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**CENTRAL PHOENIX
 WOMEN**

LEADERSHIP . BUSINESS . COMMUNITY
www.centralphoenixwomen.org

Central Phoenix Women is an organization for women who have established themselves professionally and demonstrated their commitment to the community. Members are individuals who wish to enhance their leadership by connecting with like-minded women to share information, ideas, contacts and opportunities. Members value relationships that enhance their business, social and community endeavors.

August 13, 2009
Luncheon • 11:30 a.m.
The Ritz-Carlton, Phoenix

September 14, 2009
Media Dinner • 5:30 p.m.
The Ritz-Carlton, Phoenix

Reservations

www.centralphoenixwomen.org

Red Rock Pools & Spas Creates a Backyard Resort

When Red Rock Pools and Spas was challenged by Gilbert couple Tony and Marian Kitchukov to create a Las Vegas resort-style playground in their backyard, the Arizona-based pool builder responded with what may very well be the most impressive poolscape in a community known the world over for its aquatic escapes.

"This is without a doubt the most complex project we've done for a private residence," said Rick Chafey, Co-Owner of Red Rock Pools and Spas. "With so many pools in the Phoenix area, some 300,000, the most per capita in the country, it really takes a lot to stand out. This is a pool among pools. This outdoor environment cost more than most people spend on their entire home."

The backyard features three bodies of water, a tube water slide, a five-zone artificial fogging system, five waterfalls, 200 tons of rock features, a 15-person hot tub, 22 electronically controlled fire features, \$10,000 palm trees, putting greens, a 3,000-square-foot skate park and two outdoor kitchens with a full-service bar.



The pools are outfitted with the latest technology from Pentair Water Pool and Spa: Four IntelliChlor salt-chlorine generators allow the pool to be sanitized with a saline solution rather than traditional chlorine. IntelliBrite color-changing LED lights create an underwater light show. IntelliFlo variable speed pool pumps require up to 90 percent less electricity than a standard pool pump, saving the Kitchukovs several thousand dollars in operating costs. And it is all controlled by an IntelliTouch automation system with four control panels and touchscreen remote with internet capability.

The \$1 million project took nine months, thousands of workers and some very heavy machinery to complete, including a 120-ton crane.

"This was our dream come true," said Marian Kitchukov. "And we dream big." Completed last fall, the Kitchukov backyard has become a celebrity in its own right, earning a spot as the only residential pool featured on the Travel Channel program, "Extreme Pools," which first aired on June 17th and will be re-run during summer months this year and next.

Red Rock Pools and Spas serves both residential and commercial clients. The company also does landscaping, construction and custom homes under the name Red Rock Contractors. For more information about the company, visit www.buildredrock.com. For more information about the technology featured in the Kitchukov pool, visit www.pentairpool.com.



**Excuse Me, What's Your Garment of the Day?
 Scottsdale's HUB Clothing Offers Specific
 Markdowns Every Weekend this Summer**

Shop 'til the price drops. HUB Clothing is marking down specific items every weekend for the entire summer season. Be sure to check in once a week, the shirt that has been in the back of your mind or the pair of jeans that fits you perfectly might just be on sale! From shorts to shirts, to denim and accessories, summer trips to HUB will always be a surprise. Roll the dice and head to HUB Clothing's category sales, because you just might find the right combo to make your day a lucky one.

HUB Clothing was established in 1991 as the first denim specialty store in metropolitan Phoenix, with an emphasis on cutting-edge, casual European and East Coast styles. Owned by Amanda and Tom Simon and Jennifer Mumford, HUB has introduced notable collections such as Diesel, G-Star, J. Lindeberg and Splendid to its clientele over the years.

HUB Clothing Boutique is located inside Scottsdale Fashion Square, overlooking the mall's food court, directly above MAC Cosmetics and adjacent to Hollister Co. For additional information, call (480) 970-0707 or visit www.hubclothing.com.