



KEEP SEDONA BEAUTIFUL  
PRESERVING THE WONDER SINCE 1972

**35th Anniversary**  
**Awards of Excellence Celebration**  
**February 11, 2007**

*Keep Sedona Beautiful promotes conservation of the greater Sedona area and, by all practical means, seeks to preserve the unique natural environment and to enhance the quality of life for future generations.*

## Program

11:30 AM          Lunch is served

Noon                Program begins

Welcome          Barbara Litrell, President  
Keep Sedona Beautiful

Video              A Look Back at 35 Years of  
Keep Sedona Beautiful  
*Produced by Jim Eaton*

Awards            Emcees Tom & Shondra

*Videos for the award presentations were produced and directed by Stephen DeVol,  
award winning documentary filmmaker*

Raffle             You must be present to win!

*Special thanks to our raffle donors:*

*Amara Creekside Resort & Spa*

*Hilton Sedona Resort & Spa*

*Joan McClelland*

*Mexidona*

*Picazzo's*

*Troia's*

Closing Song      *We Are The Guardians*

*Music and Lyrics by Shondra Jepperson*

*Each guest will receive a CD of the song  
as a gift. If you would like to help defray  
KSB production costs, donations will be  
gratefully and graciously accepted! Additional  
CDs available for gifts @\$5.00 each.*



*Historic Pushmataha Building at 360 Brewer Rd.  
donated to Keep Sedona Beautiful by Susan Coleman*

KSB is the Sedona area's premier conservation organization, acting as community watchdog since 1972. We are friends, neighbors and business owners who share an appreciation for Sedona's natural beauty, small town charm, sense of place. Our goal is to *Preserve the Wonder*® for future generations.

### **2007 Projects and Priorities of Keep Sedona Beautiful**

Annual Awards of Excellence Celebration

*Preserving the Wonder* ® Speaker Series-3<sup>rd</sup> Wednesday of month

Native Plant Workshop- March 31

Dark & Starry Skies

Land Acquisition Projects

Litter Lifters

Litter Prevention

Sedona Red Rock HS Scholarship

Quiet Skies

"Capture the Wonder" 2007 Photo Contest

National Scenic Area Designation

Water Conservation

Covered Load Ordinance

Air Quality Monitoring

Defining "A Sense of Place"

Responsible Building and Development

Light Pollution Monitoring

"Ground Sound" Abatement

Preservation of the historic Pushmataha Building

*For information about the above programs and to find out what YOU can do to help keep Sedona beautiful, call 282-4938 or [www.keepsedonabeautiful.org](http://www.keepsedonabeautiful.org)*

## Awards of Excellence 2007 Honorees

### *Sedona Treasures*

**The United States Forest Service** serves all of America and its visitors, but the people of the Coconino National Forest have also been especially good neighbors and participants in our community since the first ranger came here in 1898. Their primary jobs are to maintain the forest and to help visitors enjoy the benefits of the forest while protecting it from their impacts. But the rangers and other USFS personnel have also been productively involved in our local community affairs. Greater Sedona is surrounded by the beauty that they protect, for our benefit as well as America's. In recent years the Forest Service has adopted new management plans which recognize the special nature of Red Rock Country, and it has now begun to build a new headquarters to help them serve the public more effectively.

**The Chapel of the Holy Cross** has, for the past half century, been a connection between the natural beauty of Sedona, the arts and the spiritual needs of all who live or visit this special place. The plaque at the door reads "Though Catholic in faith, as a work of art the chapel has a universal appeal, its doors will ever be open to one and all, regardless of creed. That the church may come to life in the souls of men and be a living reality... herein lies the whole message of this chapel." The idea for this chapel came to Marguerite Brunswig Staude in 1932. That concept was of a cross imposing itself through the very core of the structure. "I had no idea of the significance of her work, nor the spiritual impact it would have for people all over the world who visit here," said John Raphael Staude, her son. Many who have visited the Chapel have been moved and touched in a very special way.

**The Sedona Public Library** was established in 1958 in a private garage with volunteers and donated books. In 1966 two Sedona women donated land on Jordan Road. In 1969 the Library moved into its own home there, built with many donated materials and funds and volunteer labor. As Sedona grew during the following 20 years, the Library outgrew the Jordan Road building. In 1986, Mrs. Ethel Low donated four acres on White Bear Road for a new Library, and ground was broken there in 1991. In 1994, a parade of Sedonans hand-carried books from Jordan Road to White Bear road, and the new Library opened its doors. Last year, the Sedona Public Library and the Yavapai Library Network reached 100,000 items in its collection of books and other materials. Next year, the Library will celebrate its 50<sup>th</sup> anniversary of service to our community.

**Tlaquepaque Arts & Crafts Village** was the realization of a dream that a man named Abe Miller had back in the early 1970's. Through hard work and intelligent creativity, respectful of what Nature gave to Sedona, he preserved the grove of stately sycamores, designing his buildings around and between them and developing a system for preserving them to this day. Inspired by the original Tlaquepaque village in Mexico, Miller used materials and color treatments that recreated its antiquity and warmth. Fountains, walkways, wrought iron balconies and centuries-old wooden doors make many visitors wonder if this didn't begin as a 19<sup>th</sup>-century Spanish monastery. Abe Miller was one of the first to really "get the idea" that Keep Sedona Beautiful has adopted. He was more artist and missionary than developer, and he firmly believed that the built environment must harmonize with nature, never compete with nature for attention. Even before KSB was organized, Abe Miller knew that keeping Sedona beautiful really is good business.

**Sedona Arts Center** started with a vision nearly 50 years ago. Egyptian sculptor Nassan Gobran and a group of visionaries saw the need for a place where artists could work together. The "art barn" became Sedona's creative hub. Today the Sedona Arts Center is a legacy to those original ideals. The Members Gallery displays juried artwork by member artists and houses the largest collection of Sedona artists' work. The School of the Arts holds classes in a variety of mediums and the organization sponsors major local events such as the Pin-Up Show and the Plein Air Festival. The Arts Center has played a major role in bringing thousands of visitors to Sedona each year. With new Executive Director Marilyn Fravel on board, a committed Board of Directors, an important renovation to the historic building on the horizon and a 50<sup>th</sup> Anniversary in 2008, exciting times lie ahead.

## Keep Sedona Beautiful Awards of Excellence

### Building Design Desert Hills Bank

Designer Bob Groat planned every aspect of Desert Hills Bank in West Sedona with the Sedona Red Rocks in mind. The stone pillars recall the colors in the surrounding mountains. The paint colors harmonize with Sedona's earth. From the interior, the large windows and stonework make a seamless transition to Capital Butte and the surrounding Red Rocks. The Desert Hills Bank sign takes advantage of sunlight and shadow to feature the lettering. The building is in harmony with the beauty of Sedona and enhances it rather than competes with it.

### Building Design Tequa Plaza

This commercial development in the Village of Oak Creek is designed and constructed to reflect pueblo architecture and to complement the surrounding red rock scenery. It is an elegant adjunct to the Red Rock Scenic Byway, Highway 179, which is an All-American Road. The developer, Pacific Ridge, could have built a strip mall on this large site at less cost. With no prompting from the Big Park community or Yavapai County, they chose instead to design and build (at significantly higher costs) an outstanding commercial development that is completely in keeping with the Sedona area's beauty.

### Outdoor Lighting Master's Bible Church

Masters Bible Church at Kallof Place in West Sedona was not required to bring its outside lighting up to present City standards, but it did so voluntarily at some expense, just to be a good neighbor. We believe the church deserves our award for doing its part to protect the dark night skies that we value so much in Sedona.

### Park Development ILX Corporation and Los Abridados for First Piggy Park

This is an excellent example of a special place developed in the heart of Sedona. First Piggy Park provides an area for chess, checkers and bocce ball. There's a children's playground, a miniature golf course, a relaxing labyrinth and peace pool, and a dream fountain. Beautiful interpretive signage tells of our wildlife and native plants, as well geological information. The portion named Mia's Place has recently been designated as a Certified Wildlife Habitat by the National Wildlife Federation. The whole park is in a peaceful natural setting on the bank of Oak Creek. Best of all, ILX has not only dedicated this park for its guests, but for the benefit of all Sedona residents and visitors.

### Community Service Firefighters of Sedona

Every year we depend on our brave Sedona Fire Department to protect our people, our homes and our businesses in all kinds of emergencies. But this year we all recognized this need even more, during the La Barranca fire and the Brins fire. We also recognize the hundreds of firefighters who came from the Forest Service and from other communities around Arizona to fight this fire. These men and women worked day and night – on the ground and in

the air -- to contain this fire, and managed to prevent damage to any home or business. We especially pay our respects to the two helicopter pilots who made many risky flights over our Brins fire, and later died fighting another fire in California. Every day, our fire crews and rescue squads respond to other emergencies as well. When we hear their sirens, we know that someone somewhere is being helped by them. It's beyond our power to do justice for the heroic efforts of these firefighters, but we hope they understand how much they are appreciated.

### Community Service Sedona Friends of the Forest

In 1994, the Sedona Academy conducted a Forum entitled "Building Partnerships with the Forest Service." With the opportunity to analyze the real issues and learn the facts, Forum participants joined together to form a group of volunteers dedicated to help the Forest Service do jobs that are beyond the limits of its budget and staff hours. For more than a decade, the volunteers of the Friends of the Forest have built and maintained trails, patrolled the hiking paths during times of fire danger, staffed the visitor center, raised funds to do jobs that the Federal budget doesn't cover, and assisted USFS personnel in many other ways.

### Community Service Mary Guaraldi and Canyon Moon Theater

It's impossible to talk about Canyon Moon Theater without talking about Mary Guaraldi, the Founder and Producing Artistic Director of the Canyon Moon Theater. Sedona is a community dedicated to the arts, and among the most important to us are the performing arts. Mary was a director for Missouri Repertory Theatre, and before that, she was Literary Manager of Pittsburgh Public Theatre. She recently directed her first opera, *The Marriage of Figaro*, in Michigan. Mary has worked with Horton Foote, Amanda Plummer, Sylvia Sidney, Dale Wasserman and Roddy McDowall. Her career on stage began at the age of five!

### Community Service Sedona International Film Festival

The Festival was started in 1994 as a fund raiser for the Sedona Cultural Park. Pat Schweiss accepted the Executive Director position approximately 2 ½ years ago, because he loved the challenge of taking the Festival to a level that would put Sedona on the map. And he has done just that! Patrick believes a large contributing factor to the success of the Festival is the support it receives from the City, the festival staff, its Board of Directors, and the many volunteers. The 13<sup>th</sup> Annual Festival beginning February 28 will present more than 140 films over its five days, with appearances by top actors and a workshop on film distribution and management.

### Community Service Carolyn Fisher

The next Award of Excellence for Community Service has been earned by Carolyn Fisher, who has a long history of dedication -- in the Peace Corps in Asia, as a teacher in Europe, and as a traffic controller and financial analyst for the Air Force and now through her many activities in Sedona and the Village of Oak Creek. Upon her retirement in 1994 and move to the Village of Oak Creek, Carolyn became a math mentor at the Big Park School. As Director of the Sedona Literacy Center, she has expanded it to 26 tutors and two coordinators. A link to the University of Northern Arizona now brings graduate students to assist with the program. Carolyn has served as President of Soroptimist International of Sedona during the same period she was President of the Big Park Regional Coordinating Council in the Village of Oak Creek. She has helped to foster a strong sense of community. With the support of the Sedona Public Library and many donations, she was instrumental in creating the Village Library. Carolyn was also the recipient of the prestigious 2006 Ruth K. Birkner Leadership Award. She holds a commercial and instructor pilot's license and was a charter member of the Sedona '99s Women's Flying Club.

## Special Keep Sedona Beautiful Awards

### The Ken Corey Award Bill Pumphrey

The late Ken Corey was a KSB member who devoted most of his time during the last several years of his life to making our KSB Pushmataha Center what it is today – a beautiful meeting place and a fine resource for the Greater Sedona community. In his name KSB established this award to recognize an individual's outstanding dedication to preserving and maintaining the historic Pushmataha Center building. Bill Pumphrey has earned this award for his work in 2006.

### Special Litter Lifter Award Barbara Zeschke

Probably no KSB member in our 35 years has worked harder and longer than Barbara Zeschke. She has been KSB Vice President for Litter Lifters for 20 years, from 1985 until she retired last year. She scheduled the troops, recruited new ones and solicited substitutes for those on vacation, and inspired them with her own efforts at keeping our streets and highways clean. Barbara Zeschke has earned this special award for her 20 years of dedication and service.

### Norman McGee Award Harry Newman

The Norman McGee Award is the highest recognition that KSB can bestow on an individual for outstanding dedication and service to Keep Sedona Beautiful and to the community, over a number of years. This award is not given lightly nor regularly – only when obviously and richly deserved. This year it is richly deserved by Harry Newman.

### Special Thanks to the Awards Committee *(in alphabetical order)*

Doug Blackwell, Raffle  
Barbara Copenhaver, Research  
Stephen DeVol, Video and Technical Production  
Hal Driggs, Research and Plaques  
Jim Eaton, KSB History Video and Awards Script  
Catherine Moore, Chair  
Norris Peterson, Research  
Gail Shaw Simpson, Research

*And for additional support, thanks to*  
Carolyn Peterson, Registration  
Jan Wind, Office Manager for KSB  
Mindy Mendelsohn, Public Relations Specialist

And special thanks to the following people who worked with Stephen DeVol to produce the award videos:

Marg Coole  
Suzan Drury  
Jim Eaton  
Bill Lyons  
Diane Petrusich



### Emcees: Tom & Shondra

Special thanks to Shondra for writing the music and lyrics for *We Are the Guardians* which expresses her love of Sedona and the responsibilities of all residents and visitors who care about Sedona! Keep Sedona Beautiful is grateful to Shondra for presenting *We Are The Guardians* theme song as a gift to Keep Sedona Beautiful on the occasion of its 35<sup>th</sup> anniversary of Preserving the Wonder®.

Most Sedonans know Shondra as half of the well known entertainment duo, *Tom & Shondra*. What most people don't know is that she composes and arranges all of the duo's music herself by layering and recording each instrument digitally. The duo does not use karaoke tracks but rather her recorded compositions whether it be dance music or show tunes. In addition, she is a songwriter and has been composing her own songs in every style imaginable for years. This includes tunes she's written for organizations, commercials and projects of all kinds.

To contact Tom & Shondra, call 282- 3530 or [www.tomandshondra.com](http://www.tomandshondra.com)