



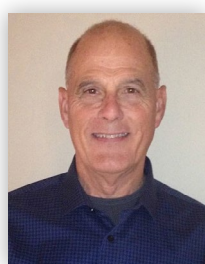
Preserving the WonderTM

Spring 2018

**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:

Hello. I am the new president of Keep Sedona Beautiful for 2018. We're off to a great start this year. This opportunity to move forward in 2018, however, is in large part due to the wonderful, thoughtful and skilled leadership of Joanne Kendrick as president of KSB over the last two years. Her work within KSB, around the community and on behalf of key projects such as Dark Skies has been a model of leadership and an example for us all. I hope to continue that momentum with the help of the board, volunteers and members. Thanks, Joanne.

During the last year we had a skilled, well-rounded, and committed board that carried out the regular programs of KSB in an exemplary fashion and also initiated other special projects. At the end of the year, we were able to elect three new board members who will further strengthen the skill level and expertise of the board. We were able to add Rob Adams, Mike Ward and Carla Williams to the board for 2018. I won't list the many accomplishments and skills of these new members in this letter. Suffice it to say that their combined expertise and experience is impressive and has already provided tangible benefits to the organization.

The Board recently conducted a Strategic Planning Session facilitated by board trustee Craig Swanson. This provided us with a chance to review past successes. We also sought to learn from other experiences and to determine where we wanted to focus for the coming year. While it is important to continue and to improve the existing programs that we have, we also must be on the lookout for new areas in which KSB should become involved. Programs such as Dark Skies and Noise Abatement were a result of interest in issues that impact our community and that are within the Mission Statement of KSB. During our session many good ideas were discussed as vehicles to educate the community and to advocate for programs and policies that help preserve this scenic area. The entire board looks forward to communicating more about our strategic vision as it is refined over the coming months.

I am excited about the prospects for KSB in the coming year (and years to come). I welcome any thoughts or suggestions that you might have as to activities or advocacy that KSB should consider.

Sincerely,

Mike Yarbrough, *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.

James Eaton - A Sedona Legend	2
Earth Day at KSB	4
Volunteer Spotlight	5
What Should our Sustainability Priorities Be?	8

A Sedona Legend (1927-2018)

by Bill Pumphrey

If you have lived in the Sedona area during the last 30 years, you probably came across Jim Eaton at a community or city meeting. Jim was hard to miss, towering at six feet five inches in his trademark suspenders. Maybe you read his KSB column in the Red Rock News, participated in a Sedona Forum, visited the Sedona Historical Museum or were a KSB member. He was ultimately dedicated to our community.

Jim often said his volunteer work "keeps my blood moving".

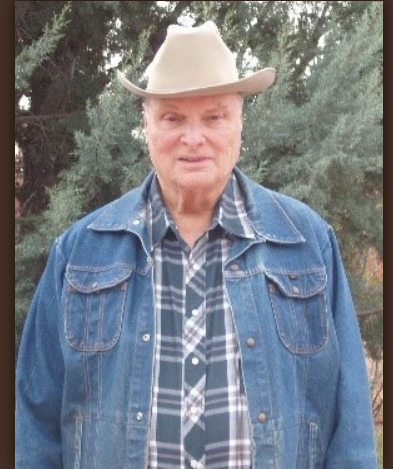
He was committed to Sedona since his retirement and arrival here in 1986. His life here ranged from fostering the newly incorporated City in 1988, through his various governance roles, to keeping preservation and conservation forefront via Keep Sedona Beautiful. Other than KSB, his friends and family say Jim was proudest of the Historical Commission, and creation of the Sedona Historical Society. Interestingly, Jim was KSB President in the mid 90's just after KSB occupied the Pushmataha Center, the property and building received through Ms. Susan Coleman's will. Years later, the center was granted recognition as a Sedona Historical Landmark No. 15.

He enjoyed other things as well. He particularly favored river cruising worldwide, and woodworking. He beautifully handcrafted nearly all of the furniture in his Sedona home, sizing pieces to fit his large stature.

I met Jim in 2001, during the Sedona Academy Forum of that year, where, as an Academy principal, he was leading citizen groups developing solutions for community growth and tourism challenges. Later, I worked with Jim on several KSB Awards of Excellence Programs.

Recalling one particular case, I welcomed his help organizing the new annual Humane Society of Sedona fund raising auctions. A master at event organizing, and using his high-level computer skills, he upgraded our auction event significantly. I chuckle to myself when I recall Jim wildly suggesting a special video of HSS adopted cats and dogs showing on big screens during the pre-auction walk-in segment at the Elks Club. The pet owners kindly donated money to support their pet's on-screen tribute. Jim also insisted on advertising current adoptable animals in the video. Unexpectedly, Jim's effort raised an additional \$1,000.

An icon of Sedona has departed. Jim Eaton certainly left his mark across our community, the region, and not least, at Keep Sedona Beautiful.



James Eaton
1927-2018

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SUPPORT US ON APRIL 3

Keep Sedona Beautiful will be participating in AZ Gives Day 2018 for the third 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.

Please help us reach our goal of \$5000 by midnight April 3.

But you don't need to wait until April 3, click [here](#) to make a donation to KSB now.



2018 SPEAKER SERIES LINEUP

Only 5 events remain for KSB's 2018 Preserving the Wonder™ Speaker Series. Mark your calendar and plan on attending these engaging and informative presentations.

The Speaker Series events are 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 5:30 pm with complimentary appetizers donated by El Rincon Restaurante Mexicano and refreshments provided by KSB. Admission is free and open to the public.

2018 Program

Wednesday, April 11

Nancy Steele, President, Friends of the Verde River, "Why We Should Care About the Verde River"
For details visit:

keepsedonabeautiful.org/march-2018-preserving-wonder-speaker-2/

Wednesday, May 9

Justin Clifton, Sedona City Manager, "The City's Sustainability Efforts"

Wednesday, Sept 12

Dark Sky Speaker TBD

Wednesday, October 10

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

Wednesday, November 14

Janeen Trevillyan, Historian of the Sedona Heritage Museum, "Sedona's Architectural Past - A Trip by Time Machine"



*Tufted Evening Primrose
Photo by Max Licher*

Keep Sedona Beautiful

Presents

39th Annual Native Plant Workshop

Saturday, April 7th, 8:30am – 2:15pm (Doors open 7:45am)
West Sedona School 570 Posse Ground Road

Two Keynotes:

- Hattie Braun: Unleash Your Garden's Wild Side: Garden Design Using Native Plants
- Viva la Verde! A film about doing your part to save rivers; Discussion led by Director/Filmmaker Hugh Denno

Six Workshop Presenters:

- Denise Gibbs: *Monarch Waystations: Milkweeds and other Native Plants for Monarch Butterflies*
- Jason Lavelle: *Xeriscape Applications in the Verde Valley*
- Max Licher: *Native Plant Walkabout (Rain or Shine)*
- Eric Moore: *Landscaping to Attract Birds to Your Yard*
- Garry Neil: *Lichens 101 – Gaining an Appreciation of a Usually Ignored Organism*
- Jeff Schalau: *Environmentally Friendly Pest Management*

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 Keynotes • Choice of 2 Workshops • Breakfast Savories • Lunch • 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.





Volunteer Trail Day



USFS Wants You!

Saturday, April 14th 2018
8:30am –12:30pm

Jacks Canyon and Hot Loop Trail Maintenance

Co-sponsored by Keep Sedona Beautiful

Where: Jacks Canyon Trail Head

Located one and a half miles up Jacks Canyon Road out of the Village of Oak Creek. Trailhead and sign on the right.

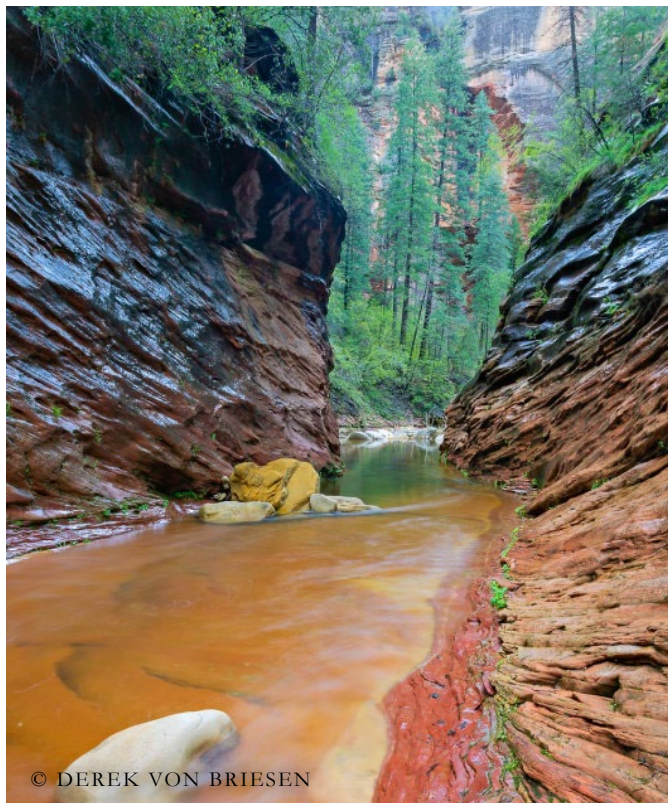


What to bring:

- Sturdy closed-toe shoes
- Long pants and work gloves
- Sunscreen, water, and snacks
- Bike helmet or hard hats (provided)



Questions? Contact
Forrest Saville
928-203-7519
sfsaville@fs.fed.us



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Keep Sedona Beautiful

Reminds all members
to patronize our generous sponsors.



Earth Day Speakers at KSB

On Friday, April 20, Keep Sedona Beautiful will celebrate Earth Day by hosting speakers discussing, *"How Can You Save Our Environment? Come Learn Some of the Ways."*

The event will be held at KSB, 360 Brewer Road, from 4-5:30pm and feature five different presentations:

- *"Conserving Our Water in the High Desert"* with John Neville, LEED-AP, Sustainable Arizona
- *"How Climate Change Plans Can Help"* with Rolf vom Dorp of N. AZ Climate Change Alliance
- *"Saving the Environment One Meal at a Time"* with Don Fries and Bev Bow from Healthy World Sedona
- *"Trash-to-Treasure"* with Leslie Fox of Cornucopia Community Advocates
- *"Litter & Recycling-We Can All Do More"* with Bill Pumphrey and Carla Williams, Trustees of Keep Sedona Beautiful

Appetizers will be served. Please plan to join us!

... VOLUNTEER SPOTLIGHT ...

JODY SMITH



Jody first offered her support to KSB seven years ago while she was a graphic arts student at Collins College in Phoenix. Since then, Jody's creative spark has enlivened KSB's communications and graphics. Jody has been a delightful partner in helping KSB develop communications and marketing materials of the highest quality. Her contributions include the design and layout of our quarterly newsletter, banners, brochures, posters, business cards, and decals, to name just a few. Jody has very generously contributed her spare time to KSB and is a past Volunteer of the Year recipient.

Originally from the Bay area, Jody grew up in Montana. She attended art school in Santa Barbara and Seattle, studying photography, before obtaining her BFA in Graphic Design in Phoenix. Jody resides in Scottsdale and works full time as the staff graphic designer for Arizona Nutritional Supplements, producing all of the company's marketing materials and assisting with label artwork for clients. Jody is a devoted fan of our beautiful community (her favorite place to be), spending much of her free time outdoors hiking the trails of Sedona. Besides being a committed advocate of KSB, Jody also volunteers for a number of Valley causes including the Arizona Museum of Natural History, the Scottsdale Library, and Fearless Kitty Rescue.

KSB is indebted to Jody for helping create a unique and contemporary image for the organization. We are extremely fortunate to have such a positive and talented volunteer and look forward to her continued collaboration in promoting KSB.



DARK SKIES IN THE NEWS

We in the Verde Valley are rightly proud that both Sedona and the Village of Oak Creek have earned Dark-Sky Community designation from the International Dark-Sky Association (IDA). 16 communities have earned this distinction, mostly in the US, but also in Canada, Scotland, Denmark and the Channel Islands.

But did you know that the IDA also certifies parks, reserves and sanctuaries? In total, there are 12 reserves, 55 parks and 3 sanctuaries that have been certified by the IDA.

While all of the previously certified reserves are overseas, the US just added its first, the Central Idaho Dark-Sky Reserves, 1,416 square

miles of remote lands in the Sawtooth Mountains of central Idaho. Like much of the Verde Valley, the Sawtooth National Recreation Area is managed by the U.S. Forest Service. One of the mandates of the Forest Service is to preserve natural and scenic qualities. Retaining and enhancing dark skies helps them fulfill this important part of their mission.

If you experience a sense of awe and wonder as you enjoy our dark skies, make a point of learning about all of the spectacular places around the world where dark skies are protected. You can learn about them by visiting the IDA website. Happy dark sky travels!

We are pleased to welcome our **NEWEST MEMBERS:**

Tana Bourdage-Allman

Gerard Breznau

Patsy Brunner

Jill Cross

Ken & Miki Dzugan

Martin Glinsky

Mary Manning

Debbie Rhodes

Santiago Rivera

Katy Schilz

Frank Thomas & Matthew
Bourque

Lisa Voss & Peter Furman

Ed & Cheryl Waale

Awards of Excellence

On January 31, 2018 we presented our Awards of Excellence, recognizing two businesses and two local couples whose activities have contributed significantly to our community.

Executive Vice President Joanne Kendrick kicked off the event by recapping our 2017 accomplishments, including lifting litter on 70 miles of Sedona roads, promoting our dark skies, sponsoring the Native Plant Workshop and our Speaker Series, and working on noise abatement issues.

KSB President Mike Yarbrough then paused to honor Jim Eaton who passed away recently. Jim was a past president of KSB, a board member, a recipient of numerous awards, a very active community leader, and a friend and mentor. He will be greatly missed.

In honor of 45 years of service to the community, Sedona Mayor Sandy Moriarty then announced a proclamation declaring January 31, 2018 as Keep Sedona Beautiful Day. KSB is deeply honored by this recognition.

Among the attendees were a number of additional local dignitaries, including Sedona Chief of Police David McGill, Sedona City Council members Scott Jablow, Tom Lamkin, and Jon Thompson, Yavapai County Supervisor Randy Garrison, Coconino County Supervisor Matt Ryan, and Chamber of Commerce CEO Jennifer Wesselhoff.

Although Congressman Tom O'Halleran could not attend, he recorded a brief video that was played for attendees. As a past KSB president himself, Rep. O'Halleran spoke of its many accomplishments. In particular, he noted the organizations efforts to "protect our public lands and preserve the natural beauty of our country."

Awards of Excellence were then bestowed, with each awardee being presented a commemorative photo supplied by local photographer Susie Reed.

Mike Yarbrough presented CVS Pharmacy Sedona an award for excellence in dark sky lighting, noting that "CVS's outdoor lighting is a model of how lighting can be dark-sky friendly. CVS is an excellent example of dark-sky compliant lighting using light only where and when it is needed." The award was presented to CVS Pharmacy Manager Julie Frame and CVS Store Manager Rosemary Ramirez.

Mike then presented an award for architecture and design to the Courtyard by Marriott Sedona. Accepting the award were Bill



All of the 2017 awardees. From the left: Dale Graham, Darcy Hitchcock, Julie Frame, Rosemary Ramirez, Mayor Sandy Moriarty, Bill Tonnesen, Margaret Radford, Yvonne Estrada, Don Groves, Jan Groves.

Tonnesen, landscape architect and contractor for the project, along with Margaret Radford and Yvonne Estrada representing the Sunridge Hotel Group, the owner and developer of the property. Yarbrough explained that "local native plants were used exclusively and planted attractively among the red rocks surrounding the building and parking lot. The seed bank, leaf litter, and indigenous aggregate was salvaged and used as an alternative to traditional decomposed granite ground cover."

Two local couples were then honored. First, Darcy Hitchcock and Dale Graham received an award for environmental stewardship. Mike commented that "since moving to Sedona, Darcy and Dale have been speaking out effectively and passionately about sustainability in our community. This award demonstrates that in their own lives Darcy and Dale put into practice the principles they have been promoting, building a home that is a model for sustainable building practices."

Don and Jan Groves received the final award, for excellence in Community Service. The Groves have been instrumental in revitalizing the Big Park Community School, spearheading the effort to pursue certification as an International Baccalaureate program. Mike noted, "not only was the involvement of the Groves focused on the substance of this program but they also became spokespersons to businesses and the community to raise funds for this endeavor. They have raised funds for teacher training as well as annual fees for the International Baccalaureate Program."

KSB Gratefully Acknowledges New Business Sponsors

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



CATHEDRAL ROCK (\$5000)

Lisa Snowden of *Snowden Design* creates unique interiors for her clients' dream homes and custom projects. These custom homes require color palettes for paint and stucco, tile and stone selections, as well as cabinetry, fixtures, and window treatments. She can also assist with evaluating possibilities for using existing furnishings and artwork in the new home.

Lisa always brings her personal involvement and a high standard of quality in the design and craftsmanship during the construction process. Her design goals for all her projects are a clean, timeless design that will remain fresh and up-to-date for many years to come. 928.239.9135 · www.SnowdenDesign.com



THUNDER MOUNTAIN (\$1000)

The new *Sedona Courtyard by Marriott* features views of the magnificent Red Rock Mountains from the comfort of their state of the art guest rooms and their spectacular 3rd floor view deck. Inside, The Bistro is a destination for a great food. Start your day with a hearty meal and your favorite Starbucks® drink, and then enjoy lunch or dinner paired with a handcrafted cocktail or beer in a casual atmosphere. Come in and experience some American classics. Local Sedona residences receive a 10% discount in the Bistro. Have family coming to visit? Think about Courtyard by Marriott. Let them take care of your family. 928.325.0055 · www.marriott.com/hotels/travel/flgcs-



COURTHOUSE BUTTE (\$500)

The *Dahl Restaurant Group*, founded by executive chef and owner, Lisa Dahl, warmly welcomes more than 350,000 guests per year in four restaurants located in Sedona, including Dahl & Di Luca Ristorante Italiano, Cucina Rustica-Rustic Tuscan Kitchen, Pisa Lisa Wood-Fired Authentic Pizzeria-and the latest addition-Mariposa Latin Inspired Grill. Ranging from casual to fine dining, each restaurant offers its own unique cuisine and ambiance. They invite you to taste the flavors of their table. Cucina Rustica 284.3010 · Dahl & Di Luca Ristorante Italiano 282.5219 Mariposa Latin Inspired Grill 862.4444 · Pisa Lisa 282.5472



Pink Jeep Tours provide once-in-a-lifetime memories of Sedona area's most stunning on-road and off-road destinations. Providing one-of-a-kind unique adventure tours since 1960, they have the largest customized tour vehicle fleet in the world. Their tour guides undergo three months of intense training including the highly respected Smith Driver safety training as well as learning each destination's flora, fauna, geology, and history. For a life-changing Pink Jeep Tour, call 800.873.3662. www.PinkJeepTours.com



Since 1991, Jeff Dissinger, of *DigiTech Sedona*, has been providing expert technical support for local businesses and homes in the areas of: computer setup, sales and repairs; home theaters and audio systems; phone systems and repairs; security cameras; new build low-voltage wiring and large-scale wireless networks. Jeff can be reached at 928-300-7313 or jeff@digitechsedona.com.



Marvel at spectacular red-rock monoliths as you unwind at the *Poco Diablo Resort and Spa*, a comfortable and affordable full-service hotel and spa. The resort features a heated outdoor pool and whirlpool, four tennis courts, a fitness center, bike rentals and a nine-hole golf course.

T C's Bar and Grill offers an innovative menu for breakfast, lunch or dinner. Host an elegant wedding or an impressive business meeting in 8,500-square-feet of versatile meeting space. 928.282.7333 · www.PocoDiablo.com

BELL ROCK (\$250)

El Portal, Sedona's Luxury Hacienda was selected as an architectural masterpiece by "Keep Sedona Beautiful" and is Sedona's only Arts & Crafts adobe hotel. They are not a traditional hotel or B&B. Instead, they offer a unique lodging experience providing guests with the comforts of home and the superior services of a four-star hotel at an excellent value. El Portal Sedona Hotel is dedicated to providing an extraordinary lodging experience for guests and their pets in unpretentious luxury. 800-313-0017 · www.ElPortalSedona.com



New Business Sponsors cont.



Sedona Paint Center is an independently locally-owned paint store and, since 2002, has offered products from leading brands, such as Pittsburgh Paints, Dunn-Edwards, Flood, Sikkens, Rust-Oleum, ZAR, Penofin, and Arizona Polymer Flooring. Sedona Paint Center can match any color into their paints, stains and other coatings, and offer high-quality products - that are great for you and great for the environment - at every day prices that even compete with other's sale prices, free 8oz samples, free color consultations and free delivery. Let them help you change your world with color. Located at 2885 W. SR 89A, W. Sedona. 928-203-9500. www.sedonapaint.com



Home automation systems made easy with *Wired-Up Systems*. Committed to excellence, they are Northern Arizona's Best-in-Class Security, Surveillance, Home Automation, and Audio & Video Solutions Made Easy. 928.634.2364 · www.Wired-UpSystems.com

CHIMNEY ROCK (\$100)

AZ Best Plumbing - 928.282.7600 · www.azbest1.com

AZ Waste Water Service - 928.203.9320

Roy Grimm - 928.300.0690 · www.SedonaRealEstate.com

Verve Events and Tents - 928.649.9501 · www.VerveEventsandTents.com



What should our sustainability priorities be? By Darcy Hitchcock, co-founder of the Sustainability Alliance

In November, 2017, the Sustainability Alliance conducted a survey of our organizations' members to see what they felt the sustainability priorities should be in Northern Arizona/Verde Valley. This was not a public survey. We wanted input from people who are knowledgeable about aspects of sustainability.

We based the primary question on internationally agreed-upon Sustainable Development Goals (SDGs), a framework used around the world to measure progress toward a sustainable society. But depending where you live, some goals are more relevant than others. We hoped this survey would help us understand what priorities might best be pursued in this region. The results can indicate to our elected officials and non-profits what some of our members think should be goals to pursue as well as whether they are satisfied with current efforts or think more should be done.

While [the poll is still open](#), there were 46 respondents at the time this article was written. Please note, this was not a scientific survey and the sample size small, so the results should be used only to inform, not to make decisions. That said, there were some intriguing findings. This article summarizes what we learned.

Are we doing enough?

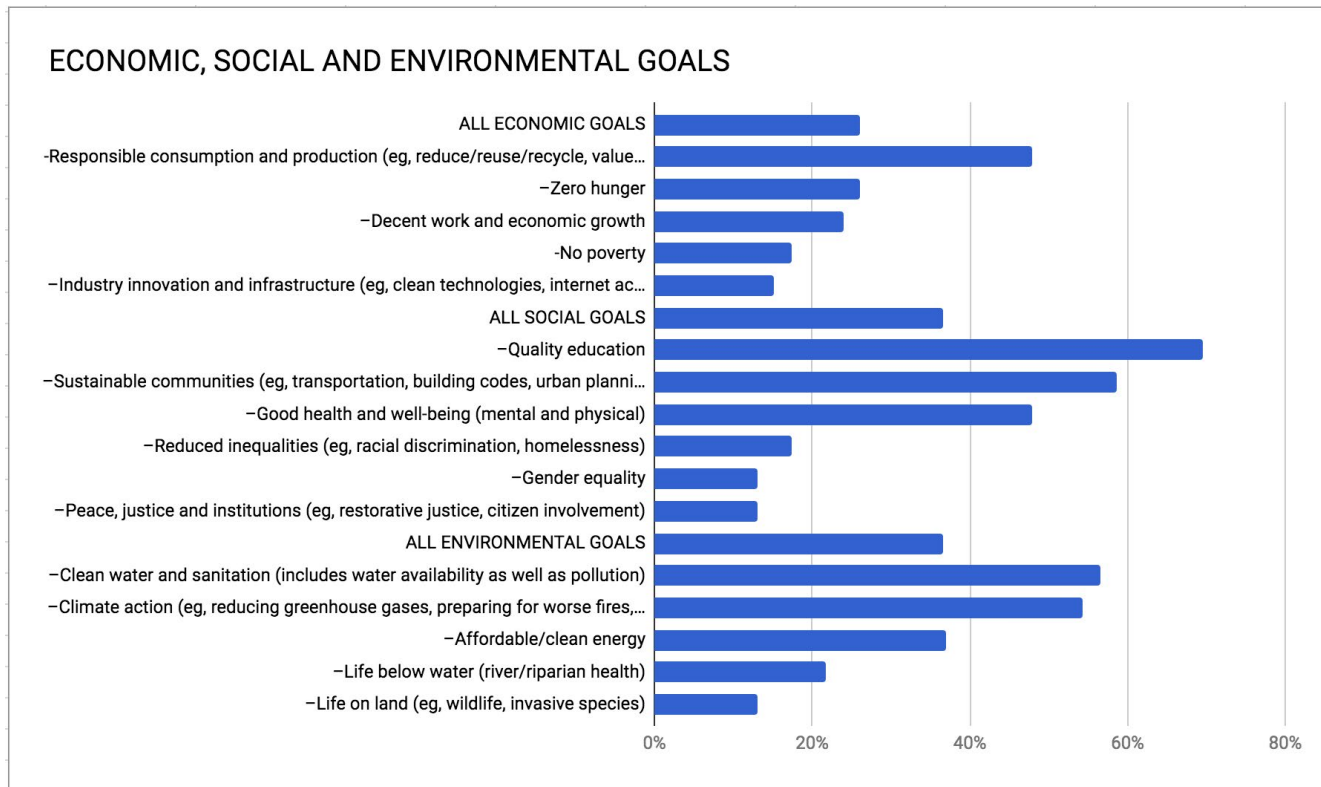
We started by asking whether the respondents felt we were doing enough. The question posed: "To what degree do you think the Verde Valley/Northern AZ should be pursuing sustainable practices (e.g. recycling, living wage jobs, renewable energy, water conservation)?" The vast majority of the respondents, over 90 percent, said "We should be doing quite a bit more."

What should our priorities be?

The main question in the survey asked respondents to choose up to five of the SDGs that we should set as local goals and then pursue. The SDGs are goals that are agreed to by virtually all nations, both developed and developing. The issues and actions, however, tend to differ based on where you are. For example, “clean water and sanitation” in the developing world involves setting up toilets; in this region, it’s largely an issue of outstripping water resources with

use and development.

The following chart organizes the SDGs into categories: Economic, Social, and Environmental. Of course, all these goals are interconnected (e.g., an economic goal can have direct impacts on the other categories).



Overall, social and environmental issues averaged somewhat higher votes than did the economic area.

Regarding social issues in the community, quality education, sustainable communities and good health/well-being topped the list.

Since hunger, poverty and decent work show up on the chart as economic but are also social issues, you can infer that these interconnected issues are seen by the respondents as the next tier to address, along with reducing inequalities/homelessness.

For the environment, climate action and clean energy, two

interconnected goals, topped the list. We should assess our climate-related risks (most likely worse droughts, fires, and floods) and plan for them. We could also be doing more to encourage the expansion of renewable energy and alternative transportation. Current efforts to reduce food waste also play an important role.

On the economic front, responsible production and consumption got the most votes by far. We could start with more convenient recycling and composting. We could also encourage entrepreneurs to come up with products they could make from our waste streams.

What needs to happen now?

Like many studies or surveys, this poll raises as many questions as it answers. More work needs to be done to refine the priorities. This survey is only a partial snapshot. Some of these goals can be nested into a hierarchy so respondents might have factored those relationships into their answers. For example, renewable energy is a part of climate action, so voting for climate action might have been intended as a vote for both. It would be helpful to follow up this survey with focus groups or interviews to understand the thinking behind the choices.



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.

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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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