

Desert Foothills Community Association, Executive Board



Chris Wilson - President

Chris is a second generation rodeo committee president following in his father's footsteps. He has been a volunteer for the DFCA for over 20 years and was our longtime Security Chief. His goal for the DFCA is keeping rodeo alive in Cave Creek and seeing the goals and efforts begun by his father are completed. He brings a wealth of business knowledge and experience to the DFCA.

Chris has a Masters in Business Administration and has held corporate jobs in Lucent, GTE, and AG Communication Systems. His corporate jobs have included customer support, research and design, customer training, marketing and Sales. He has held titles of AVP Government and International Sales, Director Program and

Product Management, Manager of Customer Training and Engineer.

Today Chris is a real estate professional with over 30 years of experience. He is both a real estate investor and licensed real estate agent in the state of Arizona.

As a real estate professional, Chris has businesses that specialize in Fix and Flipping, Property Management, Wholesaling, Land lording and traditional retail Real Estate services targeting buyer's and seller's needs in residential, land and light commercial transactions.

Chris' skills and knowledge as a lector are highly in demand, for both real estate investors and real estate professionals, on topics for real estate and business such as understanding markets, trends, techniques, and strategies. He teaches for Nouveau Riche and The Arizona Academy of Real Estate.

Chris resides in the New River area with his wife, Karen, and their animals.



Rusty Read – Vice President of Operations

About 20 years ago, Rusty was asked to help the DFCA with some welding work, he fell in love with the rodeo and family environment of the DFCA. In those 20 years, the Memorial Arena has seen tremendous changes and improvements; most of them would not have been possible nor occurred without Rusty's leadership and resourcefulness. Rusty's goal is to make each year and rodeo a better one for the DFCA and the surrounding community.

Rusty's professional experience in the trades and the skills he learned in the Air Force has made him the perfect selection for his role with the DFCA. He has run roofing crews and jobs, Mechanic shops, framing jobs, welding jobs and shops and electrical workers. His skills, knowledge and imagination learned during these professional endeavors are challenged everyday in his current role.

Rusty has resided in the Desert Hills area since 1985 with his wife Candy, who recently passed away.



TRACI CASALE - VICE PRESIDENT OF SALES & MARKETING

Traci Casale became an Arizona resident in 1993 after falling in love with the Sonoran Desert during a Spring Break visit in 1985.

Traci has been outside Sales and Marketing professional for the past 15 years in the greater Phoenix market and surrounding areas. Her background in sales and marketing made her election to the DFCA Vice President of Sales and Marketing a natural progression. One of Traci's greater strengths is networking and developing strategic partnerships in business. Her outgoing personality, strong work ethic and ability to follow through quickly assisted the DFCA in building relationships with PRCA National Sponsors, local businesses and the media.

In her professional role, Traci currently holds the position of Business Development at Global Entertainment Group, LLC (GEG). GEG is a locally owned and operated business that specializes in Audio/Visual design, integration and installation. GEG is an authorized commercial DirecTV dealer and has a gaming division as well.

Traci graduated from UMASS Dartmouth with a BS in Computer Engineering and resides in Desert Hills with her boyfriend, Nick Hannah, a professional athlete. They have two dogs, Rocky and Bella and her horse, Sensation.



Beth Cornell – Treasurer

Having handled the financial needs of multiple small businesses with roots in the Agricultural, Real Estate and Transportation industries she brought the skills required to quickly take over this role when we lost our longtime Treasurer.

As an accomplished Realtor in the Desert Hills Community specializing in residential resale homes and horse properties with acreage, an active Member of the Phoenix Area Realtor Association, certified Paralegal having graduated from Roosevelt University, Chicago, Illinois and is presently seated as the Treasurer of the Cave Creek Chamber of Commerce. She her family fit well in this community known for its “Perfectly Uncivilized” ways.

Her love of animals and the sport of rodeo is what brought her to the DFCA and is the driving force behind her efforts to ensure the continued success of the organization and its mission.



Louise Ross – Secretary

Louise grew up in a rural lifestyle including farming, cattle and horses. That all changed with motherhood. She raised her children in an urban setting coaching Little League, T-Ball and supporting them in all activities. With her children grown, it was time to return to her roots. She moved to the Desert Foothills area with more room and a couple of horses. Her heart has always been in volunteer work and helping children.

She’s been a member and volunteered in numerous charity organizations before joining the DFCA almost 5 years ago. In addition to her duties as Secretary, Louise is the Royalty Director, a natural fit for her talents and passion for working with youth.

Louise’s career is in the IT industry, with more than 20 years in banking and 10 in telephony