



# TOTAL NEWS

Property Patrol...CCTV Monitoring...Facility Protection...Equipment Rental...Fire Watch....

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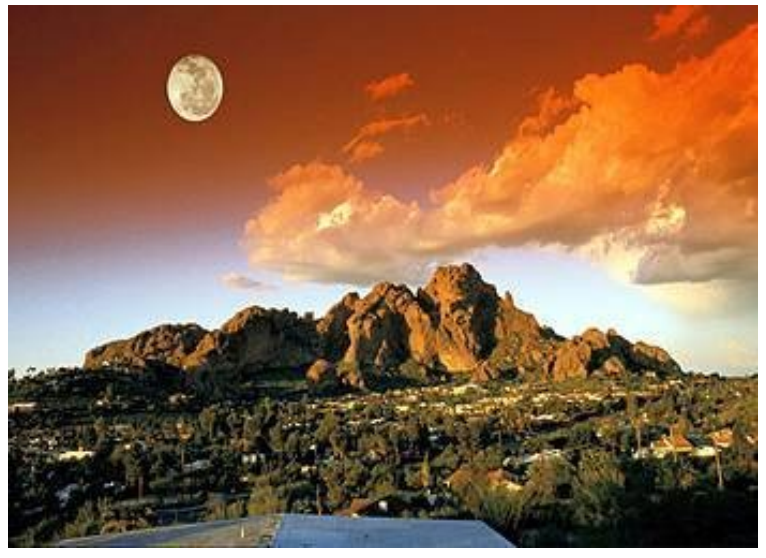
## History of Paradise Valley

This was dry cattle grazing brush country, originally. In the 1880's, the Rio Verde Canal Company planned to provide irrigation to this area nestled between the McDowell Mountains to the east, and Camelback Mountain to the south, hoping to turn it into prime farmland. When the company sent in surveyors in the spring, they were so impressed by the tranquility and the beauty of the locale, with the wildflowers, and the Palo Verdes in bloom, they named it Paradise Valley.

The farmland project never really got off the ground, and the Rio Verde Canal Company went bankrupt. Serious settlement did not begin until after WWII. Lots tended to be 1-5 acres, with homes fairly modest. It was primarily rural, with very little commercial development. The push by Scottsdale and Phoenix to expand their boundaries compelled the citizenry to take action, in order to preserve PV's lifestyle, minimum 1 acre lot restrictions, and emphasis on minimal local government interference. The town was incorporated in 1961, and its boundaries were pretty much set by 1968.

Today, Paradise Valley is very upscale, with many sports, government, and entertainment personalities residing there, including Muhammad Ali, Hugh Downs, Stevie Nicks, Alice Cooper, and Dan Quayle, to name a few. It is one of the premier housing markets in the country, while continuing to uphold its ideals of large lots, and a quiet rural residential setting. It is also home to about a dozen top rated and internationally renowned resorts.

It's hard to argue with success.



### Jazz on the Promenade



Miracle Mile Deli presents the 5th Annual Jazz on the Promenade Series at Scottsdale Promenade!

This six-week musical event will include jazz music every Friday from April 29th through June 3rd, from the valley's most popular artists. It will also include wine tasting from Uncorked and Promenade Restaurant Specialty Foods whose sales will benefit City of Hope, a leader in the fight against cancer, diabetes, HIV/AIDS, and other life-threatening diseases. If you'd like to learn more about City of Hope, click on their logo at the top. The map on the right shows where the event will be taking place inside the Promenade.

The line up for this event includes the following:

April 29th: [Cold Shott & the Hurricane Horns](#)  
May 6th: [The DelRayz](#)  
May 13th: [The Groove Merchants](#)  
May 20th: [Nicole Pesce & special guest Jeff Hattrick](#)  
May 27th: [Turning Point](#)  
June 3: [Dennis Rowland](#)



## Upcoming Events

### DATE

### VENUE

### EVENT

April 15

Jobing.com Arena

Phoenix Coyotes

April 15

US Airways Center

Stevie Nicks & Rod Stewart

April 21, & 28

Westgate

Bike Night

April 16

Salt River Fields

Roger Clyne

April 19

US Airways Center

Lil' Wayne

April 29-May 1

Compound Grill

McDowell Mountain Music Festival

April 29-30

Comerica Theatre

Sesame Street

April 29

Scottsdale Promenade

Jazz on the Promenade

April 30

Southbridge in Scottsdale

Viva Las Vegas



McDowell Mountain Music Festival started in 2004 with the intent to bring real music to Arizona, while also bringing the community together to help a good cause: children. The festival takes place the last weekend of April every year and brings together a wide variety of bands from all over the world to Arizona.

The goal of the music festival is to integrate and support the community, the arts, and the underprivileged. 100% of the proceeds go to two local charities: Phoenix Day Family and Learning Center, and Ear Candy Charity. If you come out to this event, bring your family and be a part of giving back to the community to help our future generation. To read more about the local charities, click on their logos:



The festival will be held at the Compound Grill in Phoenix. If you click on the McDowell Mountain Music Festival logo at the top, it will take you to their website. Here you can click "venue" to get all kinds of information, from a map of the whole venue, to a parking map, directions to the venue, and even a list of FAQ's for what you can and cannot bring to the event. This is very useful to avoid extra trips back to your car!

There is also other very useful information on the website, such as the lineup for all 3 days and ticket prices. And if you are feeling generous, there is also a place where you can sign up to volunteer. If you've never been, make sure you get out there this year to experience this fun family event.



## Help Yourself

So you are hosting a special event, and you are told you will need security, but you are unsure how much you will need. Some companies base this on a number. We base it on many different factors. This month I want to share an article that has very good information when it comes to needing security at your event. Read [here](#) about the different factors that come into play when deciding on how much you need.

Is your business marketing strategy working or do you need a makeover? If so, there are a few different methods you can use—rebranding being one of these. Just make sure you do it the right way. If you want to know more, please go [here](#) to read about the red flags that mean you may need to make a change.

Deadbeat employees—they can be found everywhere. They suck the life out of others in the office and usually bring a negativity to the workplace. Do you know how to spot a deadbeat worker? There are 10 signs in particular you can look for—just visit [this website](#) and read this article by Charlie.



Some people walk in the rain. Others just get wet. - Roger Miller

# Happy Easter



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