



# Preserving the Wonder™

Summer 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 a part of our ongoing effort to better communicate our mission and our activities, Keep Sedona Beautiful has rolled out an updated web site. While you'll find more information about it in this newsletter, I urge you to visit the site and to let us know what you think. We're always looking for suggestions on how to better communicate with you.

Speaking of updates, we have recently completed upgrades to both our parking lot and to the deck in front of our building, the Pushmataha Center. Our building is a great place to have meetings or hold events, and the rent is quite reasonable. Contact our office at 928-282-4938 if you're interested.

Most of our events are held at the Pushmataha Center, including our Speaker Series which will start back up in September, and our Awards of Excellence which we anticipate holding early in 2018. As you will see in an article below, we're looking for nominations from the community for awardees, and will greatly appreciate your input so that we can recognize people and

organizations in our community who make a difference.

You can make a big difference by supporting local organizations like KSB who work to keep Sedona and the Verde Valley such a beautiful place to live. The article below gives you information on how to provide that support.

One of the best ways to support local organizations like KSB is to volunteer your time, which you can do in many ways: as a litter lifter, as a helper at our Speaker Series sessions, at our Native Plant Workshop, or even as a Board Member, like Ann Steinbrunner who recently joined our Board.

Thank you to all of our current members! Without you there would be no KSB.

**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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## KSB'S 38TH ANNUAL NATIVE PLANT WORKSHOP

Another successful Native Plant Workshop with over 130 people registered for the event was held at the West Sedona School on April 1, 2017. The two keynote speakers were Ursula Schuch, explaining study results concerning water usage for specific natives and Bill McDorman, exploring "What is Native? What is Invasive?" Six other breakout sessions were offered with participants able to attend two from a variety of topics from mulching to water wise landscaping to pollinators along with native plants and their usage presented by Janie Agyagos, Al Cornell, Lindsey Curé, Chris Jensen, Feather Jones and Jeff Schalau.

The 11th Norman B. Herkenham Award was presented to Sue Smith, a past presenter at the NPW as well as a participant in the KSB Speaker Series, Preserving the Wonder™. After retiring from a career in computer science, Sue Smith pursued her lifelong passion for plants. She is a member of the

California and Arizona Native Plant Societies, volunteers at the Highlands Center for Natural History, for the Grand Canyon Trust, and for the Plant Atlas Project of Arizona. For ten years, she has volunteered in the development of the University of Arizona's Yavapai County Native and Naturalized Plant website. Sue is also a Yavapai County Master Gardener and is earning her Masters in Natural Resource Management at Utah State University. We want to thank our committee

members and volunteers for all their hard work: Linda Fortner, Gail Heyer, Georgia Munsell, David & Susan Murrill, Garry Neil, Mary Overman, Bill & Lisa Preeg, Sarah Rowley, Gerry & Michelle Snyder, Nancy Spinelli (Chair), Rich Spinelli and Craig Swanson.

A big thank you to Wildflower Bread Company for the sandwiches and cookies, to Weber's IGA for the breakfast muffins and apples, to Gerry and Michelle Snyder for the assorted

chips, to Kinetico for their water stations, to Sedona Recycles for their Zero Waste Station, to Paw Prints Thrift Shop for the loan of ceramic mugs, to all the donors of the 44 silent auction items, and to Jay's Bird Barn, Verde River Growers and Verde Valley School as our vendors offering items to enrich our landscapes and our lives.

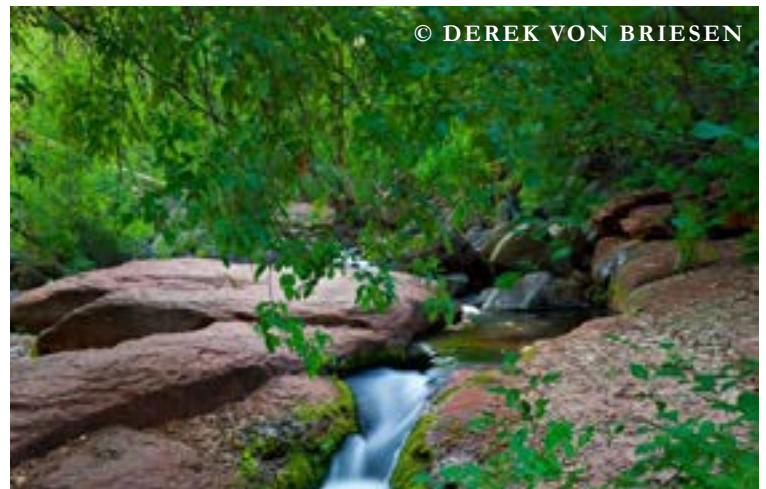
**See you all next year on April 7, 2018  
at the same place, same time!**



Nancy Spinelli presenting award to Sue Smith.

## Noise Abatement Committee

The Sedona Airport and helicopter tour operators have so far failed to come to agreement to comply with the FAA Advisory to fly at least 2000 feet above ground level. Thus, the Noise Abatement Committee has determined that absent agreement, the only recourse is to approach the FAA and seek special regulations for the Sedona Airport. Before going to the FAA, however, the committee is presenting a petition to the public. We will then go to various stakeholders in the area - both governmental and private - and seek resolutions in support of this initiative. We will officially launch our efforts later this year when the helicopter tour traffic increases.







## The KSB Web Site Has a New Look & Feel

KSB has launched a new look and feel for our website, [www.keepsedonabeautiful.org](http://www.keepsedonabeautiful.org).

It now uses a state-of-the-art web development tools, has increased security by being HTTPS enabled, and features stunning images from Derek von Briesen that capture the wonder of Sedona.

We encourage you to visit the new site, and let us know what you think, by emailing us at [info@KeepSedonaBeautiful.org](mailto:info@KeepSedonaBeautiful.org).

## Preserving the Wonder™ Speakers Series 2017

The Preserving the Wonder™ Speakers Series will resume on **Wednesday, September 13th** (after taking the summer months off), with Michael A. Crimmins, University of Arizona Associate Professor of Climate Science, speaking on "Arizona Climate: Past, Present and Future" Mark your calendar for this event as well as the following events:

**October 11 - Nicole Branton, District Ranger, "Update-The USFS Red Rock District"**

**November 8 - Dena Greenwood, "The Land We Live In from a Bird's Perspective"**

These events are held on the second Wednesday of the month, 5:30 p.m., at the Pushmataha Center, 360 Brewer Road, Sedona. Appetizers, snacks and beverages are served. Admission is free and the events are open to the public.



## Ann Steinbrunner Joins KSB Board

Ann and her husband John have been coming to Sedona as homeowners since 1998. John actually started bringing his young sons out here to go hiking in the Red Rocks in the late 80's. Ann fell in love with the amazing Red Rocks the first time John brought her to Sedona.

They have owned a home here for 19 years, but only recently started a more consistent visiting pattern of 6 months each year, January to June, after they retired. Ann's retirement followed 25 years as an RN, plus several years as a Pastoral Minister.

She has always loved the outdoors, the beauty and the smells of nature, and a sense of belonging to nature. Her first experience outdoors was camping on a family vacation. She was 8 years old. Camping is still a part of her. Anne and her two sisters have a tradition of camping for a long weekend, once a summer. This will be their 11th year.

Ann became a Litter Lifter with KSB a few years ago. Being a litter lifter, gives her an opportunity to keep Sedona beautiful. It gives her a feeling of ownership in Sedona and a responsibility to keep Sedona beautiful.



## KSB Gratefully Acknowledges New Business Sponsors

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

### COURTHOUSE BUTTE (\$500 LEVEL)



**Enchantment Resort.** Set on 70 acres of panoramic natural terrain, Enchantment Resort stands at the doorway of secluded Boynton Canyon...surrounded by red rock formations known for inspiring the mind, body and spirit. Endless activities for all ages and every interest. From golf and hiking to body sculpting and mountain biking. Private decks, cozy fireplaces and lavish furnishings are just a few of the amenities you'll enjoy. Fresh ingredients, imaginative menus, award-winning wines and views that take your breath away. 888.250.1699 • [www.enchantmentresort.com](http://www.enchantmentresort.com)

### BELL ROCK (\$250 LEVEL)



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**Resultz Digital** creates websites that work for you. Owner Marc Fuller is a local recognized expert in providing website based "personal engagement" marketing, search engine marketing and optimization for small business. KSB has a new website thanks to Resultz Digital. 928-362-2690 • [resultzdigital.com](http://resultzdigital.com)

### CHIMNEY ROCK (\$100 LEVEL)

**Cleaner Quicker Car Wash.** 928-862-4001 • [www.CleanerQuickerCarWash.com](http://www.CleanerQuickerCarWash.com)





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## The Extraordinary Story of the KEEP SEDONA BEAUTIFUL LITTER LIFTERS

As one of our founding principles in 1971, Keep Sedona Beautiful (KSB) organized volunteers to reduce roadside litter in the greater Sedona, Arizona area. This was a key element in our overarching mission to preserve Sedona's scenic beauty. Litter cleanup events on weekends were effective, especially for forest area dumping sites. Our volunteers relied heavily on a few leaders who communicated and planned each event.

Over the years, a gradual but significant shift occurred in the way roadside litter was handled. KSB began a transition to what was to become a highly effective and efficient system. Separate roadway sections were assigned to individual volunteers. A specific one (1) mile section of road would be each volunteer's personal responsibility. Volunteers were asked to remove litter at least monthly, but on their own schedule. KSB provided the equipment and later offered roadway signs to alert auto traffic.

The Village of Oak Creek/Big Park litter lifting began in earnest in the late 70's. State Route 179 had been paved, Interstate 17 to Phoenix opened, and the Village was in the early stages of development. It wasn't the ranch and cattle grazing ground of the 60's any longer. Elvis, staying in Big Park per local legend, left after filming "Get Away

Joe". No Henry Fonda or Glenn Ford hanging around anymore doing scenes from "Rounders". "Harry and Tonto" were gone by the early 70's.

Even though the era of movie making in Sedona was on the wane, the population was on the rise. Population growth meant more roadside litter. Therefore, more work was required from our committed volunteers. The KSB litter assignment scheme, with frequent cleaning, made the roads more welcoming to residents and visitors alike, and ensured that litter didn't detract from the beautiful scenic views. SR 179

from I-17 to 89A was officially adopted by KSB with the mid 80's launch of the Arizona Adopt-A-Highway Program. In later years, Yavapai County added a similar adoption program and KSB became a major participant.

What of today? Over 100 KSB Litter Lifters cover sixty-eight (68) miles of major Sedona area roadsides. To sustain the decades long project, new volunteers and sponsors are always welcome. If you are interested in being part of this extraordinary story, please contact KSB at 928-282-4938 or [www.keepsedonabeautiful.org](http://www.keepsedonabeautiful.org).



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## Sustainability: What is it really?

By Darcy Hitchcock, co-founder of the Sustainability Alliance

The Sedona Community Plan has sustainability as ‘an inclusive goal’. Other communities in the Verde Valley are also pursuing sustainability to varying degrees. But what does that mean exactly? Sustainability is not just about the environment. It involves viewing our society as a whole system, making decisions that improve the health of people and communities, the economy and the environment, all at the same time, not trading them off against one another. Think of sustainability as managing for multiple benefits.

The Dark Sky designation that Flagstaff, Sedona and VOC all earned, is a positive example:

- Improve nature: Maintaining our dark skies clearly helps nature, for many birds navigate by the stars and get confused by artificial light.
- Improve the economy: It also helps to diversify our economy, enhancing our astronomy-based enterprises.
- Improve human well-being: Darkness improves human health. The International Dark-Sky Association website says, “Research suggests that artificial light at night can negatively affect human health, increasing risks for obesity, depression, sleep disorders, diabetes, breast cancer and more.”

It’s a win-win-win. But note how these primary benefits create secondary ones. Less night lighting reduces energy expenses, and better health reduces medical costs, leaving us more money in our pockets to spend on restaurants and experiences, helping local businesses.

Sustainability creates virtuous cycles.

One other thing is different about sustainability than past environmental initiatives. The aim is to live within the limits of nature, where we live off

nature’s ‘interest’ instead of drawing down the principal. A responsible household lives within its financial resources; a responsible society lives within its natural resources.

We are making some progress in that direction. Some fish and forest products are certified as coming from a sustainable source. Farmers are learning how to grow food while improving the soil. “Net zero” homes are being built that generate as much energy as they use. Many businesses have achieved ‘zero waste to landfill.’ Imagine, no dumpsters!

Admittedly it will take some time until our society lives within nature’s budget, but many businesses and communities are already pursuing sustainability aggressively. Acknowledging these natural limits drives creativity.

Thanks to groundbreaking work by scientists associated with The Natural Step in Sweden, we know what a fully sustainable society must do: meet four simple principles. To learn more about these principles, please go to our website:

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







## Earth Day 2017

Pictured from left to right are volunteers Deneise Pierpiora, Rebecca Blackmer and Georgia Munsell offering KSB memberships to Whole Foods Market customers on April 22, Earth Day. Missing from the photo is volunteer Susan Murrill.

## Dark-Sky Update

KSB recently participated in three dark-sky related events. On April 28, J.D. Maddy, President of The Astronomers of Verde Valley, hosted a star gazing evening at the Hilton Sedona Resort. The KSB Dark-Sky Committee and the Big Park/Village of Oak Creek Dark-Sky Committee participated in this event. Many of the attendees had never looked through a telescope. Early views of the Moon and several bright stars kept the viewers busy as the sky darkened. Jupiter, along with four of its moons, were easily visible and a highlight of the evening. Most of the attendees live in large cities with light pollution and were amazed at the darkness of Sedona's night sky and beauty of the stars.

The following evening, KSB sponsored a "Star Party" at Red Rock State Park. J.D. Maddy gave an interesting presentation on the celestial happenings of the late April sky followed by telescope viewing. The four-day old Moon did not interfere with the many star clusters and galaxies visible overhead. Notably, the Ghost of Jupiter, a planetary nebula located in the constellation Hydra, was visible. Several lesser-known constellations such as Lynx (the Cat), Hydra (the Water Snake), Corvus (the Crow), Crater (the Chalice), Canes Venatici (the Hunting Dogs), and many more were visible under the dark skies.

The final event featured Dr. Jeffrey Hall, Director of Lowell Observatory, as the May speaker at KSB's Preserving the Wonder™ Speaker Series. The



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### Milky Way from the Village of Oak Creek

challenge of preserving dark skies with the advent of LED lighting was the focus of Dr. Hall's presentation. Outdoor lighting is in the midst of enormous change as communities switch to LED lighting. Dr. Hall noted that most of the commonly implemented LEDs have a blue-rich spectrum which emits a much brighter light than common outdoor lighting. He also made clear that with widespread adoption of LED lighting, we will see a dramatic growth in "sky glow" worldwide – at a time when much of the world's population already can no longer see the Milky Way. Dr. Hall went on to discuss the main properties of dark-sky preserving light and what types of dark-sky friendly LEDs are available. Dr. Hall also presented guidelines that communities can use when considering conversion to LED lighting. Dr. Hall added, "LEDs don't have to be a bad thing, and by adopting them thoughtfully, we can employ them for outdoor lighting while preserving the beautiful starry skies that enrich all our lives."

## KSB SEEKS NOMINEES FOR AWARDS PROGRAM

KSB seeks to recognize individuals, groups, and/or firms that have contributed to making Sedona and the Verde Valley a more sustainable living environment. Each award must meet two specific criteria: a) the awardee's achievement must reflect harmony with our unique Red Rock scenic landscape; and b) the awardee's achievement must be such that it inspires others to act in a similar manner.

The Awards of Excellence Committee seeks awardees through a campaign in the press and through active contact with community leaders. In addition to a series of special awards, KSB will seek nominees for Awards of Excellence in each of the following categories:

- Building and Signage Design
- Civil Engineering
- Cultural Heritage
- Dark Sky Lighting
- Education
- Environmental Stewardship
- Landscaping
- Sustainability

Awards will be presented at a special ceremony in early 2018.

A nomination form can be found on KSB's website [here](#), or by contacting the KSB office at **928-282-4938**.



2015 Awardees from top left to right: Tom Vitron, Steve Segner, Amy Aosey, Kent Ellsworth, Bonnie Golub, Norm Sunstad, Lynne Crowe, Joanne Kendrick, Birgit Loewenstein, Susan Murrill

## KSB's Endowment Donors

Won't you  
consider making  
a contribution  
to the KSB  
Endowment  
Fund? Simply  
click [Here](#).

KSB's Endowment will ensure that KSB survives and thrives through economic downturns in the future, and that KSB becomes self-sustaining to continue to meet the challenges of our most scenic Red Rock Country.

KSB's Endowment fund continues to grow thanks to the generous contributions from the following:

### 2017 Donors

Coca-Cola Refreshments  
Justine and Bill Kusner  
Georgia and Mark Munsell  
Westport Entertainment Associates  
Joanne and Jerry Kendrick  
Canyon Breeze  
Canyon Portal Motel  
Open Range  
Sedona Pizza Company  
Sinagua Plaza

### 2016 Donors

Justine and Bill Kusner  
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Coca Cola Refreshments  
Westport Entertainment Associates  
Joanne and Jerry Kendrick  
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Ann and Nick Chandler  
Susan and David Murrill  
Melissa Andrea & Judy Ellickson  
Kathleen and Geoffrey Fieger  
Barbara and Dick Saul  
Sheila and Robert Cotter  
Jane MacKenzie and Demetri Wagner



## Why Giving Locally Matters

In our current social and political environment, many in our country have recognized that key national and global nonprofit organizations need our financial support more than ever. Media coverage focuses our attention on these organizations, while the work of local non-profits rarely receive mention. Of course, we should all continue to support the national and global organizations whose work we believe in. All too often, however, community needs and work being done at the local level goes unrecognized.

There are many reasons why giving locally matters when considering charitable donations. Much of the most effective work is being done at the local, not national or global level. Local organizations are responding to our immediate community needs, benefiting us more directly. Your gifts stay in the community and you know how your dollars are being put to work. Investing in our community contributes to the well-being of all, making the community stronger and a better place to live. Contributing locally positively impacts economic health and overall attractiveness of the community. Finally, donating locally promotes volunteerism and community engagement.

Sedona is incredibly fortunate to have residents who support our local organizations by giving time, money, and expertise so generously. KSB and other local organizations could not function as we do without that support. We urge you to become more familiar with the organizations here in the Verde Valley, and to contribute generously to those whose missions you support.

Whether giving locally or not, it's always a good idea to research the organization before donating. There are web sites that can assist you in evaluating nonprofits, such as:



- Charity Watch [www.charitywatch.org](http://www.charitywatch.org)
- Charity Navigator [www.charitynavigator.org](http://www.charitynavigator.org)
- GuideStar [www.guidestar.org](http://www.guidestar.org)
- Great NonProfits [www.greatnonprofits.org](http://www.greatnonprofits.org)

In addition, the State of Arizona allows full tax credits for donations to qualified charitable organizations. To be qualified, an organization must “provide assistance to residents of Arizona who receive Temporary Assistance of Needy Families (TANF) benefits, are low income residents of Arizona, or are children who have a chronic illness or physical disability.” Taxpayers filing a single return can get a credit up to \$400, and those filing a joint return can get up to \$800 in credits. The credits come directly off of your taxes owed, unlike a deduction. You can get more information about this program, including a list of qualified organizations, at [www.azdor.gov/About/FAQs/CharitableTaxCredit.aspx](http://www.azdor.gov/About/FAQs/CharitableTaxCredit.aspx).

Arizona also offers a School Tax Credit, for donations to qualified extracurricular programs. Taxpayers filing a single return can get a credit up to \$200, and those filing a joint return can get up to \$400 in credits. These credits also come directly off of your taxes owed. You can get more information about this program at [www.azdor.gov/Portals/0/Brochure/707.pdf](http://www.azdor.gov/Portals/0/Brochure/707.pdf).

Thank you for your generous support of KSB. We are committed to providing a lasting, positive impact on our community through our on-going programs and initiatives.



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## 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.

*"I was beyond delighted to find the KSB building for our one day program in Sedona. We have been coming to Sedona for many, many years and had not discovered this hidden gem right in the heart of Sedona yet off in a quiet sanctuary location. Everything was perfect for our needs. We are very grateful for the custodians of KSB and most definitely would choose this facility again and again."*

- Arlene Potash, The Learning Center for Human Development

Click here for Additional [Photos](#) and [Rental Rates](#).

If you wish to reserve the Center or for more information, please call the office at 928.282.4938 or email us. [info@keepsedonabeautiful.org](mailto:info@keepsedonabeautiful.org).



## KSB Building and Grounds Update

The deck at KSB's building, the Pushmataha Center, got a much needed refurbishing. In addition, gravel was added to the parking lot to reduce erosion.







## 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

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(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

Joanne Kendrick, President

Mike Yarbrough, Executive Vice President

Georgia Munsell, Secretary

Abbie Denton, Treasurer

#### 2017 TRUSTEES

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Ann Steinbrunner

Susan Murrill

Craig Swanson

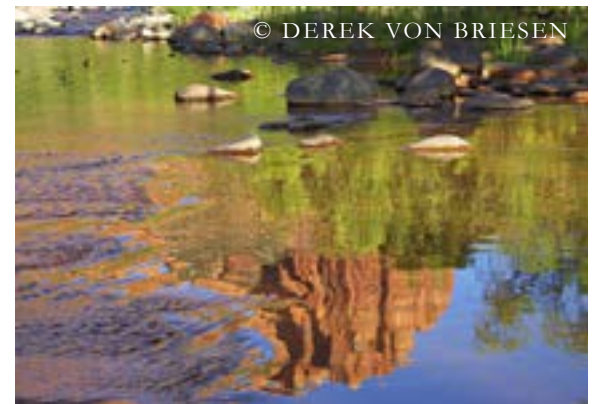
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Executive Assistant: Wendy Heald



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](http://www.KeepSedonaBeautiful.org) or call KSB at 928-282-4938



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

