



Preserving the Wonder™

FALL 2014

**KSB's Quarterly
Environmental
Message:**

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

- Milestone in KSB's Achievements, 2
- KSB Receives "Award of Merit", 3
- New logo for KSB, 4



PRESIDENT'S MESSAGE: *Look ahead to next year*

It's now late fall or early winter (depending on where you moved here from), the time when KSB's annual membership renewal letter arrives in your mailbox. It lists the accomplishments of the past year, but not what is already on the docket for 2015. To help you decide to support KSB and become an active member, here is a preview of activities for you to choose from – any or all.

- KSB's 43rd Annual Awards for Excellence honoring deserving awardees will be held at Los Abrigados January 24, 2015. Come help us celebrate those who give so much to our community
- In March you can participate in KSB's Annual Native Plant Workshop – always a worthwhile learning experience about water-wise landscaping and water conservation
- Our popular monthly Preserving the Wonder™ Speaker Series continues.
- Join KSB's Litter Lifters who keep over 65 miles of Sedona-area roads litter-free.
- We will work with the City of Sedona to assure the continuance of the Dark-Sky

designation and to implement the City's matching-grant program for replacement of non-conforming grand-fathered lights; we will monitor, measure, educate and report on our progress.

- The KSB Dark Sky Committee will help other entities seeking a Dark-Sky designation. The first two will be the Village of Oak Creek via the Big Park Regional Coordinating Council, and Red Rock State Park.
- KSB will take the lead to reinvigorate the Noise Abatement task force to address aircraft noise in our community.
- KSB is an active party in the budding Sustainability Alliance among the area's major environmental non-profits. The objectives of the Alliance are to establish a collaborative framework for communications, coordination, mutual support and joint programs to move our community forward to the next step in improving Sedona area's sustainability and minimizing our footprint on this unique and fragile environment.

KSB will roll out its Endowment Fund Campaign to assure the future financial stability of KSB to continue its mission of environmental stewardship.

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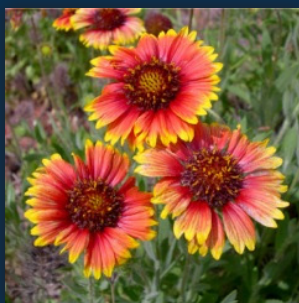
**10,000+ VOLUNTEER HOURS
OVER 5,000 HOURS
LITTER LIFTING**

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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KSB's 36TH ANNUAL NATIVE PLANT WORKSHOP

MARCH 28, 2015



SAVE THE DATE for the 36th Annual Native Plant Workshop to be held at the West Sedona School (570 Posse Ground Road) on Saturday, March 28. Two keynote speakers, a choice of two workshops, breakfast savories, lunch and lots of silent auction items for a nominal fee.

Go to <http://keepsedonabeautiful.org/our-programs/native-plantworkshop.html> for information on past events or call the KSB office at 928-282-4938.

KSB's 42nd Annual Awards of Excellence Event Announced

A special luncheon on January 24, 2015 at Los Abrigados Resort in Sedona, will honor area individuals, organizations and businesses that have made significant contributions supporting the stewardship of our environment and KSB's mission of keeping Sedona beautiful.

Since 1972, KSB has recognized excellence in architectural design, landscaping, outdoor lighting, signage, conservation, sustainability and community service.

Please Save The Date.

Awardees will be announced in an upcoming press releases.



**Sedona is named the
6th International
Dark-Sky Community
in the US and 8th in the World**

At the September 23 City Council meeting, City of Sedona Manager Tim Ernster presented a beautiful etched-glass plaque from the International Dark-Sky Association (IDA) to the City of Sedona and to Keep Sedona Beautiful, recognizing the City as the world's eighth International Dark-Sky Community.

The Dark-Sky Community designation is given by the IDA for "...exceptional

Dark-Sky Designation Another Milestone in KSB's Achievements

dedication to the preservation of the night sky through the implementation and enforcement of quality lighting codes, dark sky education, and citizen support of dark skies..."

Sedona has a decades-long history of such dedication. Its residents have been concerned with the preservation of Sedona's beautiful dark night sky since the 1990s. Foremost among organizations trying to dim the proliferating light pollution was Keep Sedona Beautiful, Inc. (KSB). Its Dark-Sky Committee set out in 1999 to help write an Outdoor Lighting Ordinance for the City of Sedona and also one for Yavapai County, setting lighting standards that curb light pollution.

The designation of Sedona as an International Dark-Sky Community is the result of a renewed collaboration effort between the City and KSB. Joanne Kendrick, Chair of KSB's Dark-Sky Committee states: "We at KSB are so thrilled that Sedona is the 8th International Dark-Sky Community in the World and the 6th in the United States. I personally have been fascinated with the stars in the sky since I was a little girl, and the magnificent dark

sky of Sedona was one of my reasons for moving here. I am grateful for having been given the chance to help preserve our starstudded night sky by pursuing the Dark-Sky Community designation for Sedona from the IDA. I thank Mayor Adams for having posed the challenge, Tom O'Halleran, then President of KSB, for his unflagging support throughout the application process, City staff for supplying the data on the City's light-pollution control measures, and all the many businesses and individuals who wrote KSB in support of dark-sky protection. KSB will carry on reducing light pollution so that Sedona can continue to live up to the expectations of an International Dark-Sky Community."

The IDA designations are not permanent but require the communities to monitor and report annually the city's night-sky light level; to prevent increases in light pollution as the city grows; to install adaptive controls for city lights; to continually educate the public about the benefits of a dark night sky. KSB is committed to give the City its full support for retaining the designation for many years to come.

KSB RECEIVES “AWARD OF MERIT” FROM ARIZONA FORWARD



On September 20, 2014, Keep Sedona Beautiful (KSB) was honored at the 34th Annual Environmental Excellence Awards Program put on by Arizona Forward (AZ Forward). This competition is the largest, most prominent awards competition of its kind,

recognizing distinguished environmental contributions to the Valley and State. The AZ Forward program embraces projects throughout the Grand Canyon State, with a 45-year legacy of bridging economic growth and environmental quality.

In accordance with specific guidelines in the “Environmental

Education/Communication” category, KSB submitted an application and a display board featuring its 42-year history of litter lifting, volunteer hours, the Speaker Series, Native Plant Workshop, Annual Awards of Excellence, work on promotion of the National Scenic Area (NSA) designation for our area, advice on improvement to the Draft Coconino National Forest Management Plan, and most recently, leading the effort with the City of Sedona to receive the Dark-Sky Designation from the International Dark-Sky Association. AZ Forward was started in 1969. The association brings business and civic leaders together to improve environmental quality and economic vitality of cities and towns throughout Arizona. The members believe environmental quality is directly related to the conservation of natural resources, consideration of indigenous or historic qualities, emerging technologies, and regard for human life.

RENT OUR BUILDING

For your next meeting, workshop, party, family gathering or wedding!

Keep Sedona Beautiful’s historic Pushmataha building (Sedona Historical Landmark No. 15), located at 360 Brewer Road has space available for rent. Our spacious carpeted conference room holds between 70 – 130 people depending if tables are used or not. We have 10 tables and chairs for 90. Audio/visual equipment is available.

The room offers two bathrooms, one ADA equipped. Kitchen facilities in an adjoining room include a refrigerator, sink and microwave and are included at no additional charge.

The KSB adjoining grounds, a NWF Certified Wildlife Habitat, contains native plants, garden paths, resting areas and an outside deck. There is on-site parking for approximately 35 cars.

If you wish to reserve the Center or for more information, please call the office at 928-282-4938 or email us at: ksb@esedona.net



SMILE FOR KEEP SEDONA BEAUTIFUL!

Amazon is offering a simple and automatic way for you to support KSB every time you shop.

You simply go to www.Smile.Amazon.com.

When you shop at Smile.Amazon.com, you'll find the exact same prices, selection and convenient shopping experience as Amazon.com, but with the added bonus that Amazon Smile Foundation will donate 0.5% of the purchase price* to Keep Sedona Beautiful.

On your first visit to Smile.Amazon.com, you need to select Keep Sedona Beautiful so we can receive donations from your eligible purchases before you begin shopping. On the right hand side of the screen, select “Pick our own charitable org.” Type in “Keep Sedona Beautiful”. Then select “Keep Sedona Beautiful” when it pops up on the screen. From then on, Smile.Amazon.com will remember your selection and KSB will get a donation from every eligible purchase you make.

You can even use your existing Amazon account at Smile.Amazon.com.

What could be an easier way to support KSB?

Simply go to Smile.Amazon.com when you wish to shop at Amazon. You may want to add a bookmark to Smile.Amazon.com to make it even easier to return and start your shopping.

Keep Sedona Beautiful thanks you for shopping at www.Smile.Amazon.com

KEEP SEDONA BEAUTIFUL ADOPTS NEW LOGO

KeeP Sedona Beautiful, Inc., (KSB) has a new logo. KSB, as it is commonly referred to, was incorporated in 1972, long before there was a City of Sedona. A group of citizens concerned about mounting roadside trash and proliferation of billboards, founded the organization and appropriately named it Keep Sedona Beautiful. KSB's first logo conveyed the organization's name – actually, a request or call to action -- and a reason for the request: it's good business. The image of the expansive tree with an equally expansive root system symbolizes a concern for Nature. KSB's first volunteer group – the famous Litter Lifters –cleared the roadside litter. Today, more than 40 years later, the KSB Litter Lifters keep 65 miles of the now extensive network of Greater Sedona roads litter-free. Billboards and other commercial signage were getting out of hand in 1972. To put a damper on their proliferation, KSB promoted limitations on their size and location and led the effort to establish the outdoor-sign ordinances now in place in Yavapai County and the City of Sedona. The area's rapid population growth and high rate of conversion of agricultural and range land into subdivisions made clear that to keep Sedona beautiful, to preserve

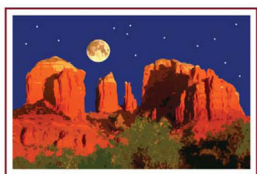
the wonder of the red-rock landscape, land preservation has to be a priority. In the late '80s and '90s KSB and others collaborated with the Coconino National Forest Service on an amendment to the Forest Service's Management Plan to put 160,000 acres of National Forest land in the Greater Sedona area off-limits to land trade for private development. The ensuing amendment to the Plan became reality in 1998 as Amendment 12 and still stands today. It will be incorporated into the new 2015 Management Plan.

Today, KSB focuses on land preservation, on protection of our natural resources, especially water; on the management of our area's National Forest lands; on preserving scenic view sheds and access to our public lands, and on protecting the dark skies of the Greater Sedona area. KSB has long tackled light pollution by helping to write the City's and County's Outdoor Lighting Ordinances. Last fall and this spring KSB worked anew with the City of Sedona to qualify for the coveted Dark-Sky designation, as a result of which Sedona became this year the 8th International Dark-Sky Community in the world. KSB also offers educational programs such as the monthly Preserving the Wonder™ Speaker Series, the Annual Native Plant Workshop,

the Annual Awards in Excellence. KSB's mission statement "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." is expressed in the new logo design that evolved from earlier designs. In 2007, the first logo's image of the tree was replaced with the iconic image for the greater Sedona area, Cathedral Rock; the tagline was changed to Preserving the Wonder Since 1972, and the round shape was abandoned in favor of a rectangle. In 2012, the tagline of this logo was changed to Environmental Stewards Since 1972 to reflect KSB's concern for the natural environment. But the Board of directors still was not satisfied – for the text to be legible, the rectangular logo had to be fairly large, and it resembled the recently issued Arizona Centennial stamp. The new round logo solved these problems. It also added the organization's acronym and more symbolism: the strong white circle suggests protection forever of the Red Rocks and star-studded sky enclosed by it (a circle has no beginning or end). The protectors, of course, are KSB's volunteers – the environmental stewards. Won't you join us?



2014



KEEP SEDONA BEAUTIFUL
ENVIRONMENTAL STEWARDS SINCE 1972

2012-2013



KEEP SEDONA BEAUTIFUL
PRESERVING THE WONDER SINCE 1972

2007-2011



1972-2006



Arizona
Centennial
Stamp



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.

Our Mission: 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.

MEMBER NAME: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

(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.

2014 BOARD OF OFFICERS

Norris Peterson, President

Michael Yarbrough, Executive
Vice President

Joanne Kendrick, Secretary

Abbie Denton, Treasurer

2014 TRUSTEES

Dave Norton Jan Bigelow

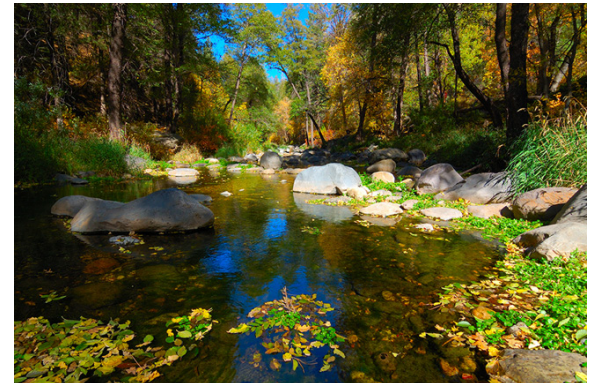
Bill Pumphrey Birgit Loewenstein

Debb Carl Ernie Strauch

Georgia Munsell

Office Manager: Jan Wind

Executive Assistant: Wendy Heald



2008 Garrett Dauphars - Autumn - Honorable Mention Professional Color

KEEP SEDONA BEAUTIFUL
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

• In the framework of our Strategic Plan, we will formulate a 5-year plan. This plan will include expanding our collaborative model with the City, to our major non-profit partners, and visioning, goal setting, strategies and metrics for moving our initiatives forward. This 5-year plan will dovetail with our implementation of an Endowment Fund Campaign.

For the ten years that I have been involved in KSB, there has been a long running discussion on how we get the word out— who is KSB? There are far

too many people in our community who have no idea of who KSB is or what we do, much less that we need their help. The question is - how do we reach out into the nooks and crannies of people in our community who would be interested in supporting the programs, initiatives and causes that KSB undertakes on behalf of our community? Advertising campaigns can be expensive and have questionable results. This year we will be augmenting our membership drive with something new. We will produce an electronic

packet that will include an introductory letter to KSB, a help needed flyer and a request to join membership form. We will ask our Board of Trustee and you to send this packet to their sphere of influence and to the new people who move into your neighborhood. The intention is to make this easy for you, so you don't have to expend much effort to reach out as an ambassador for KSB. Any help you can provide will be greatly appreciated. Thank you for your help in this worthy endeavor!
- Norris Peterson, *President*

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

