

VIEWPOINTE®

A Publication of “The Pointe People”



“Five-Star” Award: The Pointe Resort’s “Finest”

“You got it . . . you guys got the fifth star,” announced a jubilant Bob Gosnell to more than several thousand Pointe People and Gosnell Builders assembled in the Grande Ballroom of first The Pointe Resort.

The announcement and the historic gathering marked the brightest day in the successful history of The Pointe. It began earlier that day when Gosnell received the long awaited notification from the *Mobil Travel Guide* that The Pointe resort had, in fact, received the “Five Star” rating, making it the youngest resort to have ever achieved that recognition.

The most talked about meeting of the year began as “Pointe People” streamed into the ballroom, so many that walls were pushed back to accommodate the excited crowd.

“I can’t believe that we did it,” exclaimed a happy Pointe person, Debbie Ray. “We worked so hard for this...it’s just unbelievable. Now we have earned the Stars and Diamonds.”

The Pointe & Gosnell Builders Earn State’s Highest Honor

“Most Admired Corporation”

The pride, dedication and esprit de corps of the people of The Pointe and Gosnell Builders was rewarded when Gosnell Builders was selected as “The Most Admired Company”. This prestigious award was a result of a vote by executives from the top 500 corporations in the state.

The Pointe and Gosnell Builders is the first corporation to ever be honored with this prestigious award. The announcement of the accolade was made during the recognition ceremony saluting the Arizona 100 corporations.

The award said, “Gosnell Builders demonstrates the truest form of professionalism as one of our state’s leading companies. This company represents the pinnacle of private enterprise, voted amongst its peers as the most admired corporation.”

Rick Kafka praised the team whose contributions were responsible for achieving this honor. “The warmth, friendliness and dedication of the Gosnell and Pointe family is apparent to anyone who enjoys our hospitality or contracting services. It is rewarding to know the citizens around our state recognize these special qualities. The award honors and admires you the people who make the difference.”

CEO, Bob Gosnell summed it all up when he said, “The people of Gosnell Builders and The Pointe are sincerely honored and flattered by the warmth of this recognition. This award is directed toward a group of fine people rather than a corporation: people who very much enjoy working together and making our community a better place to live. We cannot imagine any award that would be more satisfying.”



Gosnell Builders President Rick Kafka accepts the first “Most Admired Company” honor.

Editors Note - For most of the past 25 years, the ViewPointe has showcased the events and people of The Pointe Resorts and Gosnell Builders. The pages of this newsletter have celebrated great times and momentous accomplishments, but even more importantly the warmth and professionalism of Pointe and Gosnell people. Pointe and Gosnell People care about their jobs, their community and each other. This anniversary ViewPointe is a time capsule, offering glimpses of the fun, hard work and even pathos that has been a part of so many lives. It has been rewarding revisiting these chronicles. It is hoped, the reader will share in these memories.

The Care and Feeding of... Bears, Eagles, Cowboys, and Giants

When word leaked out that NFL football would be arriving in the Valley of the Sun, local hotels began a frenzied scramble to entice visiting teams to patronize their establishments. With a typical team requiring between 80 and 140 rooms each night of a stay, the competition was rigorous. But, it came as no surprise to Pointe People that the delightful facilities and amenities have made The Pointe the premier choice of visiting NFL teams. During the first year alone, the New York Giants, Philadelphia Eagles, Dallas Cowboys, and Washington Red Skins enjoyed the comfort and luxury of The Pointe.

Since then, the word got out and other football teams have made it a point to stay at The Pointe Properties while playing the Cardinals. Pointe guests rub elbows with players from the Seattle Seahawks, Chicago Bears, Green Bay Packers, New England Patriots, Indianapolis Colts, New York Giants and Philadelphia Eagles.

What keeps these teams returning to The Pointe game after game after game?

Many things.

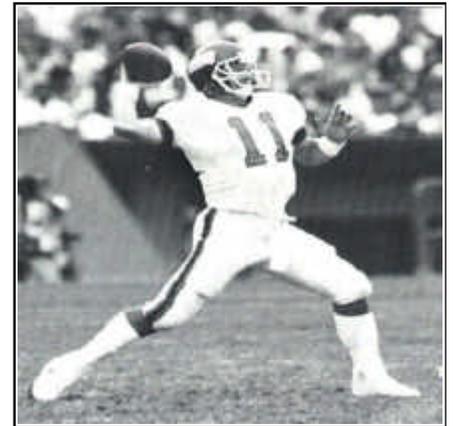
Reportedly, when asked, NFL managers and coaches more often point to the extraordinary service and careful attention to detail provided by Pointe People as major factors in their continued return.

Having large two-room suites - big enough for a NFL offensive lineman to roam around and not feel claustrophobic - helps but it is more than that. Certainly the award-winning Pointe dining establishments appeal to players. Most enjoy the high energy atmosphere of The Sports Club while the ambiance of the many themed restaurants make these their favorite hangouts when in town.

Perhaps one essential test of a resort's service ability takes place behind the scenes in the ballroom kitchen. NFL teams are world-famous for their prodigious appetites, demanding not only good healthy meals but also meal in impressive quantities. Time and time again The Pointe has proven its ability of handling these tasks with ease and good taste.

Before arrival, visiting teams often send

ahead elaborate menus designed to enable players to indulge in some intensive carb-loading. Once these expansive menu requests are received, The Pointe culinary staff springs into action to prepare the gastronomic "feasts" that might exceed three pounds per player. Another example of how The "Pointe People" go the extra mile to please guests, even if they are as big as Giants, Bears, and Cowboys!



The Symphony POPS at The Pointe

"Star Light, Star Bright..." an apt theme for the Symphony POPS Amphitheater concert at The Pointe. Picture a full moon and glittering stars above, musical numbers by a symphony and you have a perfect setting for a magical evening.

Accompanying POPS resident conductor, Doc Severinsen, was an array of guest celebrities. There were far more stars shining at The Pointe at Tapatio Cliffs than in the sky.

Commemorating the Memorial Day weekend with three POPS series performance, Symphony Conductor Severinsen and Theo Alcantera led the Symphony on many American favorites, all highlighted by spectacular firework displays and military color guard.



Steeped into the picturesque hillside of Hidden Valley to the northeast of the resort, beautifully landscaped walkways lined with seasonal flowers lead to the colorful symphony facility that was designed, built and donated by The Pointe.



An Island Paradise

In all the world, “no trip like this” was the theme of the Great White Steamships that ferried more than 2,000 passengers on the crossing between Los Angeles and Santa Catalina Island; a fantasy voyage of dining and dancing.

On shore, the days were filled with excursions, shopping, sunning and swimming in a setting of spellbinding beauty. At night, couples danced to Big Bands at the Casino and flocked to lively local restaurant lounges and clubs. Though today’s visitor crosses the channel luxuriously and comfortably in little more than one hour, the magic from the past remains a strong presence. Fine dining and romantic getaways still abound and beckon. Distinctive shops and one-of-a-kind galleries invite the Island visitor; ours and excursions entertain and educate; Recreational opportunities divert and stimulate...

And, “Pointe People” are proudly working to perpetuate the wonderful allure of yesterday in concert with the convenience of today as planning continues of the newest and most exciting addition to The Pointe Resort family at Descanso Beach on Santa Catalina Island. A trip back to yesterday provides a vision for tomorrow.



A rendering of The Catalina, a Pointe Resort at Descanso Beach on legendary Santa Catalina Island, bottom photo. Arrival of the steamship S. S. Catalina, circa 1939. The historic Casino Ballroom is in the background,

Senator's Classic Raises Tens of Thousands for Make-A-Wish Kids
Ballooning for Dreams

It was a weekend filled with laughter and dreams as the Fifth Annual Senators' Classic lifted off bringing thousands of spectators to marvel in the colorful event and raising a record amount for the children of The Make-A-Wish Foundation, a non-profit organization dedicated to granting the wishes of terminally ill children.

Sponsored by The Pointe Resorts, The Senators' Classic highlights activities, pony rides, petting zoos, games and plenty of entertainment that brought smiles and joy to the deserving children of Make-A-Wish. Honorary Chairman Senator John McCain spent time with the children on the day dedicated to these special kids and their families. With several dozen corporate balloons participating, the winner's purse is one of the largest in the nation. The Hare and Hound hot air balloon competition begins at sunrise on Saturday morning.

"This year is far superior to years past," said Dolly Peralta, chairperson of the event. "Because of the generosity of so many, and the hard work of everyone involved, we will

be able to grant more wishes each year than ever before. These special once-in-a-lifetime dreams are what The Senators' Classic is all about."

Thanks to all the Pointe People who make Senators' Classic an overwhelming success your commitment to these very special children is what keeps them smiling!

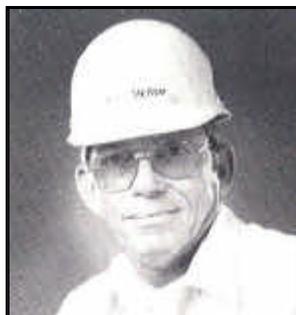


McKee Named Superintendent of the Year

Larry McKee, a Gosnell builders project superintendent for 13 years, has been named Superintendent of the Year by the American Subcontractors Association of Arizona.

The award recognizes companies and individuals who have consistently exhibited an ability to enhance cooperation between all components of the construction process and have shown an outstanding willingness to promote the general welfare of the industry.

McKee has extensive experience in the construction industry with more than 27 years' experience in the building trade. He has supervised millions of dollars in construction with Gosnell Builders compiling an exceptional record of bringing challenging projects in under budget and ahead of schedule.



Gosnell Builders Wins National MAME Award!!

For an actor or actress, one of the greatest accomplishments is receiving an Oscar for an outstanding performance ... even an Oscar nomination is a recognized feat. For a thoroughbred racing jockey, it is to have earned the prestigious "Triple Crown." And, for a residential builder, it is to receive the highest accolade in the industry the MAME Award.

What IS a MAME Award? Sometimes referred to as the "Oscar" of the home building industry, the MAME Awards are bestowed on those builders having demonstrated home building excellence and superior achievement in product design.

Once again, Gosnell Builders won the respect of their fellow industry peers and critics earning the "first place" in "best product design". Gosnell Builders never doubted that their award-winning team, coupled with an outstanding feeling of esprit de corps and determination, would again capture the hard-earned accolade.

"It is a significant achievement for our company to be recognized by our industry peers with the best product design, MAME, year after year, especially as ours was a highly competitive category," said Ed Avery, Senior Vice President of marketing for Gosnell Builders. "We are one of the few home builders to provide architectural and interior design services in-house, and thereby are extremely proud of that unique concept."

“Now We Know Where Bob Has Been”



Several times a month, Bob would just disappear for an hour or so and Cyndi, Bobs’ secretary, jokingly said she wondered- where he was and thought he must have a girl friend or something it turned out he did. The following article was written by columnist Sam Lowe and tells of an old-fashioned friendship between an Irish Immigrant named Katie Finn and Bob Gosnell. He visited Katie, when time allowed, to enjoy her Irish brogue and wit. Katie’s memories will always play a part in the lives of we “Pointe People” who came to know her through Bob. The article is being reprinted with permission from The Phoenix Gazette.

-Editor

For more than a half century until she was in her 90s, Katie Finn lived alone in a tiny house off North Seventh Street. It had two rooms - a kitchen and a bedroom that also served as a living room.

The house contained no plumbing. There was an outhouse in the back. There used to be another building; a storage shed, but it burned down one night. She suspected arson. She had ordered some rowdy motorcyclists off her property. She thought they’d returned and torched the shed to get even. She didn’t mind losing the shed but mourned the loss of an old brass bed stored in it. Her husband had purchased the bed shortly after their arrival from Ireland in the 1920s. But he and their son died within a few years of each other, so she put the bed away.

One day in the late 1970s, a man knocked on her door and identified himself as Bob Gosnell. He asked whether she’d be interested in selling her property. She said she wasn’t. Then she chastised Gosnell for traipsing around in the desert on such a hot day and asked whether he’d like something to drink. He said he sure could use a beer She didn’t have any. He left: bought a six-pack and returned. It was the beginning of a curious friendship. Although she refused his offer, Finn and Gosnell became friends. She kept cold beer in her refrigerator from that day on, and he stopped by frequently sometimes to check on her sometimes because he

needed a break from the rest of the world.

Although he was in the process of acquiring property for development of The Pointe at Tapatio Cliffs, Gosnell said he never mentioned the subject of buying Finn’s home again. Instead he built the resort around her. It wasn’t a problem, he said. Then he had indoor plumbing installed in her house. About two years after their initial meeting, Finn asked why he’d dropped the matter after her refusal.



He said he respected her wishes. “She said, ‘Hell, man, I wanted to sell but I was afraid that if I did, you’d never come back to see me again,’” Gosnell recalled.

During one of his visits, Gosnell noticed an old hand-cranked Victrola phonograph standing in a corner. He asked whether it

worked. Finn said it probably did, but she never played it because it had belonged to her son. “I told her it was too fine an instrument not to be played”, Gosnell remembers, “so we cranked it up and played those old thick records for hours.”

Later, Finn asked Gosnell whether he still was interested in buying her property. He said he no longer needed it; the project was finished. But he said he’d trade her one of his new homes for her old home. She agreed. In May 1979, she moved in, and a fine home it was for a fine Irish lady. It was 2,000 square feet, completely furnished and built on a wash so she could feed the rabbits and the quail as she had done for much of her life. And she would sleep on the brass bed Gosnell had selected to replace the one lost in the fire.

“In a sense, I had adopted her,” Gosnell said. “It was a handshake agreement between us, but I wanted to look after her for the rest of her life, so I put it into the corporate minutes in case something happened to me.” Katie Finn died last month, the day after her 99th birthday. She said it was time. She said she could do more good in heaven than in a hospital. Before her death, she gave Gosnell a tin box that contained her life savings nearly \$6,000. She asked Gosnell to give it to her church so there’d be plenty of Masses said for her after she was gone. And to her friend Bob Gosnell,

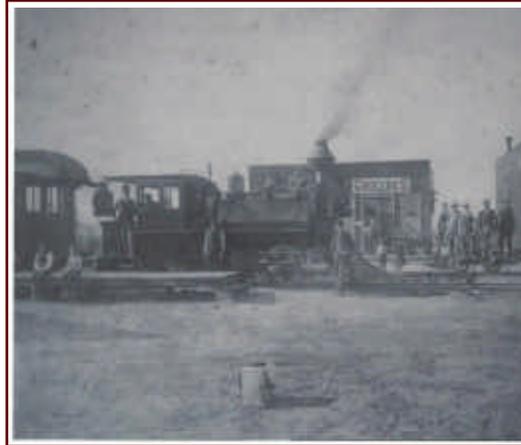
Isham Springs and The Pointe Resort

A TRADITION AND DREAM FULFILLED....

Today's Pointe Resort Community rises from the ruins of the first resort in San Diego County, Over 100 years ago, 1886, just months before the construction of the Del Coronado. A tent resort opened at the present confluence of Sweetwater Springs and Jamacha Boulevard, Alfred Huntington Isham, promoted the fledging hostel as a health spa; a respite from the hustle and bustle of the city of San Diego and retreat from consumption and disease.

Powerful, curative powers were ascribed to the spring waters that flowed from the hillsides. People swimming and bathing at Isham's Springs were found to be cured of disease, wavy, silky hairy sprouted from the scalps of men afflicted with baldness.

Isham enlisted the Prince of Wales as his spokesman -- "Now water for the prince will be the same as for the peasant", and strong-armed the three member San Diego Board of Health to endorse his claims and his product.



***National City and Otay Railroad
Circa 1888-1889***

Around the turn of the century, the springs were a popular excursion place and recreation area. San Diego City families boarded the National City and Otay Railroad and rode out to the Countryside next to Sweetwater Lake, where they picnicked around the springs. Then, in the evening, they returned to the city on the train.

In 1907 a plan was introduced to build a more permanent resort. The San Diego Newspaper of the day detailed a "Plan...to build a modern and thoroughly up-to-date resort with beautiful grounds...beautified in every way known to nature and man."

A POINTE OF PRIDE FOR SAN DIEGO

In later years, Fred Hansen envisioned a thirty year master plan for a resort community; an ambitious goal since e was ninety years old at the time. Isham's folly and Hansen's dream are joined together at The Pointe San Diego.

This destiny of the site is today fulfilled by The Pointe Resort Community. This delightful, colorful history and tradition if perpetuated with the preservation of the ruins of the bottling plant and basin in a resource conservation area. Accompanied by a museum with relics from the early days of the area. Future generations enjoy the story of Fred Hansen and Alfred Isham and their vision for San Diego.



Spring Valley LaVida Ranch Circa 1888



SweetWater Valley Circa 1888-1889

Young ambassadors of the world set sail on San Diego Bay

Once upon a starry night, the air was crisp and clear A magical boat and remarkable kids brought a cargo of Christmas cheer

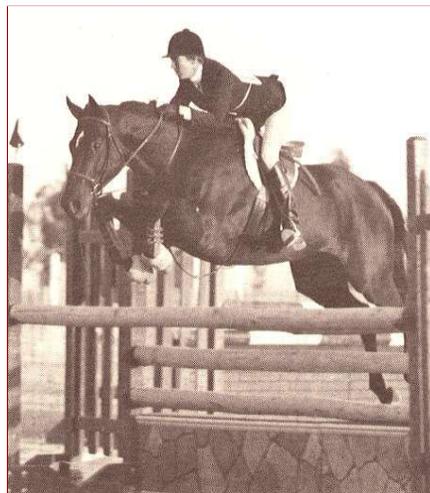
San Diego Bay blazed with music and lights as scores of brightly decorated boats formed a stream of color against the blackness of sky and water. Aboard The Pointe Builders vessel, "The Pointe," a dozen very special children, costumed in the dress of various nations, sang a message of peace, optimism and hope for thousands of spectators watching from the shore. The embers of the love and courage enkindled that evening will last long after the holiday season passes and the New Year begins.

These bantam ambassadors of the world were from BETH (Bonita Equestrian Therapy for the Handicapped), a local nonprofit organization dedicated toward working with the mentally and physically challenged. Proudly clad in an array of native garb including a flamboyant gypsy, a stately Indian raja, a petite Swiss girl, and a heroic Spanish matador, their impairments were, for the moment forgotten, as they modeled costumes, consumed oodles of sandwiches, downed quarts of hot chocolate and sang "It's a Small World After All" and "We Wish You a Merry Christmas."

Kathi Albin of Pointe Builders who served as first mate of "The Pointe," worked with Jo Rangus, executive director of BETH, to host the youngsters in the Winterfest Boat Parade. Several volunteers helped out with costumes, food and decorations for the 50 foot Grand Banks motor vessel. "It was absolutely the best cruise ever," said Kathi. "The kids were so cute and overjoyed to be a part of the celebration. It made this Christmas season the most meaningful of my life."

One of the BETH kids, the oldest of five, was so excited she got her brothers and sisters up at 4:30 on the morning of the parade. Today, I get to wear my costume," she announced. Another was appointed Honorary Captain of "The Pointe" after getting his wish to be able to pilot the boat.

The culmination of an enchanted evening for the little ones and Pointe People alike was winning first place in the parade. The prize of \$300 was donated to BETH. The organization uses horses as therapy for impaired children to boost their confidence, coordination and self esteem. Pointe Builders is proud to have been affiliated with BETH for several years, providing operating funds and horses for use at the facility.



No Horsing Around

"For the first time in more than a quarter of a century, a resort is about to premier with more emphasis on the rider than the golfer" - The Washington Post

At The Pointe Resorts, the advantages of a location next to thousands of acres of pristine open space provide an opportunity for equestrian aficionados to indulge in their favorite pastime. Moreover, as the young lady and her jumper in the photo above typify, The Pointe is proud to play host to prestigious competitions such as The Kachina Horse Classic which brings more than 1,000 participants and their thoroughbreds from all 50 states and many countries around the world.



Pointe Person Gael Boden has gone to the birds!

The Pointe Resorts Maintaining Wildlife

The only thing more regular than the quail and dove that come to feed once a day on the grounds of The Pointe is the man who comes to feed them.

His name is Gael Boden and his daily routine of breaking The Pointe dining establishment leftovers, Indian fry bread and leftover biscuits and rolling them into little pieces, mixing it just so, and then feeding it to a flock of attentive "visitors" has become a ritual.

Boden has been with Gosnell Development Corporation selling homes and has been feeding the neighboring animals for more than a decade.

The Pointe South Mountain Opens Like Magic



Peter Bardon, Director of Marketing for The Pointe on South Mountain smiled proudly as the Southwest's Premier Resort



The Pointe at Tapatio Cliffs Youngest **"Five Diamond"** Resort!

Five more diamonds!

Bob Gosnell, President of The Pointe, and Bob Brooks joined Jim Creel, American Automobile Association president in Washington, D.C. where The Pointe at Tapatio Cliffs was announced as the youngest resort to ever have won the coveted **"AAA Five Diamond Award."**

"The Pointe People have done it again," announced a proud Bob Gosnell from a podium flanked by sparkling diamond ice carvings. The Pointe at Tapatio Cliffs the valley's newest shining jewel!

The epic began in December and soared when a tremendous booking opportunity catapulted the Gosnell Builders team and subcontractors into an around-the-clock working marathon to ensure a timely opening of The Pointe at South Mountain. The 614 suites and support facilities were finished just over 11 months after start in order to

host a full-house of enthusiastic Miami alumni fans attending the Fiesta Bowl.

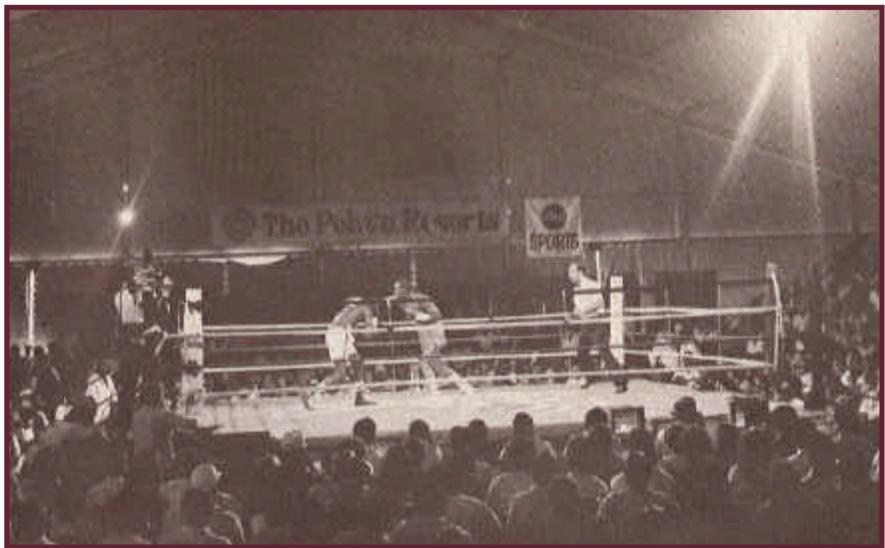
There were also December commitments for the Grande Ballroom, and that's where Pointe People and Gosnell personnel teamed up to prove that even if "Rome weren't built in a day" they would make sure The Pointe came close. The 20,000 square-foot ballroom and 65,000 square-foot meeting and conference centre was built in five and one-half months, a construction record, and opened ahead of schedule amidst rave reviews.

Early the afternoon of the opening, Pointe landscaping crews were like ants, moving in plants and trees and carting trash until the property gleamed. As construction workers completed projects and moved the scaffolds, "Pointe People" followed with brooms and vacuums. As the opening drew near and the first guest arrival was only minutes away

"Pointe People" were scurrying to add the final touch of finesse to the ballroom, when a water main in the chef's office broke, dumping more than 100 gallons of water into the kitchen. Without time to panic, "Pointe People" quickly and professionally swept the water through the loading dock doors and kept on going as though nothing had ever happened.

It was magic indeed, and a dream come true. Now, the mission that was deemed impossible has won the respect of the community and the attention of those who never thought it would be accomplished. Gosnell Builders and Pointe People never batted an eyelash. However they knew they could tackle and accomplish anything that was handed to them. In return they've handed back to the community the finest resort of the Southwest – a project we can all point to as a matter of civic pride.

WORLD'S "TITLE" BOUT



The Pavilion at The Pointe at South Mountain was the site for the WBA Junior Middleweight Title Championship. Mike McCallum defended his title against Milton McCrory. The event, nationally televised by ABC, was scheduled for 15 rounds, but champion McCallum took the victory in the tenth round. Approximately 15,000 cheering fans attended.



The Champagne Stop on The PGA Tour

“The Classic” at The Pointe

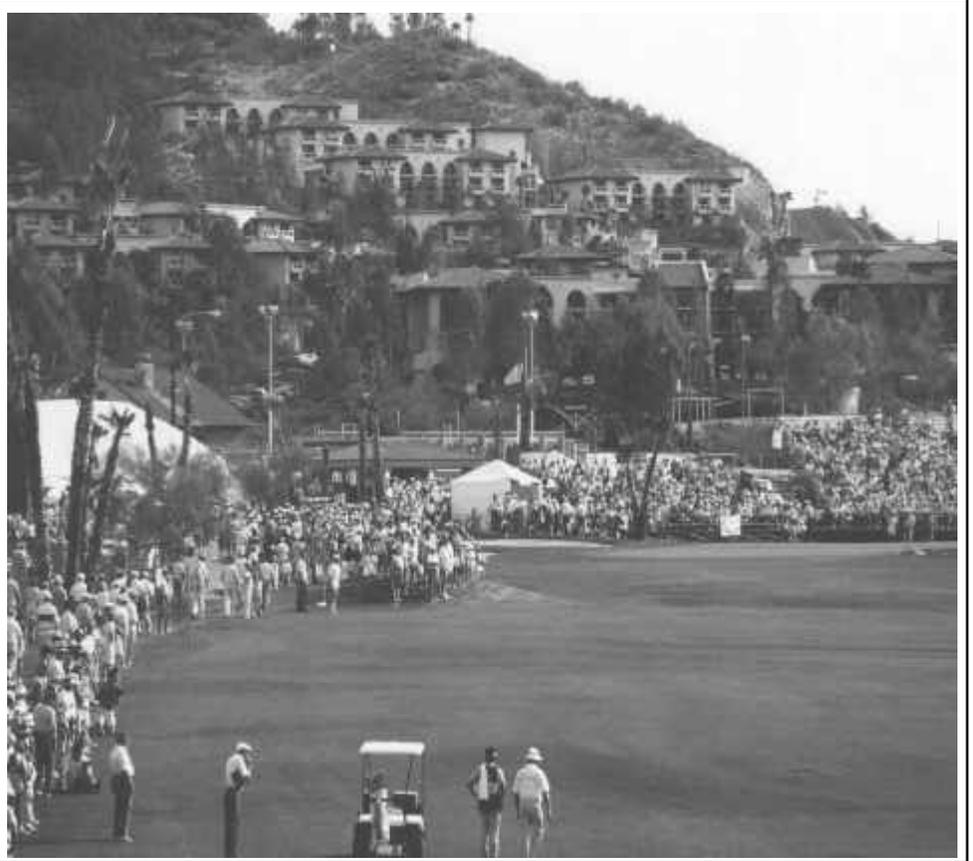
It was dubbed the “Champagne Stop” on the Senior PGA Tour and a champagne stop it was when the Classic played at The Pointe Golf Club on Lookout Mountain, Tapatio Cliffs. Seventy-two Senior PGA professionals have played the course including legends Arnold Palmer, Gene Littler, Miller Barber, Al Geiberger, Billy Casper and Chi Chi Rodriguez.

The players praise the desert course, and enjoy playing a unique golf concept, unlike any other currently played on the Senior Tour.

More than 150 enthusiastic The “Pointe People” volunteered their time to assist with tournament activities, and had fun while helping a worthwhile charitable cause.

The “Pointe People” are the key in sponsoring all golf events,” said Jim Campbell, Vice President of Recreation. “Their spirit and enthusiasm are contagious and their forte is working together as a team even when the going gets tough. They’re a great bunch of people that make an event a huge success.”

A special thanks to all of The” Pointe People” who put forth a tremendous number of hours for this very exciting event. It was YOU who made the difference!



The Pointe Dominates Awards Listing

By popular vote, The Pointe continues to dominate Phoenix Magazine’s Annual Restaurant Reader Survey by garnering a total of 15 awards in 30 categories.

Etienne’s Different Pointe of View was formally endorsed by Valley residents as the “Best Restaurant” in Phoenix, while also winning the popular votes for the categories of “Best Service,” Best Atmosphere, “Best French” and “Best Wine List.”

As the magazine reported for the “Best Service” category, “Etienne’s was the eight years in a row winner.” As for the “Best Wine List” the editors mentioned: “This year none of the competition even came close.”

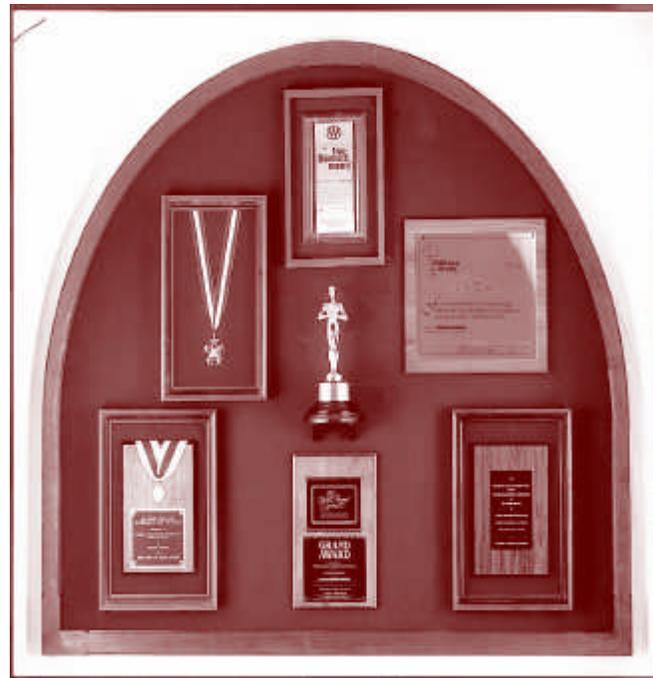
“Top All-suite” Company Nationwide The Pointe Again Scores

Thus heralded the headline announcing the fact that The Pointe Resorts repeats first place honors this year in the Annual Top U.S. Hotel Systems surveyed a readers’ poll conducted by *Business Travel News*, a respected publication of the business travel industry.

“We are gratified by the distinguished award,” said Bob Brooks, Senior Vice President. “It’s recognition earned by all “Pointe People” and it reinforces our conviction that when you combine the finest facilities with warm, dedicated and professional people, you have the winner.”

The Pointe International Management group competed against all major hospitality chains nationwide including Marriott, Hilton, Hyatt and Sheraton in the survey that recorded responses from all travel managers and business travel agencies.

The Pointe Resorts again earned top honors by garnering the industry’s highest marks in resort meeting facilities, quality of dining, variety and quality of in-suite amenities and overall value relationship. Impressably, The Pointe’s physical appearance scored a notable 9.09 out of a possible 10 points.



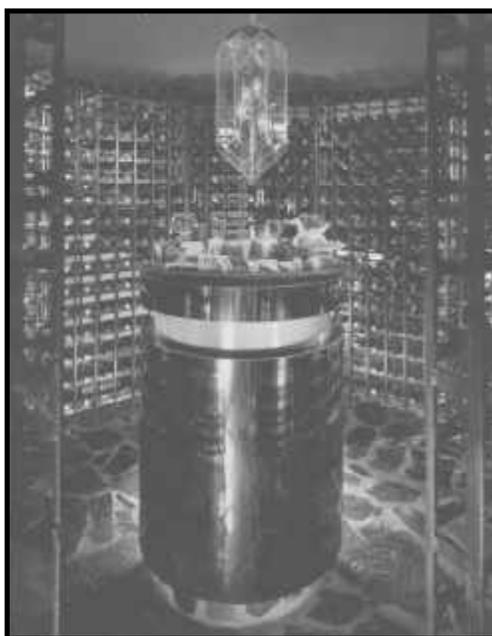
Dazzling the World’s Finest

When North America’s leading restaurateurs convened at The Pointe to accept one of the most prestigious awards in the world, impressing them was no easy task. Especially when it comes to dining!

However, The Pointe did dazzle the “Travel-Holiday” Award winners. After months of planning, Senior Vice President, Ken Nagel, Executive Chef Werner Fehr and dozens of catering professionals from The Pointe rolled out the hospitality red carpet in “Five-Star”, “Five-Diamond” fashion.

The “Travel-Holiday Fine Dining” Awards are given annually to “exceptional restaurants” in the United States, Canada and Mexico by *Travel-Holiday*, an international monthly publication, featuring dining, travel and vacation articles. Etienne’s Different Pointe of View has been awarded the prestigious honor consistently year after year.

Upon arrival, the restaurateurs were greeted by a retinue of tuxedo-clad waiters lining the stairway to the elegant mountain top restaurant.



Once greeted by Maitre d’ Etienne, the special guests enjoyed a champagne reception on the patio overlooking the glittering city lights. A trumpet player signaled the attendees into the Cloud Room to a repast fit for kings. The tuxedoed menu, placed at each setting, consisted of fresh goose liver marinated in madeira cognac aspic, haricot verte with coulis of lobster medallions, raspberry sorbet, medallions of lamb in perigourdine, sweet potato mousse, and followed by Arizona orange brulee with julienne of orange. At the end of the evening, the spectacular affair received rave reviews.



Unbelievable! Reopens in One Week!

Rooste Blaze Lights Another Fire Under “Gosnell Builders”

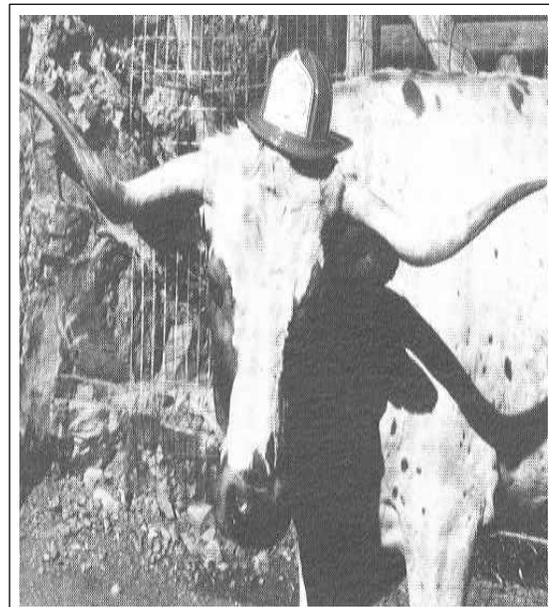
Just as soon as the last flame on the three-alarm fire at Rustler’s Rooste was extinguished, an army like attack began putting the legendary restaurant back together again. Firefighters and “Pointe People”, who refused to go home, worked late into the night, only to be joined at sunrise the next day by throngs of voluntary cleanup workers.

As if it were their own home, Pointe and Gosnell People, along with residents of The Pointe on South Mountain lent a hand to pick up the pieces. “I have never seen such enthusiasm and devotion,” said Ken Windsor, General Manager of The Rooste. “Even our customers have stopped by to assist in the cleanup. Many others have called to wish the Rooste well.”

It was little wonder that the fire had drawn such Valley wide attention. Known as the “Wrigley Mansion” of South Mountain, The Rooste has been the favorite of restaurant goers for years, serving several generations of Phoenicians.

Thanks to the dedicated efforts of the Phoenix Glendale and Tempe Fire Departments, some 250 firefighters contained the blaze, preventing the Rooste from burning to the ground.

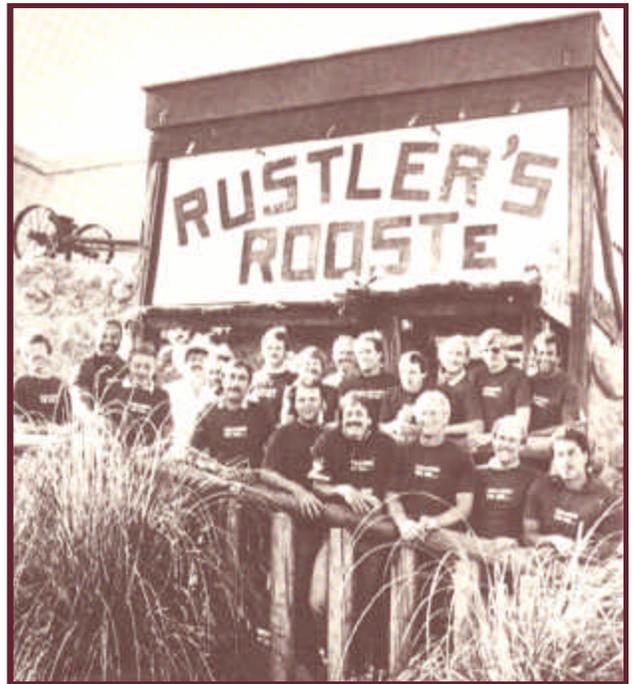
Renovation began with loyal Gosnell construction crews and The “Pointe People” determined to meet the one week re-opening deadline.



Horney shows his appreciation to the Firefighters who saved his home by donning a Fireman’s Hat.

Fire officials estimated four months to rebuild, but they underestimated the tenacity and camaraderie of our company. Amazingly, with continued ‘round-the-clock teamwork from GDC and Pointe personnel, Rustler’s Rooste was reopened just one week to the minute after the tragic blaze.

But, of course, the real heroes were the firefighters who were determined to extinguish the blaze as quickly as possible. Because of their tireless efforts and their willingness to team up with “Pointe People”, they were all guests of Rustler’s Rooste for an “I Saved the Rooste” party. Even Horny the resident mascot steer, donned a firefighter’s hat and joined in on the celebration.



Two-hundred members of the Phoenix, Tempe and Glendale Firefighters were guests of Rustler’s Rooste just one week after the catastrophic fire.

The Wine Spectator Magazine

Different Pointe of View Tops World’s Wine Lists

There you go again! Once again, Different Pointe of View has been recognized by the prestigious *The Wine Spectator* for having one of the “Top 10 Wine lists in the World”. Tapatio Cliffs also boasts of having the finest wine cellar in the United States housing more than \$2 million dollars worth of wines and champagnes, nestled into a cave tastefully carved into the rock of the mountainside.

Various wines from The Pointe cellar have garnered awards all over the country. Wines and champagnes bottled exclusively for The Pointe have received recognition at the Orange County, Los Angeles and San Francisco Wine Fairs. These award-winning champagnes and wines are served exclusively by the stem at The Pointe dining establishments and in-suite dining.

“Wines appreciate both in taste and value according to age and availability. To insure the future of the world’s finest wines at The Pointe is important, as there will come a time when they might be unobtainable,” said Ken Nagel, Senior Vice-President of food and beverage.

The “Pointe People” Host Benefit for Kessler

That’s What Friends Are For...

“Keep smiling, keep shining, knowin’ you can always count on me, for sure, that’s what friends are for. In good times, in bad times, I’ll be on your side forever more, that’s what friends are for. . .”

And so sang hundreds upon hundreds of “Pointe People” and friends who gathered in the Grande Ballroom at Tapatio Cliffs during a benefit that raised funds for fellow Pointe Person, Bill Kessler. Bill, a bartender at The Different Pointe of View and a Pointe Person for years, was recently diagnosed as having leukemia. Once his fellow Pointe People were aware of the situation, the concern and support unfolded.

Actually, the Kessler/Pointe relationship began several years before, when Bill’s 18 year-old sister ran a stop sign and hit none other than Bob Gosnell in his 1955 Porsche Speedster that he had rebuilt by hand. Bob had only a few broken ribs, but his beloved speedster was totaled. Fortunately however, no one was seriously injured. “I recall Bob crawling out of his car and trying to comfort me as I was hysterically crying; I had just gotten my driver’s license that day” she said.

The benefit, entitled ‘A Musical Evening with The Kesslers & Friends,’ featured entertainment acts from all over the Valley including all Pointe dining establishments and resorts, with proceeds going to the Kessler family for medical expenses. The Pointe’s own “Entertainer of the Year,” Al Raitano, was one of the 75 entertainers who appeared at the gala.

Minutes before the finale and with tears in his eyes, Kessler pulled up a chair on stage and thanked everyone, “Bob Gosnell always said, ‘there is no Pointe without The People,’ and I think that’s evident after tonight’s performance. Thank you my friends.”



***Prestigious “Gold Platter”
Award Once Again
Belongs to The Pointe!***

The Pointe Resorts have, once again, been named the recipients of the prestigious “**Gold Platter Award for Excellence**” in food and beverage banquet service. The announcement, made by *Meetings and Conventions magazine*, resulted from polling its 80,000 readers by direct mail and inquiring which resort provided the highest quality dining experience and the best food and beverage service. The Pointe Resorts won the distinction as being the best culinary experience in the nation. The Pointe Executive Chef Werner Fehr has been featured on the cover of *Meetings & Conventions magazine*.

“Because this award is determined by the readers, it objectively classifies the winning facility as the best in the country for all areas of food and beverage service”, said Mel Hosansky, Associate Publisher and Editor-in-Chief of *Meetings and Conventions*.

The Pointe and Gosnell Builders Wins Top Public Service Award

Most Philanthropic



Is there a group of people who have donated thousands of man hours, millions of goods and services in fund raising and gift certificates to its community in the past year? Yes, there is and those people “Pointe People” and Gosnell Builders the most community-oriented group under the sun. Calling attention to their continued commitment to the community, The Pointe Resort and Gosnell Builders were awarded the prestigious “Philanthropic Award” by the Public Relations Society of America.

The Award is presented annually to the company that exemplifies the most outstanding community service and public relations programs. Past recipients of the Award have been Mountain Bell, and First Interstate Bank.

The Pointe People Rub Elbows With Celebrities!

Pointe People don’t have to be Hollywood producers, directors or talent scouts to rub elbows with dozens of celebrities from every stage of the entertainment industry. More than 1,000 big name celebrities have resided at our “Triple Crown” resorts during our years of operation. And it appears that The Pointe has become the favorite resorts of movie, comedy and music headliners. The most common attracting element of all Pointe guests, whether local vacationer or celebrated star, is the service and treatment they receive and have come to expect at The Pointe.

Paul Newman, Bob Hope, Robert Redford and Liza Menelli have found The Pointe to be their favorite resort while staying in the Valley. Many of the celebrities have become repeat guests and say they prefer the casual yet elegant feeling of the resort.

Musicians touring the country sing praises of The Pointe. The Beach Boys, Fleetwood Mac, Tom Petty and the Heartbreakers, Kris Kristofferson, Helen Reddy, Harry Belafonte and Jim Nabors are all Pointe fans and the list goes on!

Shy, but very appreciative of the treatment he received at The Pointe, Johnny Mathis commented more that once about “the great time to be had at The Pointe.” Mathis preferred a casual, but festive evening at Aunt Chilada’s with his band and Sally Cooper, Pointe Communications special events coordinator. “Johnny and his band were great company delightful and very unassuming,” she said.

As Phoenix continues to grow and flourish, a more demanding and selective marketplace emerges and draws big name talents to the Valley. The Phoenix Pro Am dinner held at Tapatio Cliffs was an unparalleled success with such gifted individuals as Charlie Pride, Bob Hope, Andy Williams, and Glen Campbell entertaining a starry-eyed crowd.



Robin Williams appreciates The Pointe difference!

Virginia Slims Tournament

Top Womens’ Tennis Pros Converge at The Pointe

Tennis superstars swung into action at The Pointe on South Mountain during the Virginia Slims tournament.

As the host site, The Pointe provides thousands of spectators aesthetic grandeur of the breathtaking mountain range, splashing fountains and beautiful Valley scenery, plus, genuine Pointe People Southwestern hospitality.

VIEWPOINTE

. . . Is a monthly publication by, of and for The People of The Pointe Resorts. It was written and designed by The “Pointe People.” ViewPointe welcomes all contributing story ideas. Please call Ric Williams at: (602) 956-4300.

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