged the evidences of the past for personal gain. The goal of the program is to protect the remnants of a 12,000 year past and the remains left behind in shell and stone, ceramic and bone. In 1986, Gov. Bruce Babbitt requested that the Governor's Archaeological Advisory Council (GAAC) find a way to protect these threatened sites. He requested that a site steward program be formed for the state of Arizona to "be the extra eyes to monitor vandalism of our archaeological resources." Dr. Jack Bashaw was put in charge of organizing this new program under the auspices of the State Historic Preservation Office (SHPO). In 1990, Mary Estes became the administrator for the stewards and remained there for 17 years. Two of the original Land Managers are still with the program after 25 years: Scott Wood and Peter Pilles. In 1986, they helped form the structure as it stands today. The chief duties of the land managers who participate are to recommend sites that they want protected and provide financial and intellectual aid for the program. Archeology advisors to the state office, Ann Howard and Carol Griffith also served the program for many years. The volunteers are at the heart of the Site Steward Program's success. They visit sites, write reports, and reach out to the public at every opportunity. Site stewards receive four hours each of classroom and field training. The sessions include federal and state antiquity laws, artifact and feature identification, crime scene protection methods, and reporting procedures. Darlene Brinkerhoff joined in April of 1989. At 22 years, she has spent the longest amount of time with the Site Stewards. Shelly Rasmussen joined in the early 1990's. With over 22,000 hours in the program, she holds the record for the most hours volunteered. Both ladies stand as models to the

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over 4,000 volunteers that have given of their time and treasures over the years. Because of the volunteers, dozens of pot hunters and vandals have been prosecuted and hundreds of sites have been documented, preserving Arizona history for future generations to learn from and enjoy.

The Arizona Culturekeepers were selected based on the following criteria:

- A Culturekeeper must have worked to preserve the image of Arizona.
- This individual must maintain the traditions, rituals and/or cultures that have made Arizona a home and a preferred travel destination for decades. These could be artistic, ethnic or historic traditions or activities. These could be actions taken to preserve Arizona's natural environment or animal habitat.
- A Culturekeeper must have a long-time commitment to services as a keeper or influencer of Arizona culture and have served the state through paid or volunteer efforts.
- The recognition will honor the individual who has demonstrated a passionate dedication to the issue, hobby or endeavor that keeps Arizona's culture alive.
- This individual must have lived within Arizona's borders during the time for which they are being recognized, and they must be living.

**About Arizona Culturekeepers:**

Working in conjunction with the Official State Historian, Marshall Trimble, The Westin Kierland Resort & Spa designed the Culturekeepers program to recognize state residents who are committed to upholding the traditions, rituals and culture of Arizona. Established in 2002, the Culturekeepers will continue to announce and recognize 10 individuals during an annual event at The Westin Kierland for one more year. By the state's centennial in 2012, 100 Culturekeepers will have been honored at the resort. The selection committee is led by Marshall Trimble, Official State Historian and was originated by Katherine "Kax" Herberger, longtime Valley philanthropist, who passed away in 2003.

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