

Contact: Jennifer Bailey
Director of Communications & Marketing
Tucson Association of REALTORS®
Ph.: 520-444-4102
jennifer@tucsonrealtors.org

PRESS RELEASE

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FOR IMMEDIATE RELEASE

VICE PRESIDENT OF ADVOCACY AND ASSOCIATION AFFAIRS OF TUCSON ASSOCIATION OF REALTORS® RECEIVES CERTIFIED TOURISM AMBASSADOR™

Jeff Hebb, Vice President of Advocacy and Association Affairs of the Tucson Association of REALTORS® recently received Visit Tucson's prestigious Certificate of Tourism and now is a Certified Tourism Ambassador™ (CTA).

“Moving here from out of state to start a newly created role with the Tucson Association of REALTORS® as Vice President of Advocacy and Association Affairs it was important that I get to know many of our Association member leaders, leaders in our communities, and it was suggested I get to know more about Tucson and some of its history,” stated Jeff. “As professional development is one of the areas our TAR staff team strives for, our Director of Professional Development and Member Services BethAnn Neynaber mentioned a program with www.VisitTucson.org where I could become a Tucson Certified Tourism Ambassador (CTA). I hadn't heard of such a thing, but I am sure glad she mentioned it and that I participated in the program. It was very informative and promotes information that even some of the long Tucsonans I have since spoken with didn't know.”

One great example Jeff learned as a new ambassador includes the history behind the “A” at the top of Sentinel Peak that many have since called “A” Mountain? “In 1915, a sensational 7-6 Arizona football victory over Pomona College led to the building of the “A” on Sentinel Peak, west of Tucson. A member of the team and a civil engineering student suggested to one of his professors that a class assignment be made to survey Sentinel Peak for the location of an “A” for Arizona. Students worked weekends to clear the site of shrubbery and cactus, dig trenches to outline the letter and haul the mortar/water mixture up the mountain by six-horse teams. When the “A” was finally whitewashed on March 4, 1916, no one called it Sentinel Peak anymore...it has been known thereafter as “A” Mountain. The “A” is 70 feet wide and 160 feet tall.” Jeff is ready to share this and more fascinating and rich Tucson historical knowledge as a newly minted CTA.

Jeff joined the Tucson Association of REALTORS® staff in August 2021 and started immediately working with the Tucson REALTORS® Charitable Foundation, Housing Opportunities, and the Community Outreach Engagement team. His previous roles, include six years with the Nebraska REALTORS®. He has served on several National Association of REALTORS®(NAR) committees including his current involvement in both the NAR RCE Certification Advisory Board and the NAR Governance Game Changer Presidential Advisory Group that was established to ensure that NAR is taking critical actions going forward to provide relevant and essential value to the members.

