



Preserving the Wonder™

Fall 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:

The August 4 issue of Sedona's Red Rock News contained an editorial concerning the Voice of Choice and Highway 179.

The Red Rock News is entitled to their opinion on the development of Highway 179. Some people agree with them. Many others recognize how uniquely beautiful this highway is - one of the most scenic stretches of roadway in America. They also understand that Highway 179 is not the fundamental cause of traffic delays but rather it is the logjam in Uptown that cascades down Highway 179.

But this message is not to re-visit the pros and cons of Highway 179.

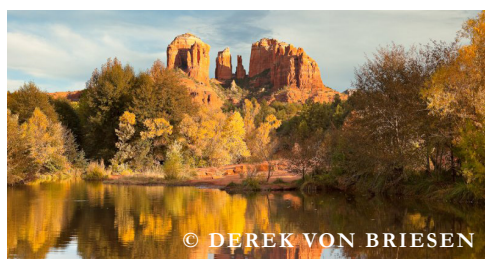
In their editorial, the Red Rock News made allegations of improper conduct by Keep Sedona Beautiful. They stated that KSB "cannot promote political issues." And they further stated that KSB "has been in hot water . . . before" for this conduct. I find it regrettable that the Red Rock News put forth these inaccurate statements to the public, and I want to take this opportunity to set the record straight.

KSB has been a 501(c)(3) organization

for over 45 years. Throughout that time, we have rigorously complied with all the requirements of 501(c)(3) status. While a 501(c)(3) organization cannot endorse or support any candidate for political office, it is entirely permissible for a 501(c)(3) to engage in "political activity."

One of the key reasons that KSB was formed was to develop a sign code for Sedona. Upon Sedona's incorporation, KSB helped draft a sign code for the city, as well as a covered load ordinance. Throughout our years of operation, we have engaged in efforts to enact legislation or obtain governmental support for KSB's mission "to protect and sustain the unique scenic beauty and natural environment" of this area.

Thus, in working on Dark Sky designation, commenting on the Coconino Forest Plan, working for trail
Cont. on page 2



© DEREK VON BRIESEN



**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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We are pleased to welcome our NEWEST MEMBERS:

Andrea & Glenn Adams	Joanne Makielski
Peggy Ahola	Barry Mallis & Melanie
Susan Arnold	Vuicich-Mallis
Bendrew Atokuku	Betty Marcus
Sally Beyer & Larry	Paul Matthews
Buchholz	Val Maxey
Paul Bezilla	Annette McGregor
Matt Bloomfield	Marybeth Minter
Rich & Ann Boyer	Judith Mogan
Vicki Broyles	Tom Moore
Jo Cahill	Brian Moss
Laurie Cameron	Donna O'Toole
Al Charley	Marna Onorato
Robert Cleveland	Suzanne Owens
Stefano Coaloa	Martha Pahler
Glenn & Kathy Cocoros	Deneise & Jerry Piepiora
Tia Coleman	Charlie Pitcher
Leslie Conti	Paul Reinshagen
Mary Ruth Culbert	Faith Roberts
Ann Decker	Pauline & Bob Rosen
Catherine Delaney	Judy Sabo
Susan Dietrich	Beverly Sass
Deborah Downs	Sandi Schenholm
Sherry Dunne	Joann Schultheiss
Michael Finney	Joel Shafor
Marc Fuller	Karin Slavey
Barbara Garlock	Sue & Philip Smith
Sandy Geiger & Bart Brush	Mike & Kathie Smith
Bob Gessner	Diana Sparks
Denise Gibbs	Janice & Jim Starkey
Sharon Gorman	Roberta Stockman
Jeff Hardin	Ryan Stuart
Breanna Helfert	Judith Thompson
Tyler & Katarina Houser	Marny Tibbitts
Joyce Husemann	Sandra Upite
Melissa Juergensen	Judy Watson
Penelope Kepler	Kathleen & Ray West
Patti Kuzniar	Josee Woodward
Mark Lawler & Rita Race	Clark & Carol Young
Rick & Mary-Kate Lee	Jennifer Young
Jan Lockhart	

Cont. from page 1

protection and a host of other issues, we have advocated on behalf of our members and the larger community. This is lawful and appropriate activity, as engaged in every day by thousands of 501(c)(3) organizations throughout the country.

We have never at any time “been in hot water” over any of our activities as they relate to our 501(c)(3) status. To the contrary, we have only received commendations from government bodies and never any questioning of our activities as it related to our non-profit status.

Be assured that KSB will continue our preservation efforts (education, advocacy and hands-on tasks) so that residents and visitors can enjoy litter-free roadways, gentle but effective signage, starry night skies, protected open spaces, buildings in harmony with the environment, and much more. These activities will continue to be guided by the IRS Code regulating 501(c)(3) organizations.

Sincerely,

Joanne Kendrick, President

Keep Sedona Beautiful

Reminds all members
to patronize our generous sponsors.



KSB SEEKS NOMINEES

FOR AWARDS PROGRAM

Keep Sedona Beautiful, the Verde Valley's principal environmental organization, seeks to recognize individuals, groups, and firms that have made significant contribution to the esthetics and/or sustainability of our environment in Sedona and the Verde Valley. Each award must meet two specific criteria: a) the awardee's contribution must reflect harmony with our unique Red Rock landscape; and b) the awardee's contribution must be such that it inspires others to act in a similar manner. Nominations are being solicited in the following categories:

- **EXCELLENCE IN BUILDING AND SIGNAGE DESIGN**

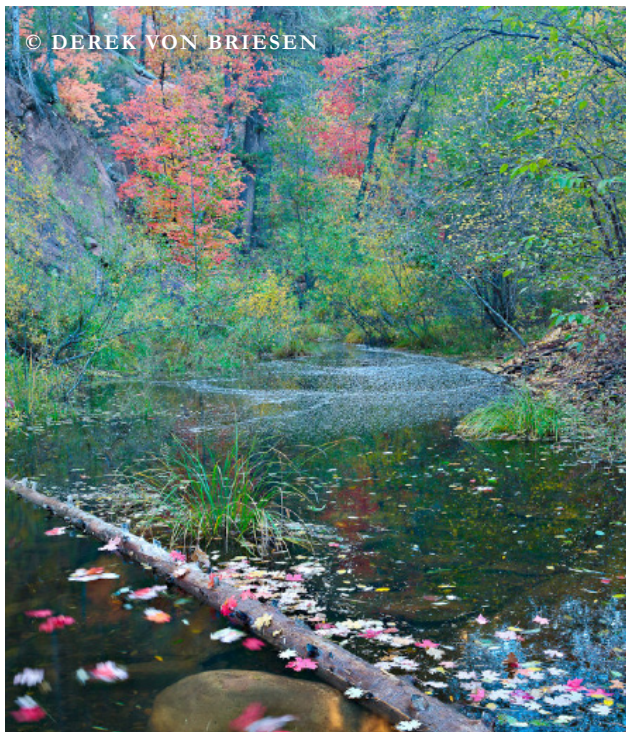
KSB will consider awards for context sensitive building design that employs forms, colors and materials compatible with our unique scenic environment. This may also include green building practices that conserve energy, water, and other natural resources.

- **EXCELLENCE IN CIVIL ENGINEERING**

KSB will consider awards for civil engineering works that incorporate features such as context sensitive design, green infrastructure, and smart growth principles.

- **EXCELLENCE IN CULTURAL HERITAGE**

KSB will consider awards for special efforts that promote, preserve and educate people about our unique cultural heritage.



- **EXCELLENCE IN DARK SKY LIGHTING**

KSB will consider awards for special efforts to meet or preferably exceed municipal or county lighting codes to minimize the effects of a light dome over our region.

- **EXCELLENCE IN EDUCATION**

KSB will consider awards for special efforts to educate the region's residents and visitors on preservation, sustainable practices and reducing harmful impact to the environment with a view to recognize those who are sensitized to KSB's mission.

- **EXCELLENCE IN ENVIRONMENTAL STEWARDSHIP**

KSB will consider awards for special efforts to preserve the region's fragile ecosystem. This may include water conservation, climate mitigation/adaptation, pollution reduction, and habitat/species restoration.

- **EXCELLENCE IN LANDSCAPING**

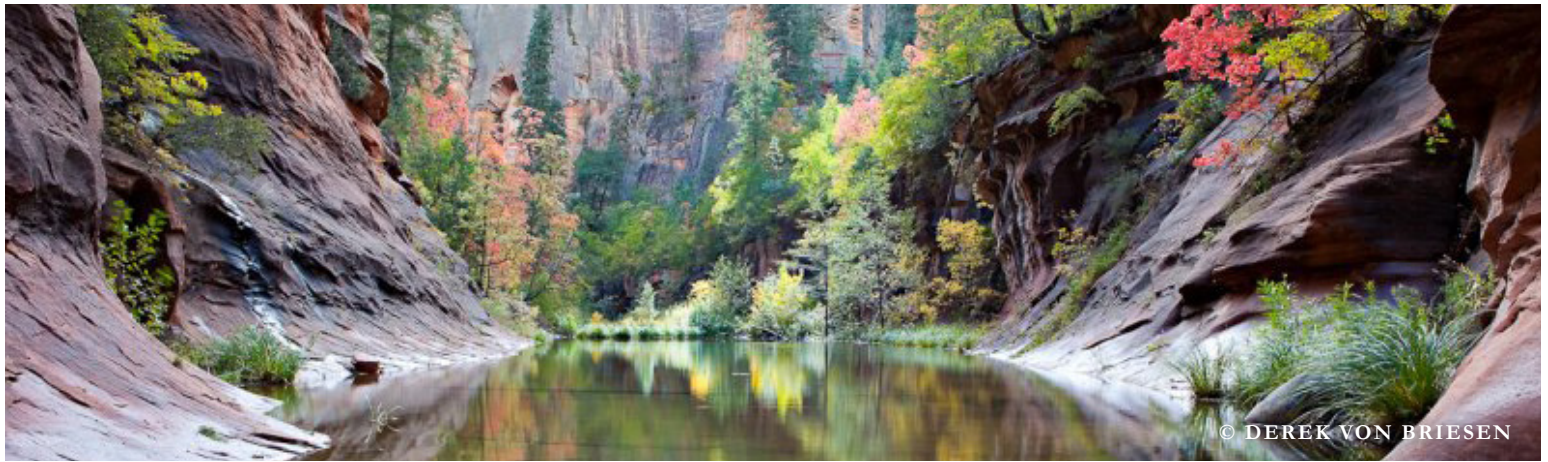
KSB will consider awards for extraordinary landscaping, especially those that incorporate water retention, water harvesting and native plant species.

- **EXCELLENCE IN SUSTAINABILITY**

KSB will consider awards for special achievements to foster regional gains in sustainable practices and wilderness protection. In the nomination and selection of awardees, the Committee will employ a framework such as the Natural Step or one promulgated by the STAR – Sustainability Tools and Rating.

Awards will be presented at a special ceremony
January 31, 2018.

A nomination form can be found on KSB's [website](#) or by contacting the KSB office at 928-282-4938. The KSB staff is available to assist with any nomination if desired.



Volunteers are the Heart OF KEEP SEDONA BEAUTIFUL

We invite you to help with one or more of KSB's many programs.
Put your special talents to work for the greater good of Preserving the Wonder™!

Litter Lifters: KSB's longest-running program – join those who litter-ally keep Sedona beautiful; adopt your very own stretch of road.

Dark Sky Program: Interested in preserving Greater Sedona's wonderful dark sky? We need help with educational star parties, teaching kids about the value of dark skies, reducing and preventing light pollution. We even work at night -- to keep all of us in the dark.

Native Plant Workshop: A KSB tradition! Help organize and run this incomparable educational program – many talents needed from graphic design to computer skills to legwork of all sorts.

Monthly Speaker Series: Help make each talk a special event by being part of the team that organizes the refreshments, sets up the room, supports the speaker and coordinator.

KSB Awards: An important KSB tradition that recognizes local individuals, businesses, organizations, programs, and initiatives with KSB's Awards of Excellence. Identify our next award theme,

solicit nominations, select awardees, develop a program that honors them.

Building and Grounds: Are you a gardener, enjoy indoor or outdoor handiwork, or good at electronic tech stuff? Then you are the ticket!

Social Media: Our Facebook site awaits your input. Help us keep the KSB Facebook site up-to-date and interesting!

Grant Writing: Research and apply for the many grants to further our mission. (New computer equipment was obtained through a local grant.)

Administrative: Your help in the office could involve: educational mailings, public programs, and outreach.

Website: Needs improvement – bring your ideas and your website construction know how and we are in business!

Stories and Press Releases: KSB programs are always worth writing about. What? You haven't found a niche for your talents and interest yet? Call us -- I bet we have it!

Thank you in advance for the gift of your time and talents!

Contact the KSB office at ksb2@keepsedonabeautiful.org or call (928) 282-4938.

Test Your Knowledge of Our ECOSYSTEM

By Darcy Hitchcock, co-founder of the Sustainability Alliance

The Sustainability Alliance has been developing a Dashboard of Community Indicators to help us all understand how well our region is progressing toward a sustainable society - a society where we provide a high quality of life while living off the 'interest' from nature. This Dashboard is a work in progress but we wanted to release what we are learning over time.

Sustainability involves social, economic and environmental factors. One way to tell if our region is environmentally sustainable is to track how many of our species are listed as Endangered or Threatened, as well as how many invasive species we have. The Alliance worked with the Forest Service and the local Audubon Society to produce this information.

Take this short quiz to test your knowledge of how well Sedona and the Verde Valley are doing environmentally. Then read the article that follows, giving specific information on how we're faring in this region and what we can do to help become an environmentally sustainable society.

Which group: (1) birds, (2) fish, (3) mammals, (4) reptiles/amphibians, or (5) plants in the Red Rock Ranger District/Verde Valley...

A: ...has no endangered or threatened species?

B: ...has reduced the number of endangered/threatened species over the last three decades?

C: ...has the largest number of invasive species?

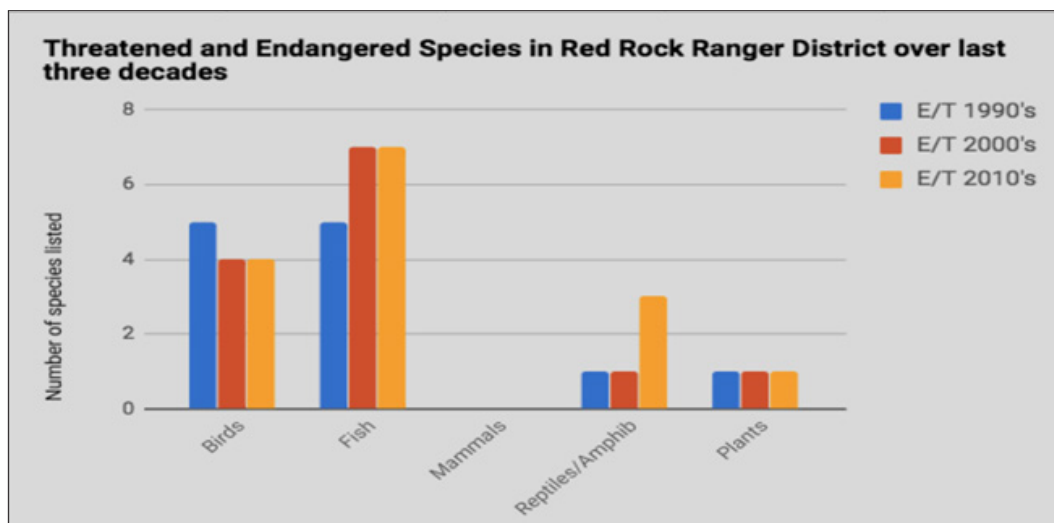
D: ... is in so much trouble that approximately 84 percent are either invasive/non-native or endangered/threatened species?

Answers: A: Mammals; B: Birds; C: Plants; D: Fish

How Healthy is Nature IN SEDONA AND THE VERDE VALLEY

By Darcy Hitchcock, co-founder of the Sustainability Alliance

We depend on nature for so many things including cleaning our air and water, pollinating crops, regulating our climate, and providing spiritual inspiration. When a species goes extinct, we lose the services associated with it and may destabilize the food web dependent upon that species. It's like a game of Pick-up Sticks - you can't be sure what the impact will be when you pull out one of the species.



What species are at risk?

In the chart, you can see the number of species listed as threatened or endangered (a U.S. Fish and Wildlife Service designation) by decade in the Red Rock Ranger District.

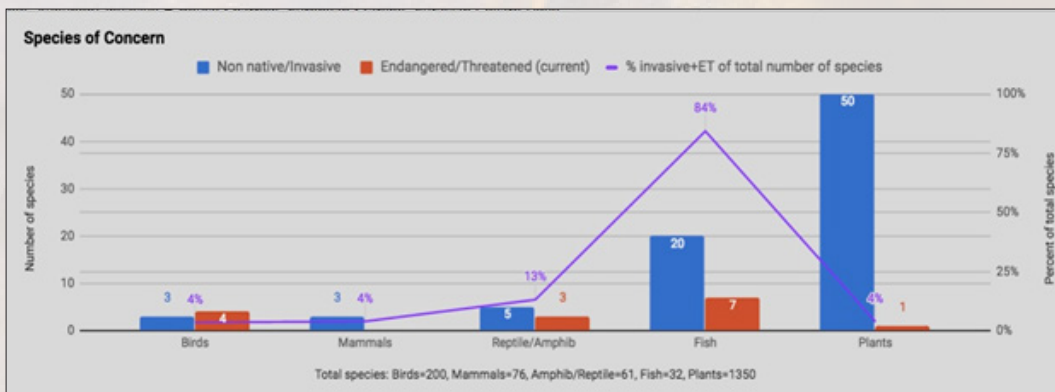
How Healthy is Nature CONT.

- No mammals are listed as endangered or threatened in these time periods. That doesn't mean they are in great shape. Obviously, we have displaced a lot of them with development but populations haven't been so impacted that listing is warranted. One exception is the southwestern river otter, which went extinct by the mid-20th century. Later, a Louisiana otter subspecies was introduced into the area.
- Bird species have improved. The peregrine falcon and bald eagle were removed from the Endangered Species List in 1999 and 2007, respectively. However, the southwestern willow flycatcher and yellow-billed cuckoo were added to the list in 1995 and 2014, respectively.
- Fish and reptiles/amphibians are worse off as large numbers have disappeared. Only a few native fish species, the Gila trout and the Gila topminnow, have been reintroduced back into our rivers.

In addition to losing species that should be here, we have gained species that should not. Invasive species, non-native species which are out-competing our native plants and animals, are a significant problem in our region.

The next chart shows both currently endangered/threatened species (in red) and non-native/invasive species (in blue). It's immediately apparent that we have a lot of invasive plants!

Note also the scale below along with the purple line represent the percentage of all species in that classification that are endangered/threatened or invasive. See the spike over Fish? That means that about 84 percent of the fish in our streams are either native and in serious trouble or non-native/invasive (typically introduced by the Game and Fish Dept. for sport fishing).



What should be done?

In a nutshell, our most threatened habitat is along rivers, with recreation activities having the biggest impact on the environment.

Residents can:

- Get educated about invasive and native plants. Note, not all non-native species go rogue. Your prized rosebush isn't going to take over the forest. But plants that spread easily by seed can quickly get out of control.

Here are some resources:

- Yavapai Weed Management webpage reveals the Dirty Dozen, the 12 most noxious and invasive weeds in our area: yavapaiwma.blogspot.com/p/dirty-dozen.html
- Attend Keep Sedona Beautiful's annual Native Plant Workshop. The next workshop is scheduled for April 7, 2018.
- Choose drought-tolerant, native plants for landscaping. If your nursery is selling invasive

plants, ask them not to. If their selection of native, drought-tolerant plants is sparse, ask them to increase sales in that category.

- Protect the river. Pick up after yourselves, your dogs, and when needed, other people's messes. Volunteer with the Oak Creek Watershed Council or the Friends of the Verde Greenway during river clean ups. Educate visitors. Don't go off-roading near or in the rivers. Work with the Forest Service to develop trails for off-road vehicles that are fun but won't hurt the river and all the species that depend on it.

For additional discussion and analysis of what should be done, please join our blog post:

www.sustainabilityallianceaz.org/2017/08/dashboard-how-healthy-is-nature-in.html

Preserving the Wonder™ Speaker Series

Held at KSB's historic Pushmataha building (360 Brewer Rd. in Sedona) on the second Wednesday of every month from September through May, the Speaker Series begins at 5:30pm with complimentary appetizers donated by El Rincon Restaurante Mexicano and refreshments provided by KSB. Admission is free and open to the public.

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"

Mark your calendar! Please plan on attending these engaging and informative presentations.




*Tufted Evening Primrose
Photo by Max Licher*

SAVE THE DATE!

Keep Sedona Beautiful Will Present The

39th Annual Native Plant Workshop

Saturday, April 7th, 2018 – West Sedona School (570 Posse Ground Road)

For more information visit: www.KeepSedonaBeautiful.org or call 928-282-4938



We Can Do Better BY BILL PUMPHREY



Keeping our roadsides and public areas litter-free is an ongoing task. Over 100 KSB volunteers remove litter from 68 miles of major area roads. It's difficult work and can be dangerous on busier roads. Most folks volunteer out of a sense of community pride. It is well known that your property value is positively influenced if the area is clean and beautiful. It is also more welcoming to visitors. We are doing better to minimize litter and recycle more, but it's time to ask everyone to take it up notch. We should not be satisfied with continually picking up discarded trash and objects. Consider the following suggestions and please take personal responsibility to make a difference:

Recycle and support recycling. We are fortunate to have outstanding recycling facilities in the area. Become a supporting member or donor of Sedona Recycles. Visit www.sedonarecycles.org to learn what you can recycle. Don't throw batteries and electronics in the trash - recycle. Members of Sedona Recycles have unlimited free electronic recycling. Don't be swayed by those that create excuses for not recycling or look only at recycling from an economic standpoint. Some recycled materials do not pay well. Regardless, we should see the bigger picture when environmental health is at stake. If you recycle, chances are it will not become roadside litter. Products made of recyclables reduce the use of virgin resources.

Use less plastic. Eliminate or reuse plastic bags and use refillable bottles for liquids. I admit struggling with reducing the use of plastic bags and bottles because they are so convenient. What keeps me focused is the environmental damage created by plastic disposal. Did you know that the

average time for a plastic bottle to decompose is 450 years? Some types of plastic take as long as 1000 years!

Sedona Recycles has an interesting post on Facebook rating plastic vs. glass vs. aluminum according to which beverage container is the most efficient for recycling. Click on the following link to see their post:

earth911.com/living-well-being/recycled-beverage-containers/.

Contain items. When placed in an open truck bed, things often fly out unintentionally. Containment is not just a litter issue, but can be a safety issue as well. Case in point: last week a large bucket flew from a southbound truck on SR 179 over to the northbound lane. I was lucky to be three cars back of the northbound vehicles, and avoided the emergency braking and skids as the lead car stopped to avoid the bucket. Many believe the time has come for a County Covered Load Ordinance similar to Sedona's ordinance. KSB is considering pursuit of a new and more effective County ordinance. Want to work on this or other litter projects? Contact Wendy at the KSB office: 928-282-4938.



Rebecca Blackmer Joins KSB Board



On a road trip to Scottsdale, Rebecca and her husband, Charlie, planned an overnight in Sedona. Ever since driving down Oak Creek Canyon and rounding the bend where the red rocks first come into full view, they were hooked. Over the next several years, they visited Sedona whenever they could. They moved to Sedona full-time in 2016. Besides its sheer beauty and world-class hiking, they love the community of Sedona.

Rebecca grew up in Kansas City, Kansas and attended Kansas State University. She holds graduate and undergraduate degrees in Education. Looking to expand her horizons, Rebecca moved to Washington, DC, where she worked for a Kansas congressman and the U.S. Senate Energy Committee. During this time, Rebecca attended law school, graduating from The Catholic University, Columbus School of

Law in 1995. Following graduation, she was a law clerk at the Federal Energy Regulatory Commission, worked as legal counsel for TransCanada Pipeline in Calgary, Alberta, and wound up her legal career at a DC law firm. Rebecca spent the following ten years in Colorado, where she owned a small business, before moving to Sedona.

Currently serving on KSB's Development and Communication Committees, Rebecca is committed to the organization's mission of preserving Sedona's natural beauty. Rebecca enjoys hiking, kayaking, sailing and exploring the southwest.

Dark-Sky Update

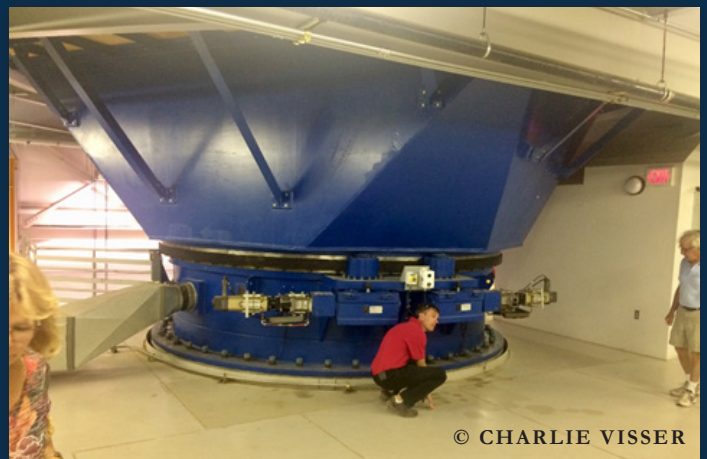
International Dark-Sky Association (IDA)

The Keep Sedona Beautiful Dark-Sky Committee is pleased to report progress in 2017 toward its goal of bringing more community awareness of light pollution and preserving our magnificent natural resource – our dark night sky. This was accomplished through the Committee's dark-sky outreach program, which included educational events and assisting other communities in pursuing the International Dark-Sky Community designation. To view KSB's full annual report to the IDA click [here](#).

Discovery Channel Telescope Tour with Dr. Jeffrey Hall

At the May Speaker Series, presenter Dr. Jeffrey Hall, Director of the Lowell Observatory, surprised those in attendance with an invite to tour the Discovery Channel Telescope as his guests. Sixteen attendees took him up on his offer and the group went to Happy Jack, AZ to see the state-of-the-art 4.3 meter telescope. While not open to the public, you can take an on-line tour of this amazing telescope:

<https://lowell.edu/research/research-facilities/4-3-meter-dct/>



National Non-Profits Also Need Our Support

In our Summer 2017 Newsletter, we highlighted why it is important for all of us to support local organizations that benefit our community, such as Sedona Recycles.

We also want to draw attention to some national organizations that KSB directly contributes to. We believe these and other non-profits are worthy of your consideration.

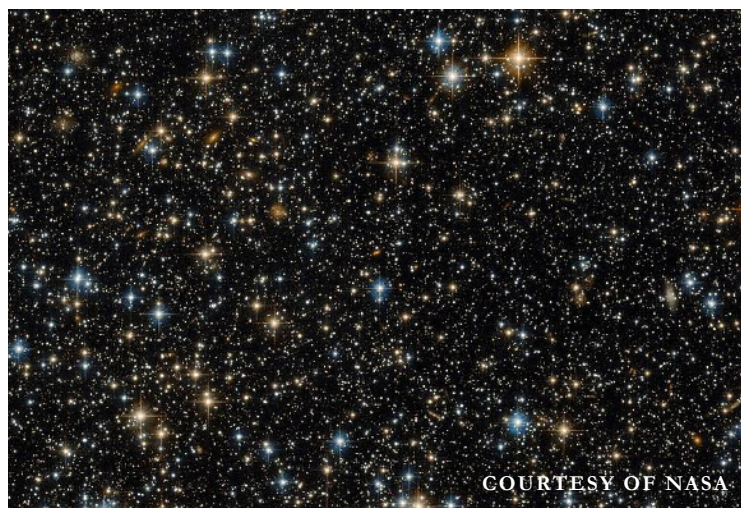
KSB contributes to both the International Dark Sky Association and the Nature Conservancy. We believe these (and many other non-profits) do work that is closely tied to the mission of KSB.

When giving to national or international non-profits, it's always best to research the organization before donating. There are web sites that can assist you in evaluating nonprofits: appraising you of the work they do, showing you the percentage of their budgets spent on programs rather than fundraising, and providing other valuable information.



- Charity Watch www.charitywatch.org
- Charity Navigator www.charitynavigator.org
- GuideStar www.guidestar.org
- Great NonProfits www.greatnonprofits.org

Thank you for supporting KSB and our local non-profits. We urge you to also support national and international non-profits that work tirelessly to protect our environment for future generations.



COURTESY OF NASA



COURTESY OF NASA

KEEP SEDONA BEAUTIFUL

ENVIRONMENTAL STEWARDS SINCE 1972



Our mission is to protect and sustain the unique scenic beauty and natural environment of the Greater Sedona Area.

Please help us safeguard the reasons why we all choose to live here.

• VOLUNTEER •

• Become a MEMBER •

Send your tax-deductible **DONATION** to:

Keep Sedona Beautiful, Inc.
360 Brewer Road • Sedona, AZ 86336

www.KeepSedonaBeautiful.org • info@KeepSedonaBeautiful.org
928.282.4938

Keep Sedona Beautiful, Inc. is a 501 (c) (3) organization



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

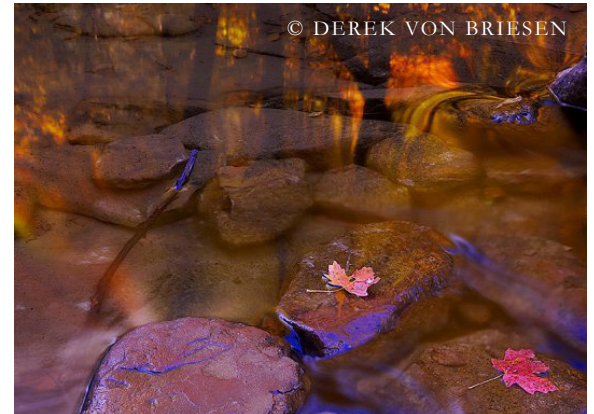
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Mike Yarbrough, Executive Vice President
Georgia Munsell, Secretary
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James Eaton	Ann Steinbrunner
Susan Murrill	Craig Swanson
Dave Norton	Jo Anne VanDerveer
Bill Pumphrey	Rebecca Blackmer

Office Manager: Jan Wind

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 or call KSB at 928-282-4938



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

