



# Preserving the Wonder

Spring 2014

## PRESIDENT'S MESSAGE

### PRESERVATION REQUIRES VIGILANCE



*"The nation behaves well if it treats the natural resources as assets which it must turn over to the next generation increased, and not impaired, in value."*

This Theodore Roosevelt quote is found in the Cox Corridor at the United States Capital. It is as relevant today as it was at the time Roosevelt first said it and requires us all to be constantly vigilant.

Our region's natural beauty requires a level of protection that will preserve it for future generations. The Sedona and Verde Valley regions have long been recognized as world-class environmental areas containing some of the most important water resources in Arizona and the Southwestern United States. A number of threatened and endangered species use this area as their native habitat or as a migration route. Past generations have recognized the significance of our natural resources. They saw the need to protect our natural resources through designation of wilderness and conservation areas.

At Keep Sedona Beautiful,

we are committed to keep our vigilance by protecting and sustaining the unique scenic beauty and natural environment of the Greater Sedona area.

Due to the Sedona and Verde Valley's unique natural environment, many have chosen to not just visit, but to make this area their home. Statewide, Arizona's population is expected to double to over 12 million by 2050. This will further intensify the pressures on our natural resources.

Recently, KSB submitted an application to the International Dark-Sky Association (IDA) so the City of Sedona can become a designated IDA dark-sky community. The IDA will make their decision on the application in early 2014. Using the experience we gained in developing our IDA application, we will ask other communities if they want our assistance in seeking an IDA designation. If every city in the Verde Valley worked towards protecting their night skies, our entire region would benefit.

In 2014, KSB will continue to

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### KSB's Quarterly Environmental Message:

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



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

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♦ **KSB Board of Directors selects and approves new logo**

♦ **KSB Seeks New Chairperson for the Speaker Series**

♦ **KSB "wins" the Sedona Marathon thanks to El Rincon Restaurant**

**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.**

**Preserving the Wonder of Greater Sedona**

[www.keepsedonabeautiful.org](http://www.keepsedonabeautiful.org)



2007 Dylan Sills - Chimney Rock Sunset - First Place Junior

## **"Preserving the Wonder" Speaker Series Seeks Chairperson**

If you enjoy KSB's popular Monthly Speaker Series and have ideas for subjects that would interest our community, please consider chairing the Speaker Series Committee. Take advantage of this opportunity to make a significant contribution not only to Keep Sedona Beautiful but to our whole community. The Speaker Series provides a forum to learn about and discuss topics relevant and important to the Greater Sedona area, the state of Arizona, or beyond. To find out more and express your interest, please email [ksbwph@esedona.net](mailto:ksbwph@esedona.net) or call [928-282-4938](tel:928-282-4938).

## **KSB Board Adopts New Logo**

KSB's Board of Directors has adopted a new, fresh, yet evolutionary, logo (see new logo on Page 1), one which embodies the region's valuable assets: red rock scenery, dark sky, clean air and sustainable water practices. The logo, for the first time, incorporates the KSB acronym, which is so commonly used when referring to Keep Sedona Beautiful.

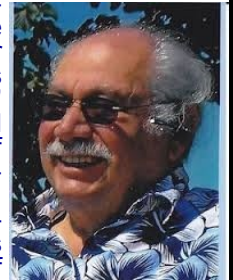
## **KSB "Wins" Sedona Marathon**

KSB's Volunteers manned the El Rincon Aid Station, providing refreshments to the over 2600 participants in the recent (January 31, 2014) Sedona Marathon. Demetri Wagner, the owner of El Rincon, donated the costumes, decorations and delicious food, including Margaritas. He also contributed his First Place Prize of \$250 to KSB. Demetri, thank you from all of us at KSB for your continuing and generous support.



## **Cole Greenberg 1938-2014**

Cole's contributions to our community and to KSB have been extensive. You name an issue and Cole was there to advocate for what he and many others felt was right. Cole never looked away or was shy about expressing an opinion. He was a caring person with conviction, a love for community, dedicated to the preservation of our natural resources and fellow citizens' quality of life, and was the type of person you wanted to call a friend. He chose to volunteer thousands and thousands of hours in helping and leading KSB. I can still hear him saying **"Preserve the Wonder."** He believed in that quote and was committed to helping make that a reality. Cole will be missed.



## **Keep Sedona Beautiful, Inc. Recognizes Outstanding Efforts that Align with its Mission**

Keep Sedona Beautiful held its 42<sup>nd</sup> Annual Awards of Excellence Luncheon on January 25<sup>th</sup>, 2014 honoring individuals, organizations, and businesses that have made significant contributions towards keeping Sedona beautiful. This year's awardees were honored for their efforts in keeping with KSB's theme of "Sustainable Maintainable" as follows:

- ♦ **Citizen's Community Plan Steering Committee** for their dedicated effort to create the 2014 Sedona Community Plan for a sustainable, maintainable Sedona;
- ♦ **Volunteers for the Red Rock State Park** for developing environmental education for park visitors, school children, and the local community as a whole;
- ♦ **Gardens for Humanity** for creating sustainable change through education and the development of gardens in local communities and schools;
- ♦ **Verde Valley Wine Consortium** for playing a major sustainable, maintainable role in the Verde Valley wine industry through the growth and development of the Yavapai College viticulture and enology programs;
- ♦ **Oak Creek Watershed Council** for its sustainability efforts in working to maintain the water quality in Oak Creek; in providing valuable water education to the public, in installing pet waste stations, and in storm water mitigation community projects;

This year's Norman McGee Award, KSB's highest recognition award named after its founder, was given to Norris Peterson for his outstanding dedication and service to KSB, going above and beyond what is normally expected. "Norris is not only an integral part of the KSB board, he is an integral part of the Sedona community through his caring and thoughtful volunteerism", said Tom O'Halleran, KSB president.

A special Volunteer of the Year Award was given to KSB member Nancy Spinelli for five years dedicated service on the Native Plant Workshop Committee. According to O'Halleran, "That smile is part of Nancy's unique talent which she brings into play as a dynamic volunteer and Native Plant Workshop Chairperson."

Since 1972, KSB has recognized individuals, businesses and organizations in the Greater Sedona for architectural design, landscaping, lighting, signage, conservation efforts and outstanding community service which contribute in a significant way to its goal of "Preserving the Wonder™" of Sedona.

Nominations are now being requested for the 2014 Awards. Keep Sedona Beautiful is especially looking for significant efforts of community service that seemingly occur "under the radar". Please visit KSB's web site at [www.keeptosedonabeautiful.org](http://www.keeptosedonabeautiful.org) or call the office at 282 4938.



**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**  
**360 BREWER ROAD SEDONA, AZ 86336**

**Keep Sedona Beautiful, Inc.**

**2014 Board Officers**

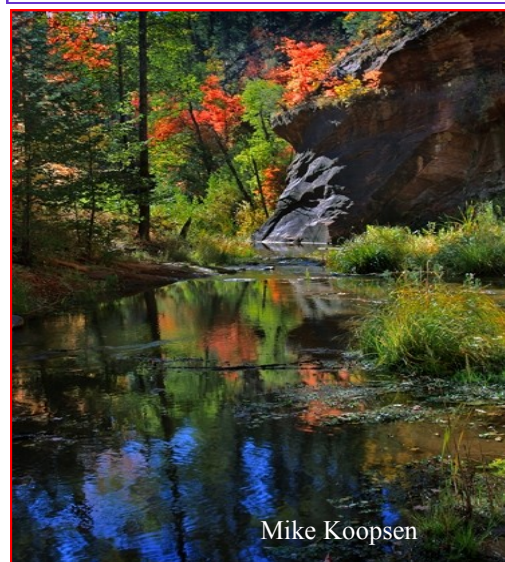
Tom O'Halleran, *President*  
Norris Peterson, *Executive Vice President*  
Thomas Graham, *Secretary*  
Abbie Denton, *Treasurer*

**2014 Trustees**

Dave Norton Bill Pumphrey Dwight Kadar  
Joanne Kendrick Georgia Munsell  
Birgit Loewenstein Michael Yarbrough

**Office Manager:** Jan Wind

**Executive Assistant:** Wendy Heald



Mike Koopsen

**35th Annual Native Plant Workshop Saturday, March 8**

**8:30am-3:00pm**

**West Sedona School 570 Posse Ground Road**

**SPACE IS LIMITED RESERVE NOW**

**Purchase tickets online at [KeepSedonaBeautiful.org](http://KeepSedonaBeautiful.org) or call KSB at 928 282 4938**

**President's Message Cont'd from Page 1**

pursue a Natural Scenic Area (NSA) designation from Congress for certain sections of the Coconino National Forest in the Sedona and Verde Valley area. Residents of the region have expressed strong support for an NSA to protect our distinctive high desert environment, Oak Creek, and the thriving wildlife that depends on these lands for survival.

Also in 2014, the Forest Service is expected to finalize the Coconino National Forest Land Management Plan. KSB has been working with the Forest Service to make sure our region's natural resource values are protected. The plan is just the first step and, over the coming years, we will have to be vigilant to make sure the intent of the plan is realized. Every plan can be amended or, due to their aspirational nature, be interpreted in different ways. This will be especially true of this plan because the Forest Service has moved towards a planning process that relies on desired conditions rather than well spelled-out standards, goals, and objectives.

The IDA, NSA, and Forest Plan may be resolved to our satisfaction in 2014. They will be documents that provide protection, but also can be subject to interpretation and can be amended. We all, therefore, need to not only advocate for the resolutions we seek now, but also be vigilant in the future to make sure the intent of these significant programs is fully realized. By doing so, we will have taken great strides in fulfilling our commitment to future generations, heeding President Roosevelt's sage admonition.

**Tom O'Halleran**

President, Keep Sedona Beautiful



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

