

# BRIDLE & BIT

June 2011

The Preserve is truly an ambitious project. Scottsdale folks should get a big pat on the back for undertaking this program.

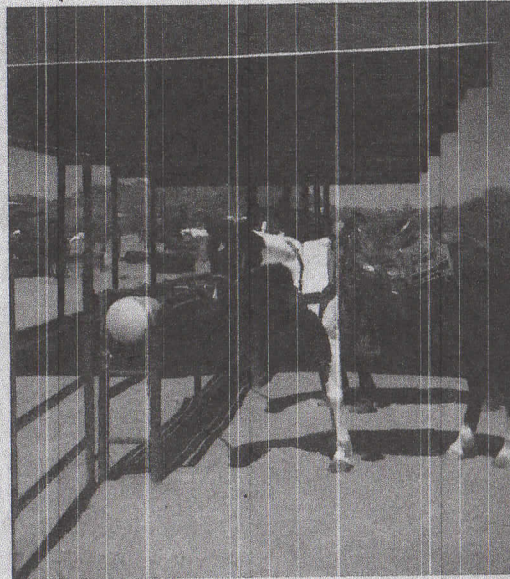
The story of Scottsdale as the "West's Most Western Town" brings a lot of winter visitors to the area. Having a place where they can get a touch of that Old West, under safe conditions, will go a long way towards helping to build upon that image, which has to some extent been neglected in recent years.

At present, and generally accepted in the meetings to date, is strong support for the continued operation of the Cave Creek Outfitters horse rental operation on the horse preserve portion of the tract. There is no stronger draw for outside activities for our winter visitors than the time spent riding through our desert landscape.

This offers a real western adventure. This operation is a bonanza for Scottsdale. If it did not exist, it would have to be invented.

Many of us who own horses are going to use this area and delight at what it has to offer.

We horse owners do not spend a lot of time thinking about these rental operations, but when they are well managed, they open the door to many who want the opportunity to ride a horse and this often



leads to an introduction to horses and an entry into horse ownership and all that goes with it. We have a strong feeling that even if ownership is not in the picture, the involvement with horses will win our

group more friends within the general public.

The Cave Creek Outfitters has been in the area for about 20 years. Their operation at 144th Street and Lone Mountain Road has to be one

of the finest in the state. The area is well maintained. The horses are in excellent condition. The personnel knows what they are doing and it is clear that the safety of the riders and care of the horses are top priority of the management, Todd Masden and Cheryl Ward. Their business fits into the image that Scottsdale wants to put forth -- a very first class operation.

We are excited about the development of the Brown Ranch facility and of the idea of the Horse/Hiker Preserve along with the biker area. It's a winner for all of us and will help to reestablish Scottsdale as the West's Most Western Town!