



Preserving the Wonder™

Spring 2017

**KSB's Quarterly
Environmental
Message:**

***In Sedona,
the Environment
...IS...the Economy.***

Keep Sedona Beautiful's mission is to protect and sustain the unique scenic beauty and natural environment of the Greater Sedona Area



PRESIDENT'S MESSAGE:

As your President for the second year, I continue to be humbled by our community's incredible investment in Keep Sedona Beautiful's (KSB) many activities of environmental stewardship. As I write this note, I am constantly reminded of and so grateful for the thousands of volunteer hours by our members and others, as well as the financial support by our members and business sponsors.

Following the example of KSB's founding members, we continue to support and foster new outreach efforts. Among the most notable is joining with other non-profit organizations to create the Sustainability Alliance, which is currently working to certify regional businesses as to their sustainability practices. The Alliance is also creating a community dashboard of indicators to see how we are progressing toward full sustainability, and how our communities in the Verde Valley compare. As opportunities present themselves, the Alliance is also developing recommendations to improve People-Planet-Prosperity on issues, including

solutions to regional traffic problems and storm water management.

We are proud to sponsor our annual Native Plant Workshop on April 1. And, of course, the monthly Speaker Series, with refreshments and appetizers provided by El Rincon Restaurante Mexicano, continues to draw record crowds.

Please don't forget to support KSB on April 4 for the AZ Gives Day.

And finally, please continue to support KSB's efforts through your membership and donations to KSB's Endowment. I always say: If it were not for KSB, who else would be looking after all of these preservation and conservation issues on our behalf, and for our collective benefit?

Sincerely,
Joanne Kendrick, *President*



**10,000+ VOLUNTEER HOURS
OVER 5,000 HOURS
LITTER LIFTING**

Yes! We are relevant and will continue to be so as long as stewardship, preservation, quality of life and caring for our community are important to our daily lives and future generations.

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Desert Woolly Star
Photo by Alex Licker

Keep Sedona Beautiful

Presents

38th Annual Native Plant Workshop

Saturday, April 1st, 8:30am – 2:00pm (Doors open 7:45am)
West Sedona School 570 Posse Ground Road

Two Keynote Speakers:

- Ursula Schuch: Going Native – A Whole System Approach
- Bill McDorman: What is Native? What is Invasive?

Six Workshop Presenters:

- Janie Agyagos: Pollinators – not just butterflies and bees!
- Al Cornell: Native Plants of the Verde Valley and How They Were Used (Rain or shine, maximum of 15 people)
- Lindsey Curé: Decorative Native Plants
- Chris Jensen: Water Wise Landscaping
- Feather Jones: Discover the Wild Natives: Slide Show of High Desert Edible & Medicinal Plants
- Jeff Schalau: Compost vs. Mulch: What's the Difference?

Advance tickets are \$25 for KSB members and \$35 for the general public

Tickets purchased at the event are \$35 for KSB members and \$45 for the general public

Purchase tickets online at KeepSedonaBeautiful.org or contact the KSB office at 928.282.4938

Includes: 2 Keynote Speakers • Choice of 2 Workshops • Breakfast Savories by **WEBER'S 16th**

• Lunch by **WILDFLOWER BREAD COMPANY** • Silent Auction



Space is limited so reserve your tickets today!

Keep Sedona Beautiful, Inc., acting through the stewardship of its members and volunteers, is committed to protect and sustain the unique scenic beauty and natural environment of the Greater Sedona Area.

KSB'S 38TH ANNUAL NATIVE PLANT WORKSHOP

APRIL 1ST, 2017

Don't wait to purchase
your tickets, this event
is expected to sell out!



Here was some feedback from attendees last year:

"Just moved here and found this to be a tremendous experience"

"Excellent selection of programs/workshops and keynote topics"

"Terrific workshop-- Many thanks to everyone who helped with the event"

"Well organized, very good workshop and I liked the pace"

"Great job this year. Enjoyed all the speakers."



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KSB Gratefully Acknowledges New Business Sponsors

*With a reminder to all KSB members to patronize our sponsors whenever possible,
KSB welcomes these new sponsors:*



THUNDER MOUNTAIN (\$1000 LEVEL)

Canyon Breeze. Canyon Breeze is a gathering place in Uptown Sedona offering over 70 refreshing food and drink items. Their patio has one of Sedona's best red rock views. Open 9am – 7pm Sunday – Thursday and until 8pm on Friday and Saturday. For a special event, they can accommodate up to 250 people. **928-282-2112 • www.canyon-breeze.com**

Canyon Portal Motel. The Canyon Portal Motel in Uptown Sedona features beautiful red rock views with spacious canyon view rooms and suites. The motel also offers gas fireplaces in the guest rooms, a heated swimming pool, HBO and cable television along with free coffee and tea. Located at 280 North Highway 89A. **928-282-7125**



Hilton Sedona Resort at Bell Rock. After a multi million-dollar renovation, the Hilton Sedona Resort at Bell Rock offers a magical location and stunning landscape. The resort has over 220 rooms all with fireplaces and kitchenettes, an athletic club, a spa, restaurant, lounge, poolside grill, championship golf course, 3 pools, 3 hot tubs and 2 ballrooms for events. **928-284-4040 • www.HiltonSedonaResort.com**



Open Range Grill and Tavern. Open Range Grill and Tavern offers Contemporary American Cuisine using the finest organic and seasonal ingredients with choices from fish and steak to gourmet salads and bison. Their dining room in Uptown Sedona features spectacular views of the Sedona red rocks. Open 11am – 8pm daily. **928-282-0002 • www.openrangesedona.com**



Sedona Pizza and Pasta Company. Located in Uptown Sedona, Sedona Pizza and Pasta Company offers indoor seating by all the chef action or outside with incredible red rock views under the heat lamps. Enjoy house made pasta, oven fired pizza and fine wines with Italian music to romance you. Open 11am – 8pm daily. **928-203-5656 • www.SedonaPizzaCompany.com**

Sinagua Plaza. Sinagua Plaza in Uptown Sedona offers shopping at over 30 Boutique style stores, adventure tours, many dining experiences and nightlife in a relaxed atmosphere with free parking. Located at 320 N. State Route 89A. **928-203-5642 • www.sedona-center.com**

COURTHOUSE BUTTE (\$500 LEVEL)



Courtyard by Marriott, Sedona. The new Courtyard by Marriott, Sedona is backed up right to the magnificent Red Rock Mountains, offering amazing views from their courtyard and many of their rooms. Inside, The Bistro features healthy choices for breakfast and dinner along with an evening bar. The hotel offers a well-equipped fitness center, outdoor pool and a whirlpool. **928-325-0055 • www.marriott.com/hotels/travel/flgcs-courtyard-sedona**



Sedona International Film Festival. Recognized as one of the top festivals in the nation, the Sedona International Film Festival, is where movies Rock. Usually held the end of February for nine days, the festival features more than 160 independent films from around the world. **928-282-1177 • www.SedonaFilmFestival.org**

BELL ROCK (\$250 LEVEL)



Goettl's High Desert Mechanical. Goettl's High Desert Mechanical has been serving N. AZ since 1987 for heating, air conditioning and plumbing. Their mission is to do the right thing for their customers the first time and provide an unmatched quality of service. Their professional HVAC team has mobile dispatch vehicles along with 24/7 emergency services. **928-567-2200 • www.goettlshdm.com**

New Business Sponsors cont.



MargoBdesign LLC. MargoBdesign LLC is a qualified graphic design studio in Sedona designing business identities, branding, communications and marketing for local and national businesses. The end result is elegant solutions for advertising, signage, apparel, packaging, websites and much more. Call MargoBdesign at **928-202-9689** for a free consultation. www.MargoBdesign.com



MassageMatters of Sedona. Pamela Clark of MassageMatters of Sedona is a highly qualified and professional Licensed Massage Therapist who has been practicing massage for over 15 years. With the wisdom and knowledge to approach healthcare in a holistic way, Pam makes a commitment to provide the best quality care possible. Conveniently located in West Sedona at 2756 W. Hwy 89A, Suite 7. Schedule an appointment today: **928-282-1567 or pc@massagemattersofsedona.com**



OnRamp Communications. OnRamp Communications, specializing in marketing strategy and program implementation, recently moved from Los Angeles to Sedona. With deep experience in business-to-business marketing, they help companies position and mobilize for growth. Contact Camille Cox for complimentary consultation: **805-391-0378 • onrampcomm.com**



Sedona Rouge Hotel & Spa. Sedona Rouge Hotel & Spa invites you to step into modern luxury in the heart of Sedona. The hotel features over 100 rooms including junior suites, spa rooms and new suite combinations. Additionally, many spa packages are available as well as REDS Restaurant offering comfort food in gourmet fashion. Located at 2250 W. State Hwy 89A. **928-203-4111 • www.SedonaRouge.com**



Stephanie Larsen. As an award-winning interior designer, Stephanie Larsen has built her career designing homes that reflect the perfect balance of beauty and function. She has been recognized for her innovative approach and extensive product knowledge by her diverse clientele for over 20 years. Her style is sophisticated and timeless, with a personal signature that creates an instantly distinguishable look. **928-282-2389 • www.stephanielarseninteriors.com**

CHIMNEY ROCK (\$100 LEVEL)

R. Behmer Roofing, Inc., 928-282-5323 • www.RBehmerRoofing.com

ARIZONA GIVES ★ DAY APRIL 4, 2017

Support Us On April 4

Keep Sedona Beautiful will be participating in AZ Gives Day 2017 for the second year in a row.

When you donate to KSB, you help us protect the unique landscape of the Greater Sedona Area and to continue our mission of environmental stewardship.

Last year you helped us raise \$900. This year our goal is to reach \$5000 by midnight April 4.

But you don't need to wait until April 4, click [here](http://www.ksb.org) to make a donation to KSB now.



You've heard the saying, "No man is an island." Well, no non-profit is an island either. In the Sedona area, we have organizations focused on agriculture/hunger, water, land use, and waste reduction, but there are obvious interconnections between these four systems! The Sustainability Alliance helps us collaborate with these related organizations.

In 2014, KSB joined with Gardens for Humanity (representing food), Sedona Recycles (representing waste reduction) and the Verde River Basin Partnership (representing water availability), to form the Sustainability Alliance.

The Alliance is not another 501 c 3. Goodness knows there are enough of those. Instead we are a coalition that allows us to look at our challenges through an interdisciplinary lens.

The Alliance defines sustainability as People-Planet-Prosperity. It is not just about the environment. We look for elegant solutions that make all three realms better. To understand the end game, what full sustainability would entail, we use a set of 4 scientific principles developed by The Natural Step. Those principles are:

Biomimicry—Using nature as inspiration for how we should make things. Car companies and house paint manufacturers are already experimenting with paints that clean themselves based on the 'lotus effect.' Surgeons and boaters are interested in how mussels glue themselves under water.

Circular Economy—We waste trillions of dollars worth of materials, and much ends up in the oceans. The Circular Economy shows how we can close those loops, where everything comes back to become a new product. Xerox was arguably one of the first large companies to experiment with up-cycling, designing products to come back a decade

KSB is Co-Founder of the Sustainability Alliance

later to be incorporated into their next generation copiers.

FutureFit—Based in part on The Natural Step, set of 20 benchmarks businesses must hit to be fully sustainable.

Sustainable Development Goals—17 goals for the world that can align our independent actions, making 2+2= way more than 4.

The Sustainability Alliance has three main focus areas:

Education—collectively our members are helping eight local schools to integrate sustainability into their classrooms and operations.

Business—we are launching a Sustainable Business Certification so you and our visitors can choose the retailers, restaurants, hotels and tour companies that do the most to help our community.

Community—we are building a community dashboard of indicators to see how we are progressing toward full sustainability, how our communities in the Verde Valley compare. And as opportunities present themselves, we also develop recommendations to improve People-Planet-Prosperity on issues including traffic reduction and stormwater management.



For more
information,
go to:

www.sustainabilityallianceaz.org

We are pleased to welcome our newest members:

Barbra Barker & Jeff Schlamb
Rebecca Blackmer & Charlie Vissar
Ken & Kay Bork
Dale Dēneweth
Greg & Wendy Fickbohm
Cynthia Heneage
SatMander Khalsa
Debbi Laitenberger
Karen Lyons
Holly & Judge Mason

Suzanne McWilliams
Pamela Milavec
Marquerite Perkins
Clancy Sage
Patricia & Duane Smith
Janice Taylor
Jo Anne & Steve VanDerveer
Marilyn Venegas
Jim Walters
Bill & Patricia Wheat

© J-D MADDY

Preserving the Wonder™ Speaker Series

Held at KSB (360 Brewer Road in Sedona) on the second Wednesday of every month from September through May, the Speaker Series begins at 5:30pm with complimentary offerings of appetizers donated by El Rincon Restaurante Mexicano and refreshments provided by KSB.

- Wednesday, April 12- Dr. Matthew Goodwin, a Senior Lecturer in the Philosophy Department of Northern Arizona University (NAU) specializing in environmental ethics and phenomenology will present, "Global Warming: A Philosophical Approach"
- Wednesday, May 10- Jeffrey Hall, Director, Lowell Observatory will present, "Dark Skies in the LED Era"

Please mark your calendar and plan to attend each of these engaging and interesting presentations.



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Keep Sedona Beautiful

Reminds all members
to patronize our generous sponsors.

Goal for Noise Abatement Committee

The KSB Noise Abatement Committee continues to coordinate with the City of Sedona, the county and the airport authority to seek to improve the situation with helicopter tours in Sedona. New members have been added to this committee and we are exploring avenues to inform the public as to the requirements and recommendations for helicopter flights. We are also working on ways to seek enforceable relief from the current situation. Our goal is to have helicopter tours comply with the FAA Advisory to fly at least 2000 feet above ground level.



Dark Sky Update

We are very excited about the two Sedona International Dark-Sky Community signs that were installed in January. The Sedona Public Works Department installed the two signs at the following locations:

1. North bound SR 179 by Christ Lutheran Church of Sedona
2. North bound SR 89A by Red Rock High School

Another sign will be installed north of Uptown.

We thank the City of Sedona for working with ADOT to have the Sedona Dark-Sky Community designation signs installed.

Sedona's beautiful dark night sky is breathtaking. We can see with our own eyes the beauty and wonder of the Milky Way's misty band of light (comprised of 200 billion stars!) arching across the night sky.

We can reduce light pollution by:

- Using light only where needed, when needed, and no brighter than needed
- Preventing light trespass to the sky, to neighboring properties, and to areas not requiring lighting
- Use bulbs no brighter than necessary
- Use amber LEDs, not white.

Enjoy our magnificent night sky!



KSB is named "2017 TOP-RATED NONPROFIT" by GreatNonprofits

GreatNonprofits is the leading provider of user reviews of charities and nonprofits. This award is based on the rating and number of reviews we received from members, volunteers and donors.

"We are honored to be named a 2017 Top-Rated Nonprofit," says Joanne Kendrick, President of KSB. We are proud of our accomplishments this year including our work on dark-skies, litter lifting, annual native plant workshop, fundraising and noise abatement.



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JOIN/RENEW

Keep Sedona Beautiful
Environmental Stewards Since 1972

Keep Sedona Beautiful, Inc. is a 501(c)(3) organization.
Contributions are tax deductible within the limits of the law.

Please print this page and mail it along with a check for your membership dues to: Keep Sedona Beautiful
360 Brewer Road
Sedona, AZ 86336-6012

NAME(S): _____

MAILING ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

PHONE: _____ **EMAIL:** _____

<input type="checkbox"/> Individual	\$35	<input type="checkbox"/> Protector	\$500
<input type="checkbox"/> Family	\$50	<input type="checkbox"/> Preserver	\$1000
<input type="checkbox"/> Promoter	\$100	<input type="checkbox"/> Steward	\$2500
<input type="checkbox"/> Conserver	\$250	<input type="checkbox"/> Sustainer	\$5000

(KSB is an environmental organization. To conserve paper, ink and other natural resources, and to reduce our carbon footprint, we communicate electronically whenever possible.)

☐ I prefer to remain anonymous in public membership lists
☐ I am interested in volunteering. Please contact me.

Keep Sedona Beautiful, Inc.

2017 BOARD OF OFFICERS

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Georgia Munsell, Secretary
Abbie Denton, Treasurer

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2008 Garrett Dauphars - Autumn - Honorable Mention Professional Color

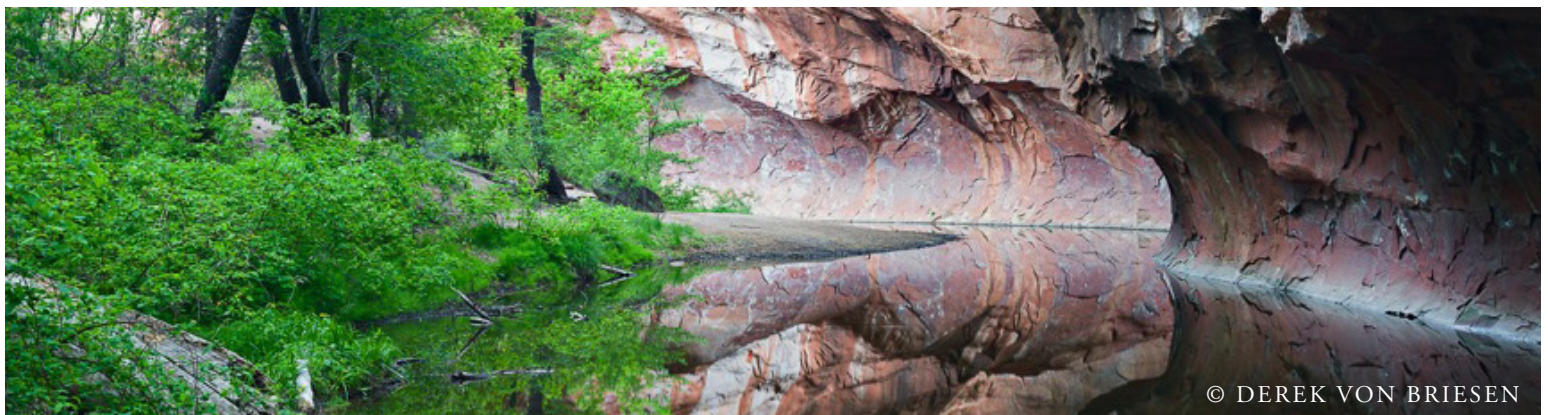
K E E P S E D O N A B E A U T I F U L
360 BREWER ROAD, SEDONA, AZ 86336

INVITATION TO OUR MEMBERS:

If You Care About the Beautiful Nature that Surrounds Sedona, THEN IT'S YOU WE ARE LOOKING FOR!

Put your special volunteer talents to work for the greater good of Preserving the Wonder™!

www.KeepSedonaBeautiful.org or call KSB at 928-282-4938



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THANKS TO KSB's 2017 BUSINESS SPONSORS WHOSE FINANCIAL SUPPORT HELPS US TO MAKE A DIFFERENCE

