

JOAN FUDALA MY TURN

Scottsdale's evolution reflects Schrader's leadership

Simply inspiring.

That's what the Scottsdale Leadership Drinkwater Award honorees are, and this year's selection is a role model of community service. William "Bill" Schrader, whose term as Scottsdale's mayor ended more than 50 years ago, continues to serve his community as statesman emeritus. His leadership in Scottsdale is remarkable, spanning some 70 years and ranging from 4-H club president, to Arizona National Guard service, to Scottsdale Jaycees founding officer, to charter member of the Scottsdale Charros, to Scottsdale councilman and mayor, to president of SRP.

A review of his lifetime of community leadership is also a reflection of Scottsdale's history and evolution. A Valley of the Sun native, "Billy" Schrader moved as a youth with his family to rural, unincorporated Scottsdale in 1941. The Schraders operated a farm at Indian School and Hayden roads. He began his civic leadership as a Scottsdale High



William "Bill" Schrader

Achievement Award), Sydney A. Allen (Youth Leadership Award), The Phoenician (Corporate Leadership Award).

Speaker: Ray Anderson, Arizona State athletic director.

Cost: \$100 per seat; \$75 for dues-paid Scottsdale Leadership alumni.

Information: info@scottsdaleleadership.org

School student, serving in the Scottsdale Methodist Church youth organization and in the 4-H Club. While at Arizona State College, he was elected superintendent of the annual 4-H Fair, which brought thousands of youth from

Leadership Luncheon

When: 11 a.m.-1:30 p.m., Friday, Dec. 12.

Where: DoubleTree Resort, 5401 N. Scottsdale Road.

Honorees: Bill Schrader (Drinkwater Leadership Award), Todd Hornback (Frank W. Hodges Alumni

throughout the state to compete. After college, Schrader has been a key decision-maker on issues that have impacted Scottsdale.

During his tenure as mayor (1962-64), Scottsdale warded off the encroachment of Phoenix by annexing unincorporated county land in all directions from the small downtown area. Thanks to his leadership and contacts with large landowners, Scottsdale was able to annex land that included the former Thunderbird II airfield (which became the Scottsdale Airport/Airpark) and much of the McDowell Mountains. When he took office, Scottsdale had a population of 30,000 in 20 square miles; at the end of June 1963, the city had 44,000 residents living on 75 square miles. To establish appropriate land uses, Mayor Schrader hired the city's first planning director, George Fretz, created the first planning department, had the city begin transportation studies and took the initial steps to develop the city's first comprehensive general

plan. While Schrader served as mayor, Scottsdale opened its first hospital, moved the public library into the Little Red Schoolhouse, hosted the first annual Scottsdale Indian Arts Exhibition, passed a landmark sign ordinance and hosted the Boston Red Sox for spring training at the Scottsdale Ballpark.

Bill Schrader joins a group of honorees that exemplify the late Mayor Herb Drinkwater's devotion to Scottsdale, its residents and its vibrancy. Each is as inspiring as Bill Schrader; most say they have been inspired by Schrader's leadership. Scottsdale is fortunate to have these men and women as leaders who care more about doing what's right for Scottsdale than getting the credit or making history. Congrats, Bill!

Joan Fudala is a community historian and author, Scottsdale Leadership graduate and the 2002 recipient of the Scottsdale Leadership Frank W. Hodges Alumni Achievement Award.