





across the country including Florida, San Diego, Seattle, Sacramento, and then here in Phoenix as the main anchor at ABC 15. However, not wanting the chapters of my book to be the same, I decided to switch careers and embark on a new challenge. I wanted to combine my storytelling skills with my former 'entertainment' aspirations and produce 'feel good' programming about a place I had grown to love and call home, and hence, in 2004, *Arizona Highways Television* was born.

For *Arizona Highways Television*, Sewell and her team comb the state in search of unique stories and treasures about people, places and things. However, as she points out, it is so much more than just the 30-minute television show.

"By showcasing what's great in all these communities, we can help drive economic sustainability, especially in rural Arizona. We also do outreach events across the state called Celebrate Arizona, and help communities with marketing across various media platforms," she says.

"I feel like a kid in a candy store. I am always discovering new places, experiencing some sort of adventure, learning something new, or meeting someone with a great story. I also love the enthusiasm of our viewers who tell me they never knew somewhere existed until they saw it on the show, or that they went skydiving, rock climbing, traveled to another part of the state, or tried a new food because we introduced them to these experiences on *Arizona Highways Television*. I think Arizonans love Arizona, and our show showcases this great state."

In addition to her *Arizona Highways Television* role, Sewell owns Lonetree Productions and Sewell Media Group, which are content creators for various companies across all different media and digital channels. She helps companies strategize ways to communicate their brand and offers media training.

But, that's not all that's on Sewell's full plate. In addition to many public speaking engagements, she's also working on new show concepts and is expanding her Arizona brand to include the business, technology and entrepreneurial sectors; is a mom; and oh yes, is a newlywed.

There have been many defining career moments in Sewell's life, and she points to two that have really resonated with her.

"I had two moments in my career that were milestones. Covering 9/11 as a reporter changed me personally and taught me eternal gratitude and what was truly important in life. Watching the debut episode of *Arizona Highways Television* was a watershed moment because I was met with so much opposition as I was changing my career path from people who said that a local television show would never succeed, and I was so fearful

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that I made a mistake and that they were right until the moment I saw on screen what we had created. Then, I knew that taking this leap of faith was one of the best decisions I'd ever made. "

Taking leaps of faith comes easier when you have people in your life who are helping to shape who you are. For Sewell, those people are her mom and daughter, and she draws inspiration from others around her, as well.

"My mother for always believing in me and for constantly telling me I could become whatever I wanted to be," she shares. "My daughter for teaching me to live in the moment, not to take myself seriously, and be grateful for all that I have.

"I [also] have great admiration for those who look at obstacles as merely a welcome challenge they will overcome and who are not afraid to change the course of their lives. People who refuse to be victims and instead take responsibility for their happiness."

Since Sewell spends her days talking about other people's neighborhoods, we asked her what she loved most about her life in Arcadia.

"I love my 'hood because it is the quintessential neighborhood with tree-lined streets and homes that all look and feel different. People are outside walking their dogs, riding their bikes, jogging, and pushing their kids in strollers. It's the

kind of neighborhood where my daughter can have a lemonade stand and neighbors will turn their cars around to buy a cup and a cookie. Everything feels very local and homegrown, from the coffee shops, restaurants, grocery stores, yoga studio, juice bar, and yes, to even the pharmacist who knows your name. I love that we have the sweet familiarity and flavor of a neighborhood within a metropolitan city."

As for what she loves around the state, Sewell points to the fun restaurants in North Central and the theatre and museums and funky shops in Downtown Phoenix. "I am also in awe of Sedona's landscape and love the hiking in Northern Arizona. Everyone in this state needs to visit the North Rim of the Grand Canyon. Some of my other favorite places include Prescott, the White Mountains, Bisbee, Tubac and Tucson. It's really tough for me to choose a favorite because I've had so many fun adventures, from Yuma to Lake Havasu to Alpine to Sierra Vista and in between!"

Adventures she is definitely having, and she's obviously loving every minute. For this inquisitive storyteller, this was the perfect career.

Watch *Arizona Highways Television* on Saturdays at 6:30 p.m. on KPNX 12 News and Sundays at 4:30 p.m. on 12 News. Follow her adventures on Twitter at @AzHighwaysTV, or on Facebook at azhighwaystv or her public page, Robin Sewell.