

# Media Impressions; The Pointe Resort Communities

## **“PROPOSED \$95 MILLION RESORT COMPLEX MAY BE FIRST USE OF NEW ZONING CATEGORY” -ARIZONA REPUBLIC**

“Wagon and horse trails, walking paths and scenic drives would be incorporated in the design. City officials said the proposed development could enhance the beauty of the North Phoenix Mountain area. It will correct some things that up to now have been beyond the City's control. My interpretation is that Mr. Gosnell is bending over backward to be as cooperative as he possibly can.”

## **“THE POINTE. REFRESHING PHOENIX OASIS” -ROCKY MOUNTAIN NEWS “NOW”**

“Gosnell decided to develop a resort in what was then a bad section of Phoenix. Nearly everyone-including the people he approached for loans-thought he was crazy...now the lush greenery that fills the courtyards offers a refreshing contrast...the neighborhood was less than distinguished and the land was scarred. They were literally able to make something out of close to nothing.”

## **“RESORT FACILITIES SPUR NEW VITALITY IN SUNNYSLOPE AREA” -PHOENIX GAZETTE**

“Development of the Southwest's largest resort facility, The Pointe, in Sunnyslope is spurring new vitality throughout the community. You can see new business coming in there and the area is cleaning up.”

## **“BRINGING THE WILD WEST BACK TO PHOENIX” -WASHINGTON POST**

“For the first time in perhaps a quarter century, a resort with **greater concern for the rider than the golfer.**”

## **“POINTE RESORT CONSIDERED ASSET TO COMMUNITY” -ARIZONA REPUBLIC**

“The Pointe, a newcomer to an area known for exclusive resorts, has captured the fancy of area residents and visitors alike. **City officials and Pointe neighbors say the 115-acre resort has had a positive impact on the neighborhood and the city.** The



*The incomparable Pointe Resorts*

Pointe is functionally effective and **has done a great deal to foster planning in Phoenix.** A check with some of The Pointe neighbors revealed the resort holds attraction for longtime residents as well.”

## **“GOSNELL MAKES FINE POINTES” -ARIZONA LIVING**

“Gosnell opened their doors during the construction slump of 1973, willing to defy all odds. As they built for others in the early years, the team sought property within city limits for its dream of building luxury resorts in areas who could share all the proffered amenities. The initial year of the newly opened resort was a phenomenal success. Visitors found at The Pointe a remarkable atmosphere and friendliness. This original, unique community has become just the dream for which its builder hoped and planned. Business, residential and holiday lifestyles complement each other successfully. What is next? **They will continue to build within city limits, giving somewhat distressed areas a productive purpose, infilling in a manner that would be decidedly pleasing to city fathers.**”

## **“WAY PAVED FOR THE POINTE AT SOUTH MOUNTAIN” -PHOENIX GAZETTE**

“The project could set a standard of quality that would be a **lasting influence for the betterment of nearby developments and much of southeast Phoenix:** The South Phoenix Planning Committee, chaired by John Heard, voted 14-0 to support Gosnell's application to secure the zoning changes. Heard said the **project will help improve the image of South Phoenix and will provide 14,000 jobs** at the height of the project.”

## **“GETTING THE POINTE” -ARIZONA REPUBLIC**

“Three fine new resorts for Phoenix in four years should be some sort of record. We trust the winter visitors are getting The Pointe.”

## **“NEW LOOK FAR OUT. THE POINTE” -SAN DIEGO MAGAZINE**

“The Pointe Resort diverts even the most harried of its business visitors with tennis, golf, horseback riding, a Happy Hour of free cocktails every afternoon. A new kind of resort, The Pointe broke rules. It located in an unobvious place in North Phoenix, a **blighted area. To Bob Gosnell the site offered a priceless asset: It was next to the vast acreage of North Mountain Park, incomparable, untouched open space for hiking and horseback riding where no neighbor will ever build.** The atmosphere was made informal. Rates were set in the upper bracket, but not at the top. The resort does some once-radical things. Every accommodation is a suite of sitting room, bar and bedroom. There are restaurants, too: set physically apart from the main resort, so not to intimidate non-guest patrons.”

## **“PACKAGING THE POINTE” -TODAY'S BUSINESS**

“Success in redevelopment takes more than a crystal ball. Other developers have followed Gosnell into the neighborhood that once was occupied by scattered modest older housing and two horse stables. Gosnell has moved on to two others in

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blighted Phoenix areas—a \$155 million project on North Seventh Street and a \$360 million development in South Phoenix.

“The company philosophy—one that finds Gosnell accumulating land which has little or no productive purpose. In time of energy conservation and financial instability, urban sprawl is at best uneconomical. City planners in Phoenix and Tucson couldn't have said it any better. They have been trying to sell the philosophy for years because, as The Pointe demonstrates, re-using a decaying site can be profitable for the city.”

**“POINTE WELL TAKEN” -ARIZONA REPUBLIC**

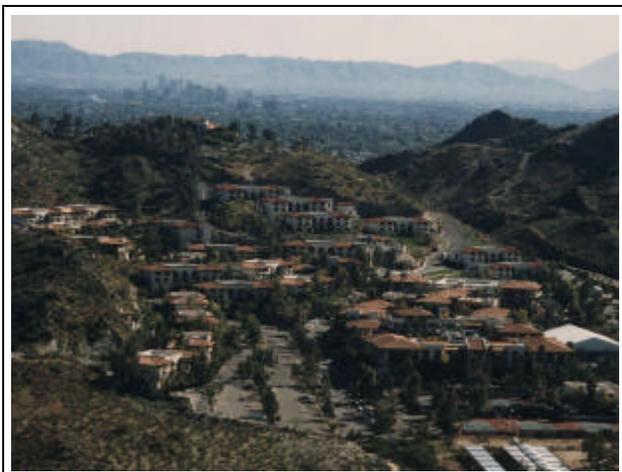
**“The 115-acre resort and residential community has improved the area by boosting property values and by adding its own charm to the area.”**

**“A POINTE MEANT FOR STARDOM”  
-ARIZONA LIVING**

“Pat McMahon quipped one day there might be a Pointe Resort located on the moon. This fantasy made for a good laugh, yet the outer space Pointe seemed somehow less outrageous than the thought of Bob Gosnell locating a plush resort in a blighted, overlooked area on North 16th Street which for years had been an eyesore in the north of Phoenix. Even the young man's friends scoffed publicly when Gosnell shared his company's vision of what would become the largest resort in the Southwest. For guests and local residents alike, restaurants would adorn each corner of the resort property, offering everything from the finest gourmet intricacies to spicy Mexican delights to authentic cowboy steaks.

“Those grand plans have all come to pass and the doubts of yesteryear have turned to a dutiful respect, both inside and outside the hospitality industry. The American Automobile Association presented The Pointe with its top-rated Five Diamond Award, and a finale of significant applause came in January of this year when The Pointe was awarded the Mobil Travel Guide Five Star award.

“Five Stars indicate a property that has achieved excellence in all phases of operation — ‘the best in the country.’ Observes one Mobil official, ‘we look for perfection and consistency—particularly the consistency. A Five Star must be excellent as a



*The Pointe Resorts - intimate villages nestled into the mountainside*

matter of habit.’ A lot of hard work by a great many people has led to the phenomenal popularity of The Pointe. The elegant mountainside resort offers a package of amenities found nowhere in the country. People travel from all around Arizona to enjoy the outstanding food and top name entertainment. Gosnell will have a half billion dollars in resort development.

**“Quite clearly, The Pointe Resorts have had the single greatest impact on the Phoenix economy and its landscape of any locally owned and operated company.”**

**“FIVE STARS” -ARIZONA BUSINESS GAZETTE**

“The Pointe has been awarded the coveted fifth star from Mobil Travel Guide. The resort is the youngest ever to win the prestigious award.”

**“HEY GOOD LOOKIN’!” -PHOENIX MAGAZINE**

“The Pointe Resort: Superior Achievement Award Winner for architectural and landscaping excellence.”

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**“POINTE DEVELOPMENTS HAVE CHANGED THE LAND AROUND THEM”-PHOENIX BUSINESS JOURNAL**

“The Pointe developments have changed the land around them, sending adjoining property values soaring.”

**“LES GRANDS DESERTS DU WESTERN”  
-GAULT MILLAU Paris France (Hospitality Critic Magazine-World's Finest)**

“The Pointe Resort in Phoenix is one of the two best resorts in the United States. The Pointe is a splendid complex intelligently organized around tropical patios with a huge mountain preserve surrounding it. The decor is Spanish, with lavish tennis facilities, stables, etc. The Pointe constitutes an ideal location to spend a luxurious vacation.”

**“WHERE TO STAY. MEET AND PLAY”  
-CALIFORNIA EXECUTIVE**

“The friendly spirit and willingness to serve both individual pleasure and business travelers, as well as group movements, prevails in the Valley. The Pointe properties are excellent examples of this spirit...perhaps the most innovative resorts in the country.”

**“THE POINTE CHANGES BLIGHT OF PHOENIX INTO FUN PLACE” -SUNDAY DENVER POST**

“Visit Phoenix for any length of time and you can't help hearing about **The Pointe**. People point it out as a matter of civic pride. The admirers include its guests, its competitors, other developers, city officials and editorial writers.”

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## **“HIGHLY RATED PLACES TO STAY IN NORTH AMERICA” -USA TODAY**

“Here are the American Auto Club 'Five Diamond' award winners in North America: The Pointe at Squaw Peak, Phoenix; The Pointe at Tapatio Cliffs, Phoenix.”

## **“POINTE EARNS TOP AWARD” -NEWS-SUN**

“The Pointe at Tapatio Cliffs is the youngest resort to receive the American Automobile Association Five Diamond Award. For a resort to earn Five Diamonds, all its facets must be polished, referring to the meticulous standards set by AAA. Service and quality really must be exceptional throughout the entire operation.”

## **“BODEN FEEDS ANIMALS AT THE POINTE” -ARIZONA REPUBLIC**

“ ‘Bob Gosnell started it when The Pointe was being built and he asked me how we could keep the birds and quail and rabbits around with the construction.’ Boden said. Boden knew an implied assignment and began collecting yesterday's bread from Pointe restaurants, scattering it about. The birds and animals stayed around. And now, years later, the waitresses routinely save day-old bread for Gael Boden. ‘This is real life, right here. People, a house for them to live in, and birds.’ “

## **“THE POINTE RESORTS. DOING WHAT YOU SHOULDN'T WHEN YOU SHOULD” -ARIZONA TODAY'S BUSINESS**

“What Gosnell Builders has done is now a Western legend; three-first class, in-city resorts ranking fourth nationally in revenues and first in state occupancy levels. At the once depressed area of ‘modest housing’; it's like Disneyland. Much of the Pointe architecture-and the atmosphere-has a ‘Mexican Village’ feel: Archways, mission-tiled roofs, hand-carved fountains, a plaza environment. A sense of clustered urbanity.”

## **“TOP HONORS TO THE POINTE” -PHOENIX MAGAZINE**

*Visual Improvement Award*, City of Phoenix

“Taking top honors is The Pointe Resort, which boasts lush mature greenery and imposing Spanish architecture that have significantly enhanced a previously desolate area.”

## **“THE PRIDE OF PHOENIX: POINTE RESORTS” -THE HARRON REPORT**

“The history of Pointe Resorts is one of the most successful records of resort development in the United States. **Transformation of once unpopular areas, previously considered unsuitable for development, is the Gosnell game plan.** Visitors found at The Pointe a remarkable atmosphere and friendliness. No other resort or hotel has run a higher occupancy level than The Pointe. The reasons for this rapid and phenomenal success? The long line of repeat visitors to Pointe Resorts, perhaps it is just the relaxed Southwestern hospitality coupled with friendly, courteous people. **Pointe Resort restaurants are the most popular dining facilities with Phoenix area residents.**”

## **“PHOENIX BOASTS TRIPLE CROWN” -ARIZONA REPUBLIC**

“Adding a fifth shining star, granted by Mobil at the turn of the year, The Pointe Resort became more than a Spanish Mediterranean colossus bursting with pride. There are 20,000 properties rated every year by the Mobil Travel Guide. Only nine resorts have both the Mobil Five Stars and American Automobile Association's Five Diamond awards. And only eight receive the Gold key Award as well. In the industry, **winning all three of these awards is referred to as the Triple Crown.**”

## **“FARMLANDS ARE REBORN AS RESORTS” -TEMPE DAILY NEWS**

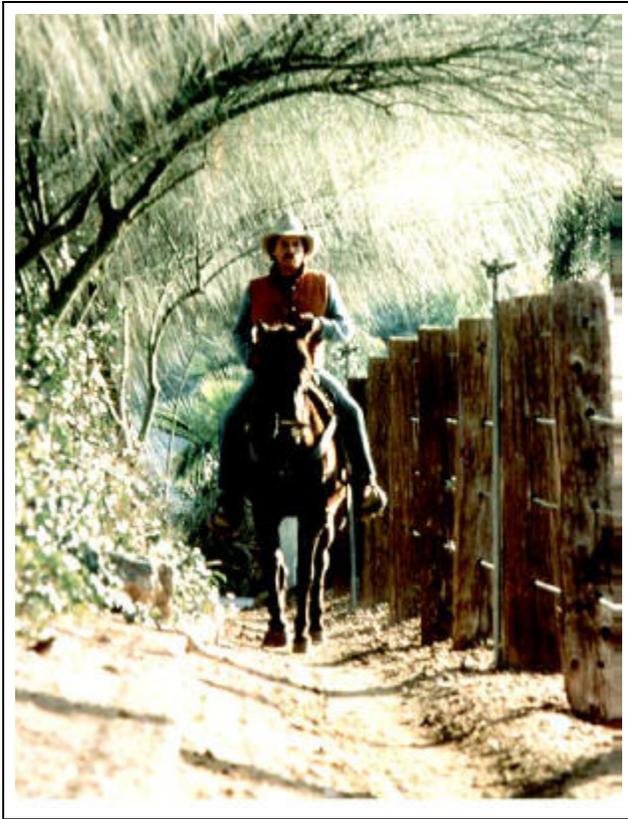
“What was Tempe farmland just a few years ago is becoming an expanse of convention centers and resorts. City planners attribute that spurt near Baseline Road and Interstate 10 to the \$365 million Pointe South Mountain Resort. **The way The Pointe started cleaning up the area is making it an attractive area for development;** said City Planner Terry Mullins.”

## **“RATING THE HOTEL RATINGS” -MEETINGS & CONVENTIONS**

“What we are talking about, of course, are the three most prestigious designations that can be earned by American hotels. **Best by Any Test?** No less than eight current M&C Gold key properties were recognized this year as both Mobil Five-star and AAA Five-diamond hotels. In Phoenix, The Pointe. Elsewhere, there are: The Broadmoor, Colorado Springs; the Boca Raton Hotel & Club, Boca Raton, Fla., and The Greenbrier, White Sulphur Springs, W. Va.”



*Sparkling waterfalls, lush landscaping and a Spanish Mediterranean flair*



*Urban cowboys saddle up for rides into the backcountry at The Pointe Resorts*

**“THE NEW PHOENICIANS” -NORTHWEST ORIENT MAGAZINE**

“The Pointe looks like a stately Spanish mansion that has been poised there gracefully for years, with four-story palm trees standing guard. It is the property of a man new to the resort industry who knew little about it, but a lot about pleasing guests. A Phoenix native bought land **that was once blighted and underdeveloped and turned it into a city planner's dream**, a revenue-producing multiuse resort community that has raised the property value of the surrounding area.”

**“AT THE POINTE, OCCUPANCY ISN'T SEASONAL ANYMORE” -RESORT REPORT**

“A summer occupancy rate of 90 percent in an area where the average for all resort hotels is 38 percent is incredible.”

**“PACIFIC PRIZE FOR PRESTIGE” -PHOENIX SUN**

“At the Gold Nugget competition in San Francisco were 500 entries from the western states. The outstanding recognition bestowed upon The Pointe-both locally and nationally — is unprecedented in our industry. The Pointe is the recipient of the American Automobile Association Five Diamond award, which recognizes the top resorts in the nation. The Pointe has also received the Superior Achievement Award for Visual Excellence sponsored by Mayor Hance and the Phoenix City Council; the Gold Key Award, resulting from a national poll of meeting and convention planners. The Mobil Travel Guide singled out The

Pointe as in the top of all resorts in the nation... The Pointe was recently nominated by the City of Phoenix for the Urban Land Institute's 'Award of Excellence': Past winners have been Disneyland and the Galleria in Houston. **‘The Pointe has done a great deal to foster planning in Phoenix’**; said Rick Counts, Phoenix Planning Director. **‘No development has better captured the image for which its community is striving...with private investment, Gosnell has performed more in transforming unattended, substandard areas than any publicly funded urban renewal project I have seen.’**”

**“VALLEY RESORTS-A FUN POINTE OF VIEW” -WHERE MAGAZINE**

“Both the Pointe Resort on Sixteenth Street and The Pointe at Tapatio Cliffs Resort on North Seventh Street are receiving local and national recognition for their efforts at accommodating those that expect the best. Visitors to Phoenix are often surprised at the quality and variety of amenities available at the Pointes. Not only are there Western-flavored activities, but also extras such as five-star continental dining and top-rated sports facilities. One of the beauties of the Pointe is that **guests can step out of the saddle into the lap of luxury.**

“A bonus for many visitors to the Valley staying at The Pointe Resorts is that they are able to meet a variety of native Phoenixians who use the many facilities and restaurants.”

**“THE POINTE TAPATIO'S \$50 MILLION EXPANSION” -BULLETIN**

“Gosnell, owner and developer of The Pointe Resorts, determined the design of the second Pointe would blend in with irreplaceable natural resources. **The challenge was to preserve the natural landscape while repairing the mining damage that had been done...**”

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**“... The Pointe in Phoenix, which combines giddyap cowboy and indian flavor with sophistication.”**

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**“PHOENIX TAKES TOP HONORS” -WHERE MAGAZINE**

“When it comes to awards and recognition, none surpasses The Pointe Resort. From cuisine to landscaping and from service to interior design, kudos have been given this resort operation. It has been awarded the coveted fifth star from the Mobil Travel Guide... The Pointe is the youngest ever to win the prestigious citation.”

**“ARIZONA-CONSIDERED THE NATION'S RESORT CAPITAL BY MANY PLANNERS” -INSURANCE CONFERENCE PLANNER**

“The Pointe - Elegance and Style - **‘Arizona's Newest Five- Star Resort:**’ The perfect combination of business and pleasure, unequalled beauty coupled with unique concepts and striking designs, elegance and careful attention to detail - that's The Pointe.”

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## **“THE P\*O\*I\*N\*T\*E-FIVE STARS IN FIVE YEARS” -LODGING HOSPITALITY**

“The Pointe. . . was now among eight properties to own both the Mobil Five Stars and the American Automobile Association's Five Diamonds. Indeed, the list of awards which The Pointe has earned would be the envy of any resort. **The Pointe is the most decorated resort in the country today.**

“Had you asked anyone in Phoenix...for a prognosis of success five years ago, everyone would have told you that Gosnell and his co-workers were crazy. **The area in which Gosnell...chose to build had been scorned by local developers for years as blighted...**

“Gosnell, though shy of the press and media...is **instantly accessible as an individual. He is informal to the point where virtually everyone who knows and works with him calls him ‘Bob’.** Gosnell's management philosophy...is certainly effective...Pointe Resorts have very little turnover. People are the key to our success. ‘When guests tell us that our people are friendly, warm and courteous, then we know that our job was well done’; said Gosnell.”

## **“MAKING THE POINTE” -SCOTTSDALE MAGAZINE**

“The staff of Pointe Resorts has let its pride soar to an all-time high: The ‘Pointe People’ have raised more than \$25,000 in just seven weeks to purchase a hot air balloon for the resort company as a six-year anniversary gift. ‘We've always thought it would be neat if the resort had a balloon, so we just took it upon ourselves to do something about it’. said Renee Donahue, housekeeping. ‘We could present the balloon to our company as a gift.’ This ambitious fund-raiser and its ultimate success is **testimony to the enthusiasm and dedication of our entire staff. The ‘Pointe People’ are a very, very special group of people.**”

## **“MOBIL'S RATINGS HAVE HOTELS RESTAURANTS SEEING STARS” -SAN FRANCISCO SUNDAY EXAMINER & CHRONICLE**

“...the Pointe in Phoenix, which combines **giddyup cowboy and Indian flavor with sophistication.** The Guide bases its ratings on inspections by a team of approximately 15 specially-trained field representatives. They follow a checklist of



*The Pointe San Diego is nestled in the foothills surrounding Sweetwater Lake*

more than 100 items. In lodgings, key factors include cleanliness, decor, efficiency of service, landscaping and dining facilities. Five Star, the top prize, means you have arrived at the best thing short of heaven.”

## **“GETAWAY WITH EVELYN KIERAN” -SAN DIEGO TRIBUNE**

“Phoenix-The result is super-luxurious, beautifully designed, well-managed, self-contained resorts that have come a long way from the old rough ranch house, boots-and-saddle imagery of the Southwest.

“**It is built in an area that was once an old ranch and mining settlement. In fact, it was once considered Phoenix's least attractive neighborhood.** It was so successful that Bob Gosnell decided to do it again. The Pointe at Tapatio Cliffs, has a ‘culinary legend’ restaurant. The place, which wanders over a classic desert hillside, is breathtakingly beautiful. Wrought iron work, sparkling fountains from Guadalajara, lush bougainvillea and great flowering hibiscus give the impression of Old Mexico - with modern plumbing and conveniences. It, too, is highly successful and very popular with locals.

“**The Pointe Resorts have the highest occupancy rate in Arizona and the love and affection of a lot of people. They exude such an atmosphere of fun, people hate to leave.**”

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**“ . . . With private investment, Gosnell has performed more in transforming unattended, substandard areas than any publicly funded urban renewal project I have seen. . . ”**

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## **“THE POINTE RESORT. FROM BLUEPRINTS TO 5-STAR IN FIVE YEARS” -RESORT MANAGEMENT**

“The Pointe Resorts will make 2,000 suites available for guests, representing an investment of approximately three-quarters of a billion dollars by a single developer, Robert A. Gosnell. The nation's newest Mobil Five Star resort, The Pointe, which now ranks as one of the top resorts in the country, is exceptional because it was located in an area that folks in Phoenix regarded as an eyesore, and was built by a man who hadn't even been in the hotel business before in his life.”

## **“HOTELS WITH NO ROOMS” -CORPORATE MEETINGS & INCENTIVES**

“All-suite hotels are gaining popularity with corporate travelers, but do they work for meetings?”

“**Pioneering the all-suite resort concept is The Pointe Resorts, which in 1977 opened the first such resort in Phoenix.**”

## **“GOSNELL. PHOENIX WORK TO PROVIDE NEW STREET” -PHOENIX GAZETTE**

“Gosnell Builders is working with Phoenix officials to provide a new traffic pattern off North Seventh Street. The conversion of the mining road is expected to take 2,800 vehicles off Seventh Street daily. **The city and Gosnell jointly developed**

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1.2 miles of Seventh Street in 1984 and won a first place environmental and beautification award from the Federal Highway Administration.”

### “ARIZONA'S HOT SPOTS” -HOUSTON HOME & GARDEN

“Surrounded by tiled walkways and lush gardens, The Pointe at Squaw Peak is carved out of a mountainside overlooking the skyline of Phoenix. Though the water-starved terrain may surprise you at first, you'll find this casual resort far from bleak. In fact, **you'd be hard-pressed to discover a friendlier spot that's more conducive to relaxation;** from bellman to stable-master, everyone involved goes overboard to ensure that guests have the time of their lives.



*The Pointe's luxurious two-room suites.*

“This resort is one of only eight in the country that hold the Triple Crown.

“The Pointe will be a romantic, exciting hideaway for two or an activity-packed destination for the entire family. In this refreshing oasis of four-story, Spanish-style towers, every one of the 600 units is a suite that comes complete with wet bar, stocked refrigerator and liquor cabinet, separate living room and private balcony or patio. Even in summertime, the setting casts its cooling effect-bubbling fountains, shady tropical courtyards, and pools with whirlpools and swim-up bars. And there are facilities galore: private sundecks, air-conditioned racquetball courts, lighted tennis courts, jogging trails, video game rooms, Nautilus exercise and weight rooms, sauna and steam rooms, aerobics classes, putting greens-the list goes on and on.

“Though the 182-acre Pointe Resort is quite large, everything is conveniently located, including restaurants with a wide range of offerings, from haute cuisine to down-home barbecue.

“If there is one thing that's worth getting up early for during vacation, it's The Pointe's Sunday-morning breakfast ride into the Phoenix Mountain Preserve. And you don't have to be a veteran rider to join in the fun-there are those who don't own cowboy boots, much less know how to mount a horse. But all partake equally in this refreshing outing. Stablemaster Ed Hanks canvasses the country to select horses: ‘I go wherever it takes to find a good horse.’ The trail is serene and the temperature tolerable. Halfway through the journey, riders dismount to enjoy a wonderful cowboy breakfast that's ready and waiting:

coffee, fresh juice, scrambled eggs with chiles, biscuits, bacon-all served out of cast-iron pots and pans.”

### “BUILDER COMMUNES WITH NATURE” -SUN/COAST ARCHITECT/BUILDER

“Gosnell Development creates resort communities that complement neighboring wilderness areas. The end result has protected the natural preserves that might otherwise be disturbed by dumping of trash, off-road vehicles and environmentally insensitive development.

“The reason, according to Robert A. Gosnell, is people enjoy being close to and observing wildlife in their natural setting. There are a number of fine properties in the nation offering golf, tennis, racquetball and swimming, as does The Pointe; but only **The Pointe offers the interaction with the wildlife via horseback and nature hiking tours.**

“The Pointe sends more Phoenicians and out-of-town visitors into the Preserve land on horseback than anyone in the Valley. The resorts maintain the Preserves with ongoing cleanup campaigns.

“To encourage homeowners to feed the various neighboring wildlife, resort management has set the example by ordering the eighteen food and beverage operations on the properties to put out leftovers for the animals as a matter of standard procedure.

“At the resort communities there are nature guides and tasteful observation areas with small sandblasted signs designating plants and wildlife.

“Recently, Gosnell accumulated over 125 acres of undeveloped fragmented parcels in the heart of Phoenix's residential area to maintain a land bridge between two separated mountain ranges and donated the acreage to the City with

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**“ Visit Phoenix for any length of time and you can't help hearing about The Pointe. People point it out as a matter of civic pride.”**

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the stipulation that it must remain Preserve in perpetuity. Unselfish actions of this nature are unheard of in the development community.

“In San Diego, the latest site targeted for a Pointe community is nestled within rolling hills and mountains, spanning more than 1,200 acres in the South Bay community, will become the largest resort in America.

“Homeowners will enjoy the neighboring wildlife, 'But to an even greater extent. In San Diego, we're not only near protected open space where there are actually deer, but also on a lake. Our guests will enjoy ducks, geese and other waterfowl.”

### “SUITE LUXURY” -ARIZONA MAGAZINE

“Consistent with Spanish design is The Pointe Resort. Despite its beauty, Bob Brooks, vice president of Pointe Resorts, feels that there is another reason this property is the recipient of much repeat business. **‘Our main attraction is the Pointe personnel, their attitudes and actions.’ ”**

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**“HOSPITALITY WITH A POINTE” -PSA  
MAGAZINE**

“Business expanding to Phoenix increasingly put down roots adjacent to Pointe Resorts, and the Resorts, in turn, treat their clients like royalty. The warmth of The Pointe people has turned these communities into the hottest properties in town.

“McCortner selected this site for Gore Electronics and cited the benefits of calling a resort your landlord. ‘It is unusual, mixing commercial space in a tourist-oriented location, with a Pointe residential neighborhood. **Employees will have the opportunity to live, work and play within walking distance.**’ (Gore produces microwave assemblies and electronic disconnects.)

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**“Gosnell’s quest for design and operational excellence has resulted in developments that offer a lasting impression of the city for residents and visitors alike.”**

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“American Express gives testimony to the benefits of a workplace in a resort setting. ‘It’s a major convenience. We use the resort to cater our meetings and put up out-of-town guests. It cuts down on the logistics of traveling.’ Scalzi, of AMX, views the idyllic atmosphere as an enhancer. **‘It makes work a pleasure to come to in the morning.’**

“In perspective, financiers nixed a combination luxury resort/residential community-commercial center in the midst of Phoenix’s blight. And although **the city’s powers that be admired the outlandish proposal, they shared a chuckle over the impossibility of it all. Who were Bob Gosnell and his developing company trying to kid?**

“**No one is laughing today. That pipe dream is the winner of the hospitality industry’s coveted Mobil Travel Guide Five-Star Award.** Only thirteen other resorts nationally have achieved that status, and none has ever done it so quickly and under the fire of such seemingly insurmountable odds. Travel Guide Director Arnold Fury says, **‘The Pointe maintains top standards, but with a spirit and flair.’**

“Rick Counts, Phoenix planning director, notes that Gosnell’s quest for design and operational excellence’ has resulted in developments that offer a lasting impression of the city for residents and visitors alike.

“A youthful forty and possessed with an incredible amount of energy and sense of organization, Gosnell takes a back-seat to his company’s success. He keeps a low profile because, he claims, ‘Without my people, I’d be junk.’ Furthermore, the Phoenix native and 1965 graduate of the US Naval Academy at Annapolis says he’s a builder, not a climber and public figure. ‘We operate on a team concept. I won’t take credit for what has been a total group effort.’ ”

**“TRAVEL GUIDE ANNOUNCES  
DESIGNATIONS” -SCOTTSDALE MAGAZINE**

“After inspecting more than 20,000 properties this past year, the Mobil Travel Guide has designated The Pointe at Squaw Peak as ‘Five Star,’ formally identifying it as ‘the best in the country.’ ”

**“LUXURY IN THE DESERT: THE 4  
GREAT HOTELS AROUND PHOENIX”  
-CHICAGO SUN-TIMES**

“The Pointe at Squaw Peak is the area’s most talked-about resort. And, as a rival hotel operator said, ‘The owner doesn’t worry about the bottom line: That means the hotel spends whatever it takes to please guests without worrying about profit margins with beautifully landscaped grounds and frequently refurbished rooms and public facilities.

“Outdoor recreation areas are exceptional and staffs are remarkably friendly and helpful.

“It’s the newest and probably worked hardest to get its five stars in a short period of time. **They have a brand of hospitality that is very personalized.**”

**“RAPHAEL TAPES PROGRAMS AT  
POINTE TAPATIO CLIFFS” -MESA  
TRIBUNE**

“A small breeze kissed the mountaintop where nearly 300 people crammed onto the mountainside patio outside The Pointe.”



*Sky Pointe, the resort’s apt air flagship, flies at charity benefits.*

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**“ ‘THE SENATOR'S CUP’ BALLOON RACE. SPONSORED BY THE POINTE. RAISES \$1, 600,000 FOR MAKE-A-WISH OF ARIZONA FOUNDATION” -SCOTTSDALE SCENE**

“David is five years old. Youth is all he will know. He suffers from leukemia and will probably not live to see adulthood. But, thanks to the Make-A-Wish Foundation of Arizona, David has never been happier. His lifelong wish to meet Mickey Mouse and visit Disneyland has been fulfilled.

“Since its inception in 1980, Make-A-Wish has made 82 wishes come true. With support from The Senator's Cup, a hot-air balloon race sponsored by The Pointe, Make-A-Wish will receive funds allowing them to continue the fulfillment of wishes. ‘The Pointe has set quite a precedent. This is the largest donation ever received and The Pointe has 100 percent of our appreciation.’ ”

**“SPIRITS FLY HIGH AT BALLOON RACE AWARDS DINNER” -PHOENIX GAZETTE"**

“Ground winds, gusts and zephyrs meant more than just a lot of hot air as 150 balloon enthusiasts gathered at The Pointe at Tapatio Cliffs Saturday. The race was sponsored by The Pointe. Proceeds benefited Make-A-Wish Foundation, a Phoenix-based charity that grants wishes to terminally ill children, a total of more than \$16,200 was raised.

“Earlier in the day, the Make-A-Wish children enjoyed some ‘fun flying’, or noncompetitive ballooning.”

**“UPLIFTING FULFILLMENT OF CHILD'S DREAM INSPIRES POINTE'S CHARITY BALLOON RACE” -ARIZONA REPUBLIC**

“The employees at The Pointe Resorts bought a \$29,000 hot-air balloon for the company. At the ribbon-cutting ceremonies, a 5 1/2 year-old girl, who has a brain tumor, was given a ride in the balloon. Her dream-come-true was part of Make-A-



*The spectacular Sports Club Fitness Centre offers state-of-the-art exercise equipment and aerobic classes*

Wish project, which is devoted to fulfilling the dreams of children with terminal diseases.”

**“RESORT DEVELOPER DECIDES SOUTH MOUNTAIN'S DESTINY-Gosnell leads land acquisition” -PHOENIX BUSINESS JOURNAL**

“Say good-bye to the acres of aged citrus and cow pastures along Baseline Road in southeast Phoenix, for they soon will be covered by buildings and manicured landscape. **The land got its impetus from Gosnell's plans for an 800-suite Pointe at South Mountain resort.**

“As a result, city planners predict it will experience a four-fold increase in employment. ‘There are some potentials there that will induce employment-type development.’ says Counts.

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**“The major difference between the best and all others is the attitude and helpful spirit of the entire staff who seem happy to work there.”**

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“The Pointe remains the instigator of activity. The Pointe itself is generating tremendous interest in the area, changing the complexion. The intensity focuses around The Pointe: Most developers would not have chosen Pointe property. There were many headaches: a high pressure gas line, major Mountain Bell cable and a canal cutting across multiple parcels of land overlapping in Tempe, Phoenix and Maricopa County. For Bob Gosnell, builder of two successful Pointe resorts in a patchwork-income Sunnyslope, South Mountain screamed opportunity-from the beauty of the preserve and a startling view of the Valley, to a freeway that would shuttle resort dwellers to airport and downtown in a matter of minutes.

“The resort (will) pare down desert destruction on the mountain. The Pointe offers an apt example for quality development. ‘In our planning, we like to leave the natural beauty’, he says. ‘Instead of grading mountains or building onto them, we donate land to the preserve and build around it. We have readjusted the placement of a home or road to save a palo verde tree.’ ”

**“THE BEST PLACE TO MIX BUSINESS WITH PLEASURE? - ARIZONA” -REPUBLIC AIRLINES IN-FLIGHT**

“When IBM decided to stage a three-month, rotating convention for 7,000 employees, it chose the Pointe Resort at Tapatio Cliffs in Phoenix. At the same time, Xerox hosted 2,000 delegates at the nearby Pointe Resort at Squaw Peak. The Pointe resorts offer hayrides and horseback breakfasts and dinners. Phoenix's tonier restaurants include A Different Pointe of View at Tapatio Cliffs, the Golden Room at the Biltmore.”

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## **“THE POINTES ARE PROFITING FROM A SKIPPER WHO RUNS A TIGHT SHIP”**

-PHOENIX BUSINESS JOURNAL

“The Spanish architecture of The Pointe properties is as distinctive as the management style.

“Gosnell Development has been able to expand rapidly, insiders say, because of the pervasive organizational control imposed.

**“ This is a we company and a team’.**

“Higher organization is done the same way. Once it’s going to be repeated, it goes into an SOP and everybody is trained that way.

“ We have a priority system and everything is prioritized. Everybody keeps in front of him an action priority schedule. We use color codes. Pink means urgent. Blue means priority. Green means it’s routine and yellow means it’s done.’

“Gosnell takes an interest in the smallest details of The Pointes’ operations and he admits picking up cigarette butts just like everyone else.

“To insure loyalty, Gosnell lets his key people buy as much of a percentage in the resort developments as they can afford. The theory: part-owners will work harder and longer hours than caretaker managers.

**“The Pointes also have a good reputation with local government, not proposing one thing and doing another. As a result, they get tremendous cooperation from the City.”**

## **“POINTE RESORT” -MEETINGS & CONVENTIONS**

“Phoenix’s Pointe properties are among the meeting industry’s most celebrated. The Pointe at Squaw Peak was envisioned from the start as a magnet for groups.

**“It is one of only eight resorts in the nation to hold the industry’s ‘triple crown’ - five Mobil stars, five AAA diamonds and M&C’s Gold Key.**

“The Pointes might be termed among the world’s very few urban mountain resorts. That includes miles of hiking and riding trails, the latter served by the Pointes’ stable of 200 horses, wranglers and riding instructors.

“In addition to those typical western mountain activities - which include hayrides, cookouts and theme parties for groups - Pointe guests may also enjoy golf, tennis, racquetball, squash, jogging, biking, roller skating, complete spa facilities and aerial excursions in the resorts’ own balloon. Not only do the Pointes present all guests with complimentary breakfasts from their Cantinas, but they offer between them seven restaurants from casual to haute cuisine, including, at Tapatio Cliffs, Different Pointe of View, which was recently selected by Phoenix Magazine readers as the city’s best restaurant on virtually all counts - food, service, atmosphere and wine list.”

## **“POINTE RESORTS WINS VISUAL PRIZE FOR THIRD YEAR” -ARIZONA BUSINESS GAZETTE**

“The resort company now holds an unprecedented total of four City of Phoenix Visual Improvement Awards since the program began in 1981. This year, The Pointe won the non-structural award for the outstanding use of landscaping and open spaces.”

## **“DESERT MEETINGS ‘FOR MEETINGS IN ALL SEASONS’ ”**

-MEETINGS & CONVENTIONS

“Consider the success of one very popular, very famous resort company. That company is Pointe Resorts. It immediately caught the attention of groups with whom it earned enormous prestige.

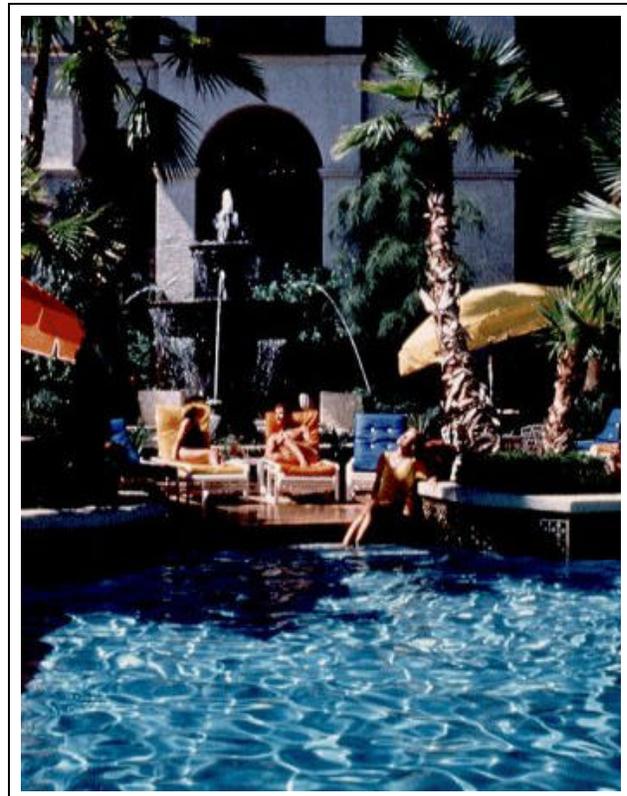
“At both the Pointe at Squaw Peak and The Pointe at Tapatio Cliffs, **horseback rides and old fashioned hayrides are popular activities.** Because **The Pointe keeps more than 100 horses at the stables at each property,** groups quite often arrange for the popular ‘Western Steak Fry’ theme party under the stars in the Phoenix Mountain Preserve which adjoins both properties.”

## **“W.L. GORE BREAKS GROUND ON THE POINTE SOUTH MOUNTAIN FACILITY”**

-CONSTRUCTION WEEK

“One of the most successful and innovative technology companies in the world will be expanding to Phoenix for the first time to open an electronic manufacturing and distribution plant.

“W.L. Gore & Associates, Inc., the same company that manufactures space suits and seismographic equipment for NASA. ‘We are very excited about this new location. We’re pleased to be a part of the high technological growth.’ The facility is being built by Phoenix-based Gosnell Development Corporation, at a projected cost of \$20 million. ‘The site we selected is an ideal location to service our customers.’ The Phoenix facility, designed by Gosnell, will maintain the



*Guests of The Pointe enjoy management-hosted cocktails each evening at poolside.*



*Golf in the desert at The Pointe on South Mountain*

Spanish/Mediterranean design features that are characteristic of the Pointe. Other corporate tenants include Coronado Technologies, Hewlett-Packard, Ambassador International, Axia and Goldwaters.

“The company has been internationally recognized for pollution control systems.”

### **“SNOWBIRDS FEATHER LOCAL NESTS” -SCOTTSDALE MAGAZINE**

“Only eight resorts in the nation have achieved the Triple Crown of the hospitality industry. Arizona’s representative is The Pointe at Squaw Peak.

“By 1987 Pointe Resorts will have contributed three-quarters of a billion dollars in resort development to the area.”

### **“5 VALLEY PROPERTIES ACCORDED 5-DIAMOND STATUS” -THE PHOENIX GAZETTE**

“According to Walter Hoen, who bestows diamond ratings upon properties across the country for the 24-million member American Automobile Association, the five-diamond rating-the pinnacle of Triple A achievement-has been awarded to the Pointe properties.

“Hoen said, ‘I can say we take the five-diamond very seriously and it take a real commitment to excellence to earn it...they know they can count on friendly employees who make them feel welcome and who will treat them like royalty during their stay.’”

### **“DEVELOPER IS FINANCING ROAD WORK” -THE ARIZONA REPUBLIC**

“‘Not your gas tax!’ proclaim the signs posted in the road construction on Seventh Street in the area of The Pointe.

“The road construction is being financed by Gosnell.

“‘We approached the city with our concerns about traffic flow on Seventh Street’, said Hank Legge, vice president of engineering for Gosnell.

“Legge said his company submitted a proposed design change to the city, but was told the city had neither the time nor the funding for the road improvement. Gosnell then agreed to finance the design and construction, which will provide three northbound and three southbound lanes, lanes for acceleration and deceleration, left and right turns, queuing and bus pullout.”

### **“THE POINTE RESORTS” -THE LOS ANGELES TIMES**

“Guests receive complimentary cocktails from 4:30 to 6 each evening in the La Cabana lounges. Guests may also swim in any of several pools, play golf and tennis, or racquetball in air-conditioned courts. Some of the pools include swim-up bars and spas. The two resorts have a total of 10 restaurants.”

“The Pointe mountainside resorts in Phoenix offer guests a full range of relaxing, recreational facilities.”

### **“RATED \*\*\*\*\*/4 VALLEY RESORTS IN MOBIL'S LIST OF TOP 12 IN COUNTRY” -PHOENIX GAZETTE**

“Arnold Fury, manager of travel programs for Mobil Corp., ‘It’s remarkable, whatever it takes to build and maintain an ultraluxury resort, it’s obvious that Phoenix has it. These aren’t fly-by-night, willy-nilly operations-they take a tremendous investment of capital and attention.’

“Mobil Travel Guide has been doling out one- to five-star awards annually for nearly three decades, is quite discriminating about its highest honor, the creme de la creme of them all, the five-star award.”

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**“A stay at The Pointe is full of surprises, all delightful.”**

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### **“SYMPHONY SOIREE SIMPLY SENSATIONAL” -ARIZONA REPUBLIC**

“High Profile -The events still to come will have a tough time equaling the gaiety and uniqueness of the Phoenix Symphony Ball, held Saturday at the Pointe at Squaw Peak. **How many partygoers this season will be able to boast about enjoying live dinner music performed by the Phoenix Symphony Orchestra, which was stationed at one end of the room and dance music by Doc Severinsen, positioned at the other, and a small jazz ensemble located in between?** ‘When you’re from New York, you think you’ve seen everything,’ said symphony board member Jim Hutelmyer. ‘But **I’ve never been to a party like this.**’ An evening that may be the talk of the town.”

### **“SYMPHONY BALL IS MUSIC TO FUNDRAISERS' EARS” -PHOENIX GAZETTE**

“It was a perfect setup for a ‘battle of the bands’ Saturday in the ballroom of the Pointe at Squaw Peak, except that instead of bands, there were two orchestras; Doc Severinsen’s orchestra on the one hand and across the crowded room, the Phoenix Symphony Orchestra in the position of honor The take was \$130,000, in the extraordinary white-gloved service at dinner It was a special evening, all right.”

### **“TRAVEL TIPS FOR DOCTORS ON THE GO” -PHYSICIANS FINANCIAL NEWS**

“The Pointe, on the outskirts of Phoenix, is truly world class. The complex contain a total of 2,000 accommodations, ranging from spacious two-room suites to plush executive villas, all overlooking lush foliage and set into a mountain high above the city. Facilities include over two dozen outdoor tennis courts,

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racquetball and squash courts, 12 heated outdoor swimming pools, Jacuzzis, saunas, exercise rooms, stables housing 300 horses and seven freestanding restaurants, two of which, Pointe in Tyme and Different Pointe of View, have been critically acclaimed.”

**“THE POINTE AT TAPATIO CLIFFS: IT IS. QUITE SIMPLY, PERFECTION”**

-BONWIT TELLER

“What Tapatio Cliffs offers is remarkable luxury, incomparable climate, spirited amenities and almost endless sport settings. Rather the place to be if total pleasure and diversion are what you look for in a resort. The Pointe, the perfect resort.”

**“RESORT FUNDS FOR CHARITIES”**

-ARIZONA REPUBLIC

“The March of Dimes telethon was broadcast from The Pointe at Tapatio Cliffs; this was the second year The Pointe volunteered to host the fund-raiser.”

**“PHOENIX-COOK SUMMERTIME ROMANCE IN ARIZONA”**

-CHICAGO SUN-TIMES

“The Pointe Resorts: They're excellent in a friendly, laid-back, Southwestern way, and guests can take a shuttle from one to the other to try the various restaurants. The best thing about the Pointes is the variety; there's always something for everyone to do and to eat.”

**“FLIGHT TO PHOENIX”**

-SAN DIEGO HOME/GARDEN

“In Phoenix, the Pointe resorts, offer guests dramatic desert settings and everything from French Cuisine to hayrides.”

**“CATERING TO THE LATEST PARTY TRENDS”**

-THE PHOENIX GAZETTE

“Faced with the task of coming up with a party to favor some tough-to-please associates, the Pointe at Squaw Peak decided on a medieval feast. When the economy is good, people feel like celebrating in a big way Case in point is an upcoming bash that will include a custom-built western town, an 11,000-square-foot tent and a \$300,000 fireworks display thrown in for spark”

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**“... Regardless of the weather, you'll find the right kind of warmth at The Pointe.”**

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**“OKAY IMAGINE THIS...”**

-NEW TIMES

“The development trend began when Bob Gosnell surprised everyone by announcing his third and largest Pointe Resort was going to be in south Phoenix. Gosnell is a developer who does pretty spectacular things with a piece of land. His first Pointe at Squaw Peak on North 16th Street is a stunning example of combining resort, convention space, commercial, retail, restaurant and housing into one project that has more landscaping per square inch than some forests have. Then he repeated the performance on North Seventh Street with his Pointe at Tapatio Cliffs, and again, the formula worked and the place was an instant hit. Then he began the Pointe at South Mountain...everyone expects that this resort will take off like wildfire, just as the other two did.

“Gosnell's entrance into south Phoenix was dramatic. ‘Developers never paid any attention until he came in,’ says Cynthia Standage-Beier, the chair of the south Phoenix. ‘When Gosnell came in, it was like a light switching on’. All of a sudden, this developer's developer gave south Phoenix a value it hadn't earned by itself.

**“When Bob Gosnell announced his third and largest Pointe Resort was to be built in south Phoenix, residents took the news as a point of honor.”**



*Seaplane service is planned to support The Pointe's newest resort project on Catalina Island*

**“THE POINTE RESORTS”**

-WORLD TENNIS

“If you can tear yourself away from the congenial pool or bar scene, you'll find serious tennis. The 23 lighted Plexipave courts are located at charming racket clubs. Sophisticated morning clinics are punctuated by whinnies from horses at the stable next door.”

**“SPICING UP LEISURE CHOICES ENSURES PRODUCTIVE CONVENTION”**

-PHOENIX BUSINESS JOURNAL

“Resorts starting to broaden their appeal, recognizing a whole segment of a group doesn't play golf at all. The Pointe Resorts have the only on-property stable in the Valley and offer one of the more unique quick getaways; a day on their paddle wheel boat on Saguaro Lake.”

**“SOUTH OF THE SALT: A DISCOVERED CITY”**

-PHOENIX MAGAZINE

“Phoenix south of the Salt River has been discovered. Over the years, the area south of the Salt, which is predominantly white with large numbers of blacks and Hispanics, rarely received much respect. Just five years ago, nobody gave serious thought to turning South Mountain into a showplace of commerce and middle income neighborhoods. At about that time, however, Gosnell poured money into a hotel, condominium and commercial complex. Today, new residential and commercial have pushed real estate prices up to par with other parts of metropolitan Phoenix.”

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**“SEVENTH STREET STRETCH WINS HIGHWAY AWARD” -ARIZONA BUSINESS GAZETTE**

“The project won acclaim for its design which avoids landslide problems and moves large volumes of traffic while preserving the environment. **The largest capital improvement in the city's history done jointly with a private firm.** Gosnell spent nearly \$2 million constructing a three-quarter mile stretch of divided roadway through rocky terrain. The improved street moves approximately 40,000 vehicles per day. Previously, the two-lane road was capable of handling only 15,000 vehicles.”

**“110-MILLION POINTE RESORT PLANNED ON CATALINA ISLAND” -LOS ANGELES TIMES**

“The Santa Catalina Island Company has chosen Pointe Resorts and Pointe Builders as the operator and developer of a \$100 million destination resort to be built on the island 26 miles west of Los Angeles. The 300-suite resort will incorporate traditional architecture and motifs of the neighboring community of Avalon.”

**“MATCH POINTE” -PHOENIX MAGAZINE**

“There is something new in the Valley of the Sun-the first Phoenix Tennis Festival debuts at The Pointe and a slew of tennis celebrities, including Ivan Lendl, Jimmy Arias, Ilie Nastase, Roscoe Tanner, Kathy Rinaldi and Helena Sukova, are helping kick it off in style. Those stars and more will battle for prize money. Proceeds benefit Valley youth athletic programs and Special Olympics.”

**“THE POINTE RESORT-PHOENIX HOSPITALITY. THIRTIES STYLE” -ALASKA MAGAZINE**

“You can scratch modern veneer and still find some of that genuine Old West ambiance. Smiles come easily and people make a point to be neighborly. The Pointe is nestled into the base of a craggy outcropping. A resort with an international reputation for excellence, the Pointe adorns its walls with top drawer travel awards. **It has built its reputation by preserving rather than burying its local origins and lifestyle.** A stay at the Pointe is full of surprises, all delightful.”



*Pointe International's Blue Canyon Country Club on Phuket Island in Thailand*

**“THE POINTE RESORTS HIGHLIGHTED BY SPORTS AND DINING FACILITIES...MORE PLANNED” -LOS ANGELES TIMES**

“The Pointe, a Phoenix-based and managed resort company, operates resorts in Phoenix. Planned is The Pointe San Diego, which will be a 700-suite resort with a neighboring 1,200-acre commercial and residential community. Guests are treated to an extensive variety of indoor and outdoor sports, including tennis, racquetball, swimming, golf and horseback riding.”

**“POINTE BUILDERS WINS DEVELOPMENT RIGHTS FOR 300 SUITE RESORT ON WRIGLEY FAMILY'S ISLAND SITE.” -CRITTENDEN HOTEL/MOTEL ESTATE NEWS**

“Pointe Builders plans a 300 suite resort on Catalina Island off the California coast near Los Angeles. The Wrigley family's privately owned Santa Catalina Island Company awarded The Pointe the right to develop, own and operate the resort after reviewing proposals from leading resort developers and operators. The winning plan will be the only resort on the island.”

**“SUN CIRCUIT” -SAN FRANCISCO FOCUS**

“America's most elegant destination resorts are one-of-a-kind playgrounds that excel in a combination of breathtaking beauty and luxurious lifestyle. Some say **The Pointe is truly a spoiler.**”

**“GOLD KEY AWARDS” -MEETINGS AND CONVENTIONS**

Planner Comments:

“The major difference between the best and all others is the attitude and helpful spirit of the entire staff who seem happy to work there.”

“The Pointe has class service with its champagne greetings and limousine service to the top of the mountain. The food was excellent...staff courteous.”

**“GOSNELL TO BUILD RESORT ON CATALINA ISLAND” -ARIZONA REPUBLIC**

“The Phoenix company that built and operates The Pointe resorts has been chosen to build a 300-suite resort on Santa Catalina Island, off Southern California. Gosnell was chosen, said Ron Doust, executive Vice President of the Santa Catalina Island Company because of the quality of their Phoenix operations, its involvement in the community and its plan for the Catalina site.”

**“GETTING RESPECT: ARIZONA THEATRE RECEIVES SUPPORT” -THE PHOENIX GAZETTE**

“More than 400 people generously contributed and turned up at The Pointe for a benefit. The evening was underwritten by Gosnell Builders, so the evening was a clear profit.”

**“VACATIONS: TAKING OFF IN THE NEW YEAR” -MIAMI**

“In Phoenix, regardless of the weather, you'll find the right kind of warmth at The Pointe, one of four Five Star

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resorts in the Southwest. The Pointe recently captured yet another prestigious award for landscape design, selected by the American Society of Landscape Architects. Opened in 1977, the Pointe was the youngest resort in the United States to receive so many national honors. Customers love it.”

**“THE STEREOTYPES DON'T DO JUSTICE TO ARIZONA”** -SAN DIEGO TRIBUNE

“There are plenty of hotels and motels available, but those with taste for something more exotic and self-indulgent might try one of the plush Pointe resorts. They are spacious, luxurious and **there are enough athletic activities available to mount a small-scale Olympics**. The restaurants range from the elegant and continental Pointe of View, nestled into a mountainside with a spectacular view of the city at night, to the rowdy Rustler's Rooste, where messy and marvelous Western barbecue entrees and a country music band make for a filling and fun evening.”

**“FOLLOWING THE SUN!”** -LOS ANGELES Magazine

“Some of the finest and most famous resorts in the Valley of the Sun are in Phoenix - notably, the Arizona Biltmore and The Pointe resorts. The Pointes work on the same premise, keeping everything you could possibly want close at hand or, at the farthest, a shuttle-bus ride away.”

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**“The Pointe is truly world class. . .”**

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**“THE SENATOR’S CUP”** -PHOENIX HOME & GARDEN

“The Pointe Resort sponsors the ballooning event with proceeds benefiting Make-A-Wish of Arizona.”

**“VALLEY TO LURE MORE BUSINESS AT CONVENTION: AREA TO BE TOUTED AS MEETING PLACE TO PEOPLE WHO SCHEDULE GATHERINGS”** -ARIZONA REPUBLIC

“The Pointe Resorts will have invested more than \$300,000 in services and gifts designed to tickle the fancies of the meeting planners. MPI's approximately 7000 members control a big chunk of the country's meeting and convention business, a \$17 billion industry. Aggressiveness on the part of The Pointe swayed a lot of the decision: said the MPI's executive director, Douglas Heath.”

**“SOUTH MOUNTAIN’S GROWTH SURPRISE TO MANY”** -ARIZONA BUSINESS GAZETTE

“Baseline Road, from Laveen to 1-10, is becoming one of the hottest new Valley routes. It started when Gosnell created a dynamic economic ‘magnet’ at 1-10, The Pointe at South Mountain. City officials thought of South Mountain as the home of maids and gardeners for the wealthy of north Phoenix. All of this means recasting past thinking about the ‘Village Concept’ for South Mountain, which had been expected to develop with Central as the office and commercial core.”

**“THE ROYAL RESORTS OF PHOENIX”** -PSA Magazine

“The Pointe Resorts, founded in 1977 achieved the Five Star rating in 1982. Its three Phoenix properties are marked by lush California-style landscaping with young personnel, or ‘Pointe People,’ who are encouraged through perks, incentives and contests to consider the company their own company.”

**“GOSNELL SNAPS PIECES TOGETHER FOR LEGO WORLD”** -BUSINESS JOURNAL

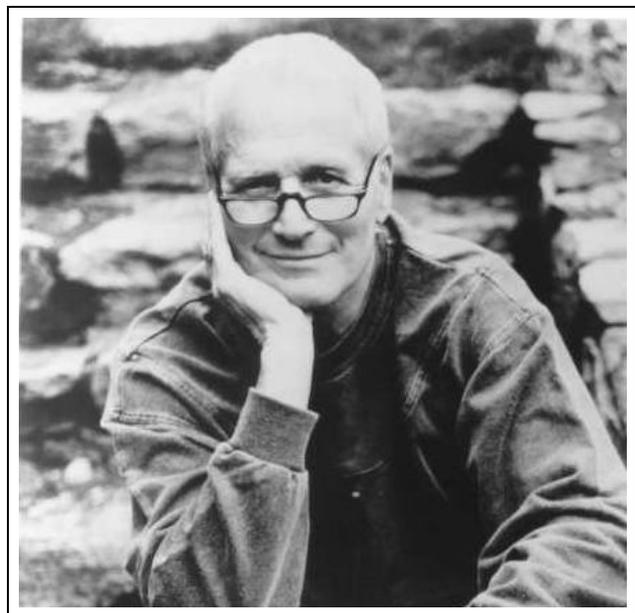
“Beginning with more than 600 locations in the United States, Lego World narrowed its global search to Carlsbad and Prince William County, Va. The decision was the result of a unique partnership between The Pointe International, the state of California, San Diego County, the city of Carlsbad, and the landowner, the Carlta Company. The team spent more than two years crafting the successful proposal.”

**“GOSNELL USES RESORT AMENITIES TO LURE ‘BLUE CHIP’ OFFICE TENANTS”** -PHOENIX BUSINESS JOURNAL

“Along The Pointe Corridor on North 16th Street, Gosnell expects to attract the same kind of ‘blue chip’ companies as tenants that it did with its Executive Privilege Program. The amenities and quality image of this vast resort complex have often been the deciding factor in a prospective tenant's relocation decision. Many sites can offer building amenities, but we can't think of any that can lay an \$80-million, five star resort at the feet of a prospective tenant.”

**“LODGING GROUP HONORS POINTE”** -ARIZONA REPUBLIC

“The Pointe Resorts have received this year's Environmental Quality Achievement Award. The awards program specifically judges how well a lodging property addresses issues of overall aesthetics, environmental restoration and the preservation of historical buildings.”



*Paul Newman has enjoyed the reknown hospitality of The Pointe*

## **"THE POINTE" -GLAMOUR MAGAZINE**

"The Pointe is a Spanish style resort with southwestern overtones, surrounded by thousands of acres of unspoiled mountain park, which means that you can ride horseback to a real cowboy-style breakfast in the mountain wilderness and, the same day, dine in a sophisticated restaurant that has a view of downtown Phoenix's twinkling lights. Flowering courtyards feature hand sculptured Mexican fountains, tiled walkways and swimming pools with swim up bars."

## **"ARIZONA 100: AMERICA'S PRIVATELY HELD COMPANIES: THEY'RE OFTEN CALLED THE 'BACKBONE' OF THE NATION'S ECONOMY" -ARIZONA LIVING**

*"Arizona Living profiles 25 of the prestigious companies:*

### **Gosnell Builders**

"Gosnell provides in-house architectural and engineering services as well as financial assistance, interior design, general construction, landscaping, and real estate purchasing and assessment. Gosnell's residential accomplishments include single and multifamily units, resort hotel suites and hotel and apartment units. Commercial projects include restaurants, ballrooms, racquet clubs, offices, office manufacturing plants, warehouses, regional shopping malls, neighborhood shopping centers, mixed-use retail/apartments, business centers, supermarkets, home improvement centers, health care facilities, child care centers, and high tech commercial structures. If you like statistics, try 5,600 residential units; 2,953,916 square feet of commercial space; 14.99 miles of roadway; 14,145 lineal feet of storm drains, sewer drains and water lines."

## **"RESIDENTS PRAISE SOUTH PHOENIX'S OPPORTUNITIES FOR HOME. BUSINESS DEVELOPMENT" -ARIZONA REPUBLIC**

"Although there may be a few fears of a trashy future, some developers-Gosnell for example-already have selected south Phoenix for multi-million-dollar projects, which observers believe gives the area a needed boost. Residents believe Gosnell's Pointe at South Mountain development in the 48th Street and Baseline area has had a major effect on housing and other development in south Phoenix. 'We need more development like that,' said Mike Goodman, former chairman of the South Mountain Village Planning Committee."

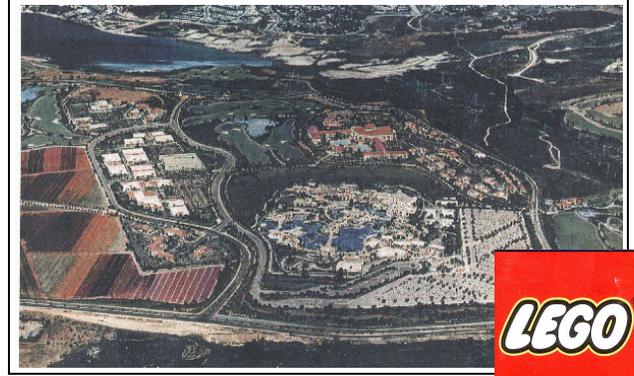
## **"LUXURY RESORT PLANNED FOR CATALINA" -SOUTH BAY DAILY BREEZE**

"Pointe Builders has proposed building a resort styled after a Spanish village in a cove on Catalina Island that used to be the site of the nostalgic St. Catherine Hotel.

" 'The resort will be a great asset to the community,' said Avalon Mayor Bud Smith. **We need a first class resort on the island.** "

## **"POINTE HOSTS BIG RED" -THE PHOENIX GAZETTE**

"If Squaw Peak is bathed in a scarlet glow during the Fiesta Bowl, it's a reflection from the horde of Big Red fans staying at The Pointe at Squaw Peak. The resort will host the University of Nebraska team, administration and members of the Booster Club."



*Artist's rendering of the dynamic partnership of Legoland and The Pointe Carlsbad*

## **"\$110-MILLION RESORT WOULD BE FIRST PROJECT OF 15-YEAR PLAN FOR CATALINA" -LOS ANGELES TIMES**

"Avalon officials are betting that a proposed \$110-million resort on Descanso Beach will generate the tax money to solve some of the island community's most pressuring problems. City and Island Company officials are enthusiastic about plans for the resort.

" 'The Pointe here is the key to meeting our needs,' said City Manager Chuck Prince."

## **"A MEETING PLANNER'S ELYSIUM" -AMERICA WEST AIRLINES MAGAZINE**

"Boasting 85,000 square feet of conference space, The Pointe is a meeting planner's Elysium."

## **"I'VE ALWAYS SAID THE POINTE IS THE BEST: . ." -PHOENIX CLEAN AND BEAUTIFUL**

"You have been so great! You made us look like a million dollars during the DC visit. I've always said The Pointe is the best, and you folks sure proved it again."

## **"THE BRIGHT AND SHINY VALLEY OF THE SUN" -THE ELKS MAGAZINE**

"The Pointe Resorts are three top-rated vacation and convention complexes in Phoenix. All three boast spectacular mountainside settings, and all offer a wide variety of dining and recreational facilities."

## **"BREATHTAKING VISTAS" -NORTHERN VIRGINIA HOMELIFE**

"Phoenix boasts three home-grown hotels that rival any deluxe class establishments we've seen anywhere. Called The Pointe, each resort complex is built on cliffs overlooking the city and surrounding desert, offering breathtaking vistas, especially during Arizona's famous sunsets."

## **"PHOENIX FAVORITES" -CARTER CLEMENT'S TRAVEL TALK**

"On a recent visit, I stayed at The Pointe at Squaw Peak, featuring some 600 expansive and comfortable suites, four different restaurants, and a standard of service which has earned it the AAA's Five-Diamond award and many other accolades. I couldn't have been in better hands.

"In addition, The Pointe Resorts have beautifully land-

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scaped courtyards, pool area and walkways designed to make you feel that you are in your own private accommodations, even though there are others around you. Prices are very reasonable considering the excellence of the accommodations.”

**“FIRST-PLACE HONORS” -BUSINESS TRAVEL NEWS**

“Quantity has its uses, but quality is nice sometimes, too. That seems to be the thinking behind one of the most surprising results of Business Travel News’s annual Top US Hotel Systems Survey: The first-place honors among all-suite companies accorded the three-property Pointe Resorts chain.”

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**“It is very hard to find fault with anything having to do with The Pointe Resorts. These people seem to have a monopoly on quality.”**

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**“A LITTLE BIT OF HEAVEN ON EARTH” -GROUP PRACTICE JOURNAL**

“The Pointe Resorts are super-deluxe accommodations and a little bit of heaven on earth.”

**“GOSNELL, THE POINTE WIN LEGO CONTRACT” -THE ARIZONA REPUBLIC**

“Gosnell Builders and The Pointe International group have been awarded the master-planning and design contract for the proposed Lego World, a \$750 million mixed-use project to be built in Carlsbad, California.

“Gosnell, builders of the three Pointe Resort projects will be partners in the 800-acre project.

“The master plan features a 700-suite Pointe resort, which will cost \$157 million, and 45 holes of championship golf, a 78-acre flower field, a 38-acre biotech and business park, a 30-acre Gemological Institute of America campus, and the first Lego Family Park to be built in the United States by the Danish toymaker.”

**“POINTE CATALINA PROJECT CLEARS MAJOR HURDLE” -WATERLINES**

“The California Coastal Commission voted unanimously to approve Pointe Builder’s resort plans for Descanso Beach on Catalina Island. According, to Pointe spokesman Ric Williams, “The Coastal Commission thoroughly reviewed the project. We are delighted with their understanding of what is proposed and to have their unanimous endorsement.”

**“NEW POINTE RESORTS GOLF COURSE RATES MORE THAN A CURSORY LOOK” -THE BUSINESS JOURNAL**

“The new Pointe Golf Club on Lookout Mountain is a real winner in many respects.

“Yes, Bruce Crampton was the winner of the MONY Arizona Classic PGA Senior Tour event held at the course earlier this year. And the championship course is a great addition to The Pointe at Tapatio Cliffs. But the list of winners goes on. The Gosnell Builders folks worked hard on this project and have delivered another top-rank facility to the Valley, with service to match.

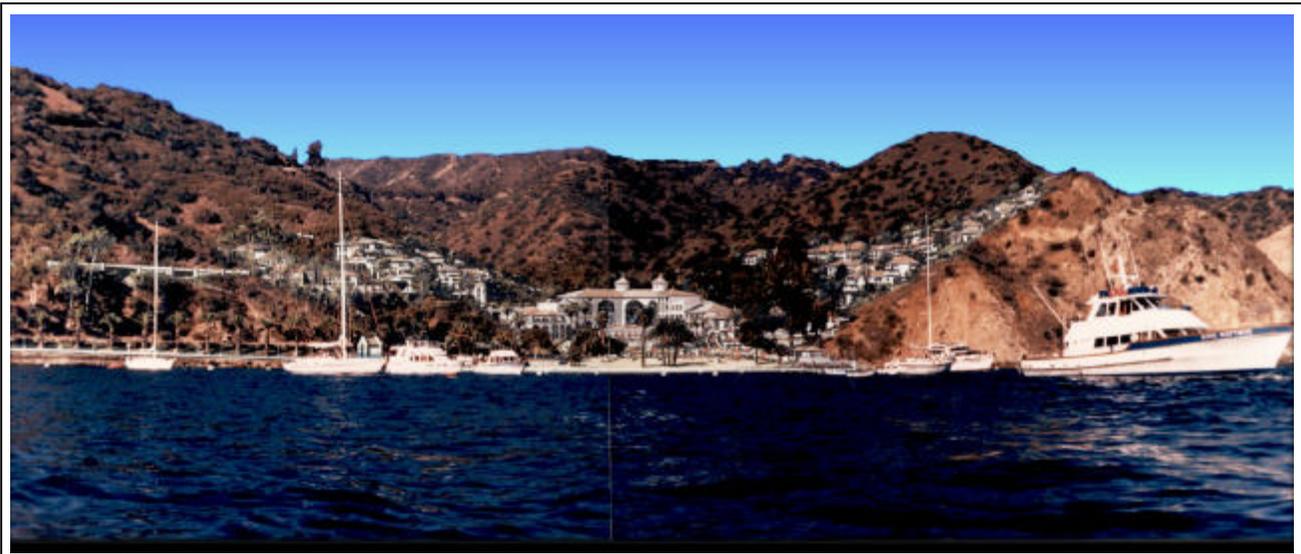
“But the real winners are all the golfers who get to enjoy this wonderful golf course.

“The Pointe at Tapatio Cliffs long has provided an excellent desert-resort environment close to the action of the metropolitan area. The new golf course makes the resort that much better”

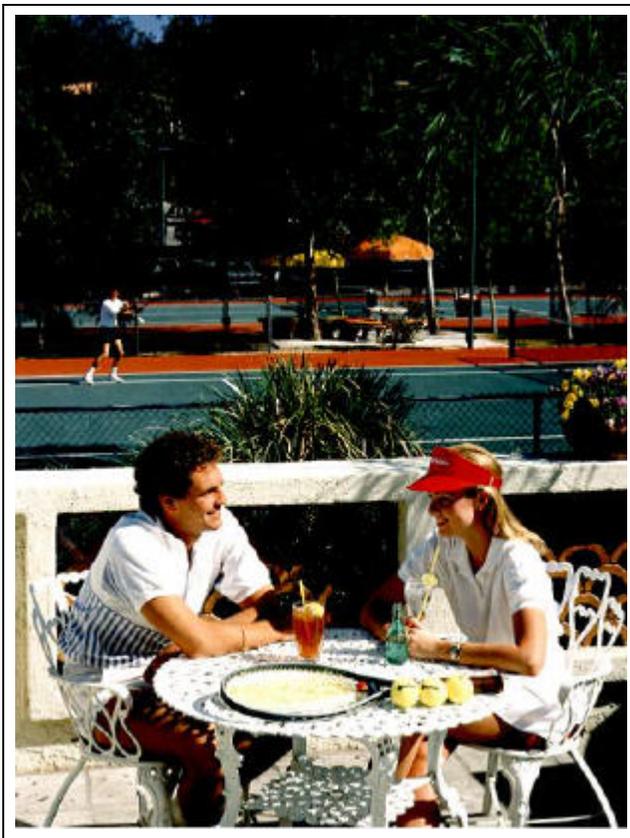
**“RESORTS POINTE WAY TO TOP SCORE IN STUDY” -THE ARIZONA REPUBLIC**

“The Pointe Resorts in Phoenix have beaten more than a dozen other companies as the nation’s best hotels offering suite rooms. The three Pointe Resorts were rated better than the big hotel chains, which have hundreds of properties, in the all-suite category of Business Travel News’s survey of US hotel systems.

“The Pointe Resorts’ ranking may be the result of the feeling among survey participants that ‘quantity has its uses but quality is nice sometimes too’ ”



*The Catalina Golf and Beach Resort. The next defining standard in luxury by The Pointe organization*



*Relaxation and a "little bit of heaven on earth"*

### **"GETTING THE POINTE" -CATALINA ISLANDER**

"Representatives of The Pointe organization arrived in Avalon last week to introduce their plans for a new resort and conference facility at Descanso Beach. According to officials of the Santa Catalina Island Company, **The Pointe has a successful, measurable track record; their expertise in capturing conference business is unmatched, they're fully integrated and have an excellent customer satisfaction record.** 'They care,' says Island Company representative Ron Doult.

**" 'And, they're fun to work with.' "**

"The reaction of the community, according to reports are favorable, with islanders welcoming the new team to Avalon with open arms."

### **"SCENIC TEES AND GREENS" -TRAVEL ARIZONA**

"The Pointe Golf Club on Lookout Mountain opened with a bang as host to the PGA Senior Tour's Arizona Classic. Built at a cost of \$18 million and featuring scenic tees and greens, The Pointe is a true desert-mountain course requiring precise drives and iron shots to avoid the harsh desert."

### **"LEGO PICKS CALIFORNIA SITE FOR THEME PARK" -NEW YORK TIMES**

Carlsbad -- The maker of Lego plastic blocks plans to build an amusement park for children in this Southern California town. Master plans include a 700-room resort hotel and golf course to be developed by Pointe International and Gosnell Builders, and a 38-acre biotechnology office park. Governor Pete

Wilson of California called the decision 'great news' for the state."

### **"SCENIC PHOENIX-THE POINTE AT SOUTH MOUNTAIN" -MIRA MESA/SCRIPPS RANCH STAR NEWS**

"...lavishly furnished suites, excellent dining and lounge facilities and the availability of all types of recreation...best thing it has going for it is the privacy it offers its guests...in comfortable, plush accommodations with excellent service. The Pointe Mountainside Resorts are...for all to enjoy. I found these resorts to be thoughtfully-designed, beautifully landscaped, and loaded with the things which made the difference between good accommodations and EXCELLENT ones."

### **"STATE, GOSNELL ADVANCE IN BIDS FOR NEW ZONING" -ARIZONA REPUBLIC**

"State Land Department and Gosnell Builders have passed their first hurdles in gaining new zoning for a resort hotel, golf course and residences. Recreation trails also would link land in the adjacent Phoenix Mountain Preserve. 'The comments we've received have been favorable,' said Gordon Taylor, State Project Manager. '...the development will help the neighborhood. The Golf course will be a major attraction and it will increase property values in the surrounding areas. These plans preserve the view corridors to the mountains.' "

### **"SUMMER TRAVEL. ROMANTIC RESPITES AND SUNBELT BARGAINS" -NORTHWEST STAR**

"The Pointe is a collection of three all-suite resorts developed before the suite concept became trendy. Everyone exudes a definite level of pride proportionate to The Pointe's cluster of Mobil Stars."

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**“. . .you'd be hard-pressed to discover a friendlier spot that's more conducive to relaxation. . ."**

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### **"GOSNELL TO DE-MOTHBALL COURSE" -REAL ESTATE WEEK**

"Gosnell Builders presented plans to the city of Avalon to add nine holes to the Avalon Golf Club near its planned Descanso Beach resort. **The addition would provide the swank resort and island community with an 18-hole course for this first time in nearly 50 years.**"

### **"SUMMER TRAVEL" -TRAVEL**

"The Pointe is a collection of three all-suite resorts developed before the suite concept became trendy.... Everyone exudes a definite level of pride proportionate to The Pointe's cluster of Mobil stars."

### **"CARLSBAD SCRAMBLES IN EFFORT TO SNAP UP BIG LEGO THEME PARK" -SAN DIEGO UNION**

"The park is envisioned as the centerpiece of a mixed-use development that would include a five-star 700-suite Pointe luxury resort. The development could generate \$4 million each year for Carlsbad."

" 'The Lego thing isn't the real money-maker,' said one city official. 'All these tourists have to stay somewhere, and they'll stay at The Pointe.'"

"Officials said early on that **The Pointe resort, to be built by Gosnell Builders of Phoenix, is itself a big enticement for LEGO because of its good reputation.**"

**“MOBIL FIVE STAR PLANNER TAKES A BACK SEAT AS RESORT ARRANGES FIVE-STAR GALA” -MEETING NEWS**

"This year, The Pointe hosted the 30th annual prestigious Five Star weekend. The weekend provided The Pointe with an opportunity to shine in front of its peers, perhaps the most discriminating group of guests a property could entertain.

"The resort literally rolled out the red carpet for this elite group. Each five-star couple walked down a red-carpeted path to join a tuxedoed chauffeur who was waiting with a vintage Rolls Royce. The guests were treated to a concert by the Phoenix Symphony conducted by Henry Mancini.



*Tiger Woods captures a "come from behind" win in the Johnnie Walker Classic at The Pointe International's Blue Canyon Resort.*

"Brooks attributed much of the weekend's ultimate success to the fact, 'We asked everyone in the various departments to do what they do best.'"

"Unlike the hay wagons, double decker buses and trolleys that are used regularly at The Pointe, a fleet of 46 vintage Rolls Royces was a transportation mode unique to the Five Star Awards Weekend.

"The **Budweiser Clydesdales** made a guest appearance at Mobil Travel Guide's 30th annual awards weekend, held at The Pointe.

**“The Pointe Resorts have the . . . Love and affection of a lot of people. They exude such an atmosphere of fun, people hate to leave.”**

" 'These people have seen and done it all. We wanted to provide a close, family environment so they could just have fun. We didn't want the weekend to be stuffy or pretentious. We wanted everyone to leave The Pointe saying, 'We never had as much fun.' That's what we want everyone to say when they leave. That's our philosophy.' "

**“ITS OFFICIAL LEGO LANDS IN CARLSBAD!” -SAN DIEGO DAILY TRANSCRIPT**

"Major plans for the development include a \$200 million Pointe Resort with 700 suites, four restaurants, a conference center and 45 holes of golf on 200 acres.

"The Gosnell Company and its Pointe Builders organization is serving as a development partner with Lego, assisting with the master plans, design and entitlement processes and serving as construction manager.

"Gosnell representatives suggested the site to Lego representatives and has been working on the project for three years since that time."

**“ARIZONA’S POINTE RESORTS DESIGN PROGRAM” -BUSINESS TRAVEL REPORT**

"...the most unique aspect of staying at a corporate resort...is the 'total destination ambiance,' Each Pointe resort has three to four free-standing, themed restaurants where the breakfasts are served, plus free inter-resort transportation, on-property tennis, racquetball, golf, health spa, horseback riding, swimming and other activities.

"Each suite has a living room with executive working desk, sitting area big enough for small business meetings, and a wet bar with fully stocked refrigerator and liquor cabinet."

**“VALLEY PERSONALITIES DIVULGE RECIPES TO RAISE MONEY FOR CHILDREN’S SHELTER” -TEMPE DAILY NEWS**

"The Pointe Resorts' 'Culinary Hall of Fame'; a benefit for the Crisis Nursery. The Crisis Nursery is a shelter for children who are at risk of abuse, exploitation or abandonment."

# The Dining Experience

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## **“ARIZONA” -CORPORATE MEETINGS & INCENTIVES**

Phoenix & Valley of The Sun

“The Pointe is the site of A Different Pointe of View, an elegant restaurant with sublime food and view.

“The Pointe recently had the honor of hosting the largest single corporate movement in the history of Phoenix and Scottsdale. The combination meeting included such highlights as entertainment by Bob Hope (for the first five groups) and Marie Osmond (for the last one).”

## **“SHARP SERVICE, FINE FOOD LEND TO POINTE'S DAZZLE”**

-BUSINESS JOURNAL'S THE PBJ GOURMET

“Often I am asked to recommend a dining place. It must be a place where the atmosphere is elegant, the service is superb yet unobtrusive, and, most important, the food is exceptional.

“At Pointe of View, a dinner, bar, and Sunday brunch operation located at The Pointe, a fine staff has been assembled and trained to make diners feel special and pampered. Last, but not least, a generally outstanding menu has been developed and executed with consistency and flair.”

## **“WERNER FEHR-EXECUTIVE CHEF”**

-FOOD SERVICE REVIEW-CHEF'S PROFILE

“Arizona could stake claim to some of the finest chefs in the restaurant business today. The most notable is Werner Fehr, Executive Chef for the Pointe Resorts and ‘Chef of the Year’ sponsored by the Chef's Association. One cannot help but notice the white jacket, the European accent, the slightly exaggerated waistline. Moreover, one is struck by Fehr's humble mastery of the craft and his laughing eyes that mirror the mind so aptly capable of turning food into delicious magic.

When asked what makes him a great chef, Fehr quickly rewords the question to what makes him a good chef ‘You've got to be a human being. Alone, you're no good. Team spirit is very important.’ ”



*The J. J. Walker Classic PGA Golf Tournament at The Pointe International's Blue Canyon Golf Resort.*

## **“POINTE RESORT CHEFS WIN CULINARY HONORS” -ARIZONA REPUBLIC**

“It was a grand sweep for the Pointe Resorts at the Chef of the Year dinner. Werner Fehr, Executive Chef of the Pointe, was awarded the trophy as chef of the year, and his apprentice was named apprentice of the year.”

## **“LATE-NIGHT HAUNTS” -WHERE MAGAZINE**

“When the urge for just about any type of food or beverage hits late in the night, leave the city's concrete jungle for the tropical sanctuary of the Beside the Pointe...on business in a 3-piece suit or stopping by in a tennis outfit. Service has that extra-special Pointe professional touch. **But, it is the food that keeps bringing people back day and night.**”

## **“RESORT'S 4-TIERED RESTAURANT STRESSES ELEGANCE WITH VIEW”**

-ARIZONA REPUBLIC

“The Silver limousine stops in front of the lobby of the Pointe Resort's plush Different Pointe of View. Inside...waiters and captains are seen. They are wearing silver tuxedos and gloves. Each of the ladies are given a long-stemmed white rose. Some specialties of the house include stingray with black butter and capers, and ‘From the Wild’, an exotic daily selection of game

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**“The Pointe has a successful, measurable track record; their expertise in capturing conference business is unmatched . . .**

**They have an excellent customer satisfaction record. They care. . . And they're fun to work with.”**

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animal dishes: Wine is kept in the temperature-controlled wine cellar, with one rare bottle costing \$5,000.”

## **“CULINARY TOUR OF NORTH AMERICA STARTS AT THE POINTE”**

-PHOENIX BUSINESS JOURNAL

“One recent evening, I set out on a culinary journey across North America. No, we didn't have access to a Concorde jet. We let someone bring the world to us. This took place at Pointe in Tyme at The Pointe, a ‘Culinary Hall of Fame’. The concept is an excellent one. **The taste was indescribable. Outstanding doesn't come close. Let me say a word about the service: ‘Superb.’** The wine list there is excellent and extensive.”

## **“NIGHT PLACES - THE WHOLE AUNT CHILADA” -PHOENIX GAZETTE**

“The newest of The Pointe's collective restaurants (there are 10 in all), Aunt Chilada's, is arguably the most fattening, and undeniably the most fun. A colorful and breezy renovation has retained enough of the old to give a rustic ambiance but added enough of the new to create a conversation-sparking atmosphere. But no matter how attractive a restaurant is, it still needs good food, and Aunt Chilada's offers plenty. The margaritas are creamy, the waiters spirited.”

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**“MAKING RESTAURANTS A HOTEL’S MAJOR DRAW” -HOTEL & MOTEL MANAGEMENT**

“Phoenix-Within the six years of its existence, the mountainside Pointe Resort here has corralled a herd of awards both local and national.

“More recently, The Pointe Tapatio and The Pointe South Mountain have already stirred up local admiration and seem destined for national commendation.

“Both insiders and customers agree that a major-perhaps the major-reason for the success of these properties is the appeal of the eight free-standing Pointe restaurants, which offer a cornucopia of food and beverage choices in a variety of relaxed, but always class, settings. Today, The Pointe Resorts are discussed around the country. Today’s customer is very sophisticated and value-conscious. He wants the best food at the best price. He is numb to the institutionalized meals.”

**“CORDIAL CART” -ARIZONA REPUBLIC**

“Want to impress that old buddy you haven’t seen since college or the Army who is coming to visit next week? Take him out to the Pointe of View.”

**“THE ‘OLD’ MENU IS FINE AT THIS POINTE IN TYME” -PHOENIX GAZETTE**

“The Pointe, which does everything in style, is flying in the original chefs to teach the Phoenix chefs how to do it right. Thus, you can have Hollywood’s legendary Cobb Salad from the Brown Derby; Chicago’s tasty Bangladesh Frog Legs from Phil Smidt and Son; or those luscious Eggs St. Charles from Brennan’s in New Orleans. Practice makes perfect is the idea, but if some of these things can get any better; Julia Child might as well throw in the towel.”

**“SUNDAY BRUNCH: DYNAMITE DINING AT A LEISURELY PACE” -ARIZONA REPUBLIC**

“Different Pointe of View -The spectacular view is of the nearby mountains, and the brunch crowd here is a bit dressier.



*World class dining overlooking city lights.*



*The turn-of-the-century elegance of A Pointe in Tyme*

Instead of the baron of beef found most places, a leg of lamb was being carved.”

**“ON THE SIDE” -ARIZONA REPUBLIC**

“We found the level of service to be uncommonly high. They are invariably cordial, folksy and awesomely efficient. The one young fellow we encountered at Rustler’s Rooste must have been taking lessons, he was all of that plus enthusiastic.”

**“GOURMET FOOD GUIDE” -PHOENIX MAGAZINE**

“There are several point(e)s to be made, interesting points at that, about the various eating and ‘refreshment’ locations at the various Pointe resorts in the Valley of the Sun-and there are many. Whether it’s haute cuisine, a sandwich, or you name it, there’s a place to find it at the Pointe.”

**“DIFFERENT POINTE OF VIEW” -BONWIT TELLER**

“The sophisticated Tapatio Cliffs restaurant, Different Pointe of View. Deliciously European with an exquisite wine list.”

**“WATERIN’ HOLE RESTAURANT: FINE FOOD. AUTHENTIC ATMOSPHERE”**

“What was once a secluded hideaway where local businessmen could escape from their wives and enjoy a bottle of whiskey, a game of cards and the company of loyal saloon girls, is now one of Phoenix’s funnest Western restaurants. The lunch and dinners are among the finest in the Valley Still made of the original adobe and red clay tiles, the structure has been restored and renovated.”

**“PHOENIX TAKES TOP HONORS” -WHERE MAGAZINE**

“Crowning the Pointe Tapatio Resort, the elegant Different Pointe of View has gleaned many Valley awards such as Best Happy Hour and Best Brunch.”



*The award-winning Pointe catering staff can prepare a range of gastronomic delights for events of any size*

**“RESTAURANTS” -ARIZONA REPUBLIC**

**“THE CLOSEST PLACE TO HEAVEN ON EARTH** is located high atop the mountains, the ‘Different Pointe of View’ Restaurant at The Pointe. The extraordinary service, ambrosial cuisine, elegant interior and unparalleled view overlooking the Valley are truly out of this world. **There really are not enough words to describe the total dining event to be experienced at the Different Pointe of View Restaurant.”**

**“ELEGANT DINING” -NEWS SUN**

“Elegant dining and a spectacular view is what you get at the Silver Lining in the Different Pointe of View. Outdoor terraces framed in glorious color from the masses of flowers and bubbling fountains, it is a startling and dramatic setting in which to truly dine. The prices are also enjoyable.”

**“RESTAURANT REVIEW” -PARADISE VALLEY RECORD**

**“It is very hard to find fault with anything having to do with The Pointe Resorts. These people seem to have a monopoly on quality.”**

**“AUNT CHILADA’S” -REGIONAL FAVORITES**

“The building housing Aunt Chilada’s, a restaurant within the Pointe Resort...is listed on the National Register of Historic Places. The huge stone fireplaces were constructed at the turn of the century from stones quarried nearby...Aunt Chilada’s is proving that native dishes can be made with the finest ingredients.”

**“ENCORE-THE POINTE RESORT PROVIDES THE PERFECT STAGE” -AMERICA WEST AIRLINES MAGAZINE**

“Pointe of View...has always presented a new dimension in dining. It now offers a wide selection of Northern Italian delights - perhaps the most extensive in town. Not only is the cuisine delicious and imaginatively presented, but it also benefits from the freshest and finest ingredients, some of which are imported from around the world at great expense...none gets the point across quite like Pointe of View.”

**“THEY MADE THEIR POINTE LAVISHLY” -PHOENIX GAZETTE**

“I’m pleased to say, with all that polished wood and shimmering crystal, and the color scheme of burgundy and dark green, the bar exudes the elegance of turn-of-the-century San Francisco Mansion.”

**“HOW TO SEE ARIZONA” -MICHIGAN LIVING**

“On this visit, we tried the elegant Pointe in Tyme restaurant in Phoenix. The menu pays tribute to a select group of restaurateurs, which it calls the ‘Culinary Hall of Fame’. Each item on the menu features a specialty from a well-known restaurant in the US. Restaurants at these resorts are favorites with the locals.”

**“AUNT CHILADA’S” -LOS ANGELES Magazine**

“Aunt Chilada’s is the city’s best ‘gringo’s’ Mexican restaurant, colorfully set in an 1800s general store that became a 1930s gas station (and still has the pump outside to prove it)”

**“FOR MEXICAN FARE. CONSIDER THE WHOLE AUNT CHILADA”**

-PHOENIX BUSINESS JOURNAL

“In north Phoenix, The Pointe Resorts has a Mexican restaurant that also breaks out of the traditional mold, and in typical Pointe fashion, this place, called Aunt Chilada’s, offers first-class gourmet dining. This is a tastefully decorated restaurant, as are all of those associated with Gosnell properties, but there’s no fluff when it comes to the menu. It’s solid, well-prepared and excitingly different fare. And the menu is so extensive that one could eat here many times and have a unique dining experience each time.”

**“RUSTLER’S ROOSTE: BEEF. BREW & VIEW” -ARIZONA REPUBLIC**

“The rustic Old West atmosphere is a perfect setting for their delicious steaks and barbeque.”

**“THE BEST OF 1986: A GOURMET’S GUIDE TO VALLEY DINING”**

-PHOENIX BUSINESS JOURNAL  
**BEST MEXICAN FOOD**

“Aunt Chilada’s at The Pointe is my choice for gourmet Mexican food.”

**“WINE TALK” -PERFORMING ARTS MAGAZINE**

“Some establishments make ordering wine an especially pleasant experience. The setting and ambiance of the Different Pointe of View make an immediate dramatic impression. This elegant, hilltop restaurant has a wine cellar literally drilled out of rock that is visible to patrons via an entire wall of glass. **Named by the prestigious publication, ‘The Wine Spectator,’ as boasting one of America’s top wine lists,** the restaurant racks an inventory of bottles valued at more than \$100,000.”



*The authoritative Wine Spectator lists The Pointe cellars in the world's top 10.*

**“RESORTING TO SUMMER BARGAINS”**  
-ARIZONA LIVING

“For starters, consider The Pointe. Imagine being seated near a plate glass window commanding a stunning view of Phoenix. Waiters cater to your every need. The food is delicious. Get the point? Happy Hour finger food is as fine as any I’ve ever tasted.

**“The most memorable aspect of the meal was the service. It’s like being king or queen for a day.”**

**“DIFFERENT POINTE OF VIEW”** -ARIZONA LIVING

“Boasting a list of some 400 wines, Different Pointe of View offers a panoply of grape lovelies with vintages dating back to a 1929 Chateau Lafite which can be purchased for a song...and \$1,200. A single bottle of 1874 Chateau Lafite, priced at \$5,000.”

**“AUNT CHILADA'S FEEDS CHIMIS TO THE MASSES”** -ARIZONA REPUBLIC/PHOENIX GAZETTE

“You might guess it’s another Pointe Resort restaurant from any one of several factors. The decor is bright and fresh. The restaurant serves up Mexican food in a different style than most Valley Mexican restaurants, and with the usual originality of Pointe Resorts’ eating places. Aunt Chilada’s has avoided the typical Mexican restaurant confusion of offering every conceivable combination.. covering the same territory without the seemingly endless list of food found on most Mexican restaurant menus. One thing is for certain here, Aunt Chilada makes sure her guests do not go home hungry.”

**“POINTE IN TYME”** -BONWIT TELLER

“Pointe in Tyme is already famous for its unique enterprise: it serves the finest restaurant and regional specialties in the USA, drawing on recipes collected countrywide.”

**“GOURMET ON THE GO”** -PHOENIX METRO MAGAZINE

“Different Pointe of View is a mountaintop aerie with a breathtaking view looking south. You can luxuriate in posh surroundings and enjoy haute cuisine served in the grand manner. It is pricy but worth it.”

**“SUNDAY BRUNCHERS SHOULD GET THE POINTE”** -PHOENIX GAZETTE

**“Like everything about The Pointe, the Sunday brunch is impeccable.** The food is excellently prepared and superbly presented, the choices are frequently unusual and the service is first rate - by handsome people in classy silver tuxedos and gloves. On the other hand, the price is amazing. You get more food at this Sunday brunch than you can possibly imagine and it includes unlimited champagne. Compare it to brunches at the other luxury resorts and it's a positive bargain.”

**“ ‘GOURMET ON THE GO’ CLASSY COCINAS”** -PHOENIX MAGAZINE

“The Pointe at Squaw Peak has scored a home run with its fifth and newest restaurant, Aunt Chilada’s - A Beanery Refried.

“What comes out of the kitchen is as exciting as what's on the menu.

“As for the service, the staff has been cheery and helpful and our courses have always been well-paced.

**“Like everything about The Pointe, the Sunday Brunch is impeccable.”**

“ So they’ve got unusual and delicious food, good service and a nice atmosphere. How are the margaritas? The ones we’ve sampled have been as good as any we’ve found without crossing the border.”

**“AUNT CHILADA’S: FOR GREAT MEXICAN FOOD”** -ARIZONA REPUBLIC

“Aunt Chilada’s proved to be a bit difficult to find, but our persistence paid off. We enjoyed a delightful evening. All the food was delicious and the servings generous.”

**“RATTLESNAKE STRIKING”** -“EXIT EATING” -This Week in Jackson Hole

“Ever tried rattlesnake? (At Waterin’ Hole)... Personally I found the deep-fried snake delicate and tasty and would enjoy having it more often.”

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**“CLUBBY ATMOSPHERE NICE AT  
POINTE IN TYME” -PHOENIX BUSINESS  
JOURNAL**

“A Pointe by any other name would still probably make its mark, blessed by Gosnell’s unique ability to impart style and character to areas formerly distinguished primarily by view and undervalued real estate. Gosnell has opened the Pointe in Tyme restaurant. Once inside the revolving glass doors, dismal thoughts of cold and hunger are quickly dispelled. Flames flicker in the two huge fireplaces, reflected in diamond-shaped, beveled glass panes. And the bar-well, it’s like a tri-corner Golden Gate Bridge, with great spans of carved mahogany arching from thick pillar to carved post in a majestic Victorian symphony. Ornate crystal chandeliers hang from the sloping ceilings.”

**“SERVICE ONLY SLIGHTLY  
OUTCLASSES RESTAURANT’S FINE  
FOOD”**

-THE ARIZONA REPUBLIC

“Whenever we needed something, there was always someone to take care of us. Betty Parker bid \$125 at an auction to benefit the Kivel Geriatric Center. The purchase included dinner for four with this food editor at the Parkers’ choice of restaurants, and a voice in the review for The Arizona Republic.

“Their choice was the Different Pointe of View, and we arranged to meet in the lobby. I carried a rose for recognition. The Parkers were impressed by the sleekly luxurious silver limousine that whisked us to the restaurant atop the hill, where Leonard Parker, an architect, looked carefully at the structure.

“When we entered the dining room with its soaring ceiling and walls of windows displaying the view, he was suitably impressed. ‘Spectacular,’ was his opinion. There was an consensus on the service, which we all scored high. The team service involves a captain to take orders, a waiter to assist him, another waiter to serve the food, one busboy to refill water glasses and another to replenish croissants and unsalted butter, in addition to the wine steward and cocktail waiter, all in silver uniforms and most in white gloves. The 15-page wine list, priced from \$15 to \$5,000 per bottle, is worthy of a second column, as is the handsome wine cellar. They found the decor beautiful, the view stunning, and agreed they would certainly return and bring friends. ‘It is beautiful, but most important, being here makes you feel good, and well-treated.’ I quite agree.”

**“. . .UNVEILS RAREST VINTAGE IN  
VALLEY” -SOUTHWESTERN HOSPITALITY**

“Continuing to offer an outstanding selection of fine wines in Phoenix, Arizona, Different Pointe of View, overlooking The Pointe at Tapatio Cliffs, recently unveiled a rare bottle of 1890 Chateau Lafite-Rothschild.

“A six-time recipient of The Wine Spectator’s ‘Top 100’ wine list award, no other restaurant in the Phoenix area touts a similar vintage.

“More than 200 vintages and 1,000 selections of wine and champagne rest in Etienne’s celebrated wine cellar. Additionally, The Pointe Resorts store 60,000 bottles overall in an on-property mountain vault.”

**“SPLENDOR IN YOUR GLASS” -VIS’ A VIS’  
MAGAZINE**

“There is a full bar here (at Aunt Chilada’s) that can slake any thirst, but is more of a holy shrine for tequila worshippers. The menu lists 25 tequilas and mescals and main bartender Ted Anderssohn will create splendor in your glass.”

**“AUTHENTIC FARE” -THE PALISADIAN**

“My favorites were the Western-style restaurant with authentic fare, low prices and unfailing cheerful service. In fact, everyone here is cheerful and helpful.”

**“THE COUNTRY’S LARGEST SELECTION  
OF TEQUILAS” -RESTAURANT BUSINESS**

“Among the leading tequila promoters in the country is Aunt Chilada’s in Phoenix. The selection of 25 tequilas is one of the country’s largest, and they are listed on a menu that bears a likeness of Aunt Chilada, who makes fresh tortillas in the dining room.”

**“REAL WESTERN FUN” -NORTHERN VIRGINIA  
HOMELIFE**

“For real Western dining fun, we drove to Rustler’s Rooste. Just outside the main entrance is ‘Horny,’ a Texas longhorn steer who greets guests from his corral. Once inside, diners have the option of taking the stairs or riding the slide to the eating area. The menu features as an appetizer deep-fried rattlesnake.”

**“IN THE TRADITIONAL MANNER”  
-INCENTIVE TRAVEL**

“At Aunt Chilada’s at Squaw Peak, you might find yourself sitting next to Uncle Chilada, a six-foot tall mannequin with a droopy mustache who roams throughout the bar and restaurant. Just go easy on the tequila, which they drink in the traditional manner here.”

