



# Preserving the Wonder™

**Celebrating Our First 50 Years**

Summer 2022

**KSB's Quarterly  
Environmental  
Message:**

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

**Keep Sedona Beautiful's mission is  
to protect and enhance the scenic  
beauty and natural environment of  
Sedona and the Verde Valley.**



## PRESIDENT'S MESSAGE:

While celebrating our 50th year of service, KSB has been active addressing issues of concern to the Verde Valley.

We continue to provide extensive input to Yavapai County as they update their Comprehensive Plan. The county recently released draft versions of 4 additional elements: Growth Areas, Open Space, Transportation and Water. Those drafts are available on our website, and KSB will be posting our responses to those elements shortly. You can read the latest [HERE](#).

We're participating in the Forest Service's Greater Sedona OHV Stakeholder Collaborative Group. This facilitated group will be identifying actions to take to address the OHV crisis in the Verde Valley. We also held a Speaker Series panel discussion on the OHV crisis featuring representatives from the community, the Forest Service, OHV rental companies and the city of Sedona. We consider this one of the most important issues impacting both residents and the land.

KSB understands the critical danger wildland fire presents to the Verde Valley, and the fact that climate change and our unprecedented drought are making the danger more acute each year. We recently organized and moderated a community conversation,

"Are you Prepared for a Wildland Fire?"

For the presentation we added a page to our website providing residents of the Verde Valley with the resources needed to both prepare and act: <http://www.keeptosedonabeautiful.org/fire>.

For the first time since the pandemic began, we held our Awards of Excellence in person. Awards were presented to individuals and organizations from Cottonwood, the Village of Oak Creek and Sedona. Read more about this event on page 3.

Our Dark Sky Committee completed the first project to replace non-compliant outdoor lighting with dark sky compliant fixtures. KSB will be communicating more about this and additional projects in the coming weeks. You can also read more about our dark skies initiatives on page 6.

Our Litter Lifters received a generous grant from the Arizona Community Foundation – Yavapai County for supplies and equipment so our 70 volunteers can continue to safely keep our roads clean.

Keep Sedona Beautiful needs you! If you're passionate about protecting the Verde Valley and would like to volunteer some of your time to further our efforts, email [info@keeptosedonabeautiful.org](mailto:info@keeptosedonabeautiful.org), or call 928-282-4938. Let us know how you want to help.

*cont. on page 2*



**Join KSB and help us protect the  
environment of Sedona and the  
Verde Valley through our programs  
and initiatives.**



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We depend on volunteers from the community to:

- Help conduct our Native Plant Workshop
- Keep our roads free of litter
- Work to make our dark skies even more free from the glare of non-compliant lighting
- Evaluate new large-scale development proposals
- Recognize excellence in the Verde Valley through our Awards of Excellence
- Write articles for this Quarterly Newsletter
- Identify speakers for our Speaker Series
- Become a member of our Board of Trustees

Finally, please take a few minutes and browse [our updated website](#) which has a fresh new look thanks to trustee Rob Harrison.



## 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:** This is KSB's longest-running program. Join those who litter-ally keep Sedona beautiful. Adopt your very own stretch of road and admire it every time you drive by. We're currently looking for two litter lifters, one for a stretch of 89A and one for a route on Hwy 179.

**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 and 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 program organization to 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 schedules speakers, organizes the refreshments, sets up the room, and supports the speaker and coordinator.

**KSB Awards:** This important KSB tradition recognizes local individuals, businesses, organizations, programs, and initiatives with KSB's Awards of Excellence. Help solicit nominations, select awardees, and develop a program honoring them.

**Building and Grounds:** If you are a gardener or enjoy indoor or outdoor handiwork, then we can use your help!

**Social Media and website:** Our Facebook page, our Instagram posts and our website site always need fresh new content. Help us keep KSB's public face up-to-date and interesting.

**Grant Writing:** Research and apply for the many grants that are available to further our mission. (New litter-lifting equipment was recently obtained through a local grant.)

**Development and Fundraising:** If you enjoy meeting new people and have a gift for gab, then we invite you to join our development committee in building our base of support within the community.

**Articles and Press Releases:** KSB programs and events are always worth writing about.

What? You haven't found a niche for your talents and interests yet? Call us— we bet we have it!

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

*Contact the KSB office at [info@keepsedonabeautiful.org](mailto:info@keepsedonabeautiful.org) or call (928) 282-4938.*





# 2022 Awards of Excellence

## Keep Sedona Beautiful

Keep Sedona Beautiful presented our Awards of Excellence 2022, recognizing businesses, organizations and individuals whose activities have contributed significantly to our community. These awards were presented to the recipients by Carla Williams, KSB Executive Vice President, in a much welcomed in-person ceremony on April 20 at our Pushmataha Building. Carla detailed each recipient's accomplishments in a slide presentation and handed each a beautiful metallic print made from photographs donated by local photographer Mike Koopsen. Forty-five members of the community attended the event.

The 2022 Award for Excellence in Sustainable Landscape was given to **Richard and Monique Sidy** from the Village of Oak Creek. The home they moved in to in 1982 was essentially barren land, which they have transformed into an environmentally friendly oasis. Their landscaping includes self-propagating plants and vegetation. Multiple vegetable gardens are flanked by fruit trees, and they use no chemical fertilizers or pesticides. Organic food waste is composted in barrels and used throughout the yard. In addition, their lifestyle is a model for sustainable living. Everything coming into the Sidy's house is used or recycled—they have no garbage pick-up service. Roof rainwater travels through downspouts and collects on the property in swales and dry washes, and the humus soil soaks up excess water. Long before sustainability or xeriscape were common words, Monique and Richard were developing their land and home with these concepts in mind.

**Layla's Bakery-Café** was presented an Award of Excellence for Sustainability by KSB Executive Vice-President Carla Williams. She noted that the bakery minimizes waste in several ways: their streamlined menu results in much less food waste, some leftover pastries become bread pudding and the remaining extra pastries are donated to staff working at the emergency room, police station, and a daycare. Layla's also makes it easier for customers to be more sustainable. Take-out orders come in paper wrappers for sandwiches, a compostable container for salad, and an unlined paper bag for pastries. Avocado-pit straws are available on request and Layla's sells reusable metal straws.

**Jean-Christophe Buillet** accepted the award for Sustainability for A Sunset Chateau. This award-winning Bed and Breakfast is entirely

powered by solar panels. They've upgraded all their HVAC units to 20+ Seer ceiling-mounted electric mini-splits, made sure new refrigerators and wine coolers had climate-friendly refrigerants and have a small electric truck which gets charged by their solar panels. The salt water pool and hot tub reduces need for chemicals. No chemicals are used in landscaping and they pull weeds by hand. Mattresses in the guest rooms are made with foam certified not to have "TRIS" flame retardants or formaldehyde.

The **Friends of the Forest Graffiti Removal Team** received the award of Excellence for Community Service. The volunteers of the Graffiti Removal Team are tasked with continually removing, remediating, and camouflaging the paint, scratches and rock stacks left behind by users of our public lands. Without this never-ending work, our beautiful red rocks would unfortunately become covered with graffiti. Ms. Williams noted that "the team also educates tourists and residents on the importance of protecting our red rocks because the best way to keep our landscape graffiti-free is to prevent it in the first place."

Laurie Altringer from **Science Vortex** received the Award of Excellence for Education on Sustainability. Sustainability is integrated into both the curriculum and the operations. The center's purchases and materials are prioritized based on sustainability impacts, seeking used items when possible, as well as shopping locally and minimizing the use of plastic learning materials. Located in Cottonwood, the center accepts donations of reusable items such as recycled materials for engineering projects, educational games/toys, and craft supplies.

**Verde Valley School**, also from the Village of Oak Creek, received the Award of Excellence for Sustainability. One of the programs they're most proud of is farm-to-table. They grow much of their own produce for both staff and students. Some produce is sold to local restaurants, and the proceeds used to help donate food to those in need. Food waste and horse manure is composted, which nourishes the farm. In addition, they have a system, both in their kitchen and outside, for efficient recycling, including cleaning, separation, processing and pickup that is used by all members of the community. John Chorlton accepted the award on behalf of Verde Valley School.



*From left to right: John Chorlton from Verde Valley School, Jerry Checchia, Annie Glickstein, and Jerry Piepiora from Friends of the Forest, Jean-Christophe Buillet from A Sunset Chateau, Monique and Richard Sidy, and Laurie Altringer from Science Vortex. Javier and Amy Franco of Layla's Bakery-Café could not attend.*



## MICROPLASTICS ARE EVERYWHERE!

It's shocking, but nearly every piece of plastic ever generated by humans still exists today! And we're creating much, much more! In fact, **plastic waste is expected to triple by 2060.**

Plastics fill our world and pollute the air, soil, freshwater and oceans. We've only recently become aware that they can enter the body and cause damage there, too. In this article we'll explore more about microplastics (the byproduct of plastic degradation) and how they are generated, we'll discuss where they end up and how they can wreak havoc and we'll provide suggestions for reducing consumption of plastics so we can begin to limit its impact. This article also includes a number of links to websites where you can find detailed information.

Is there a culprit? Yes! Years ago, the petroleum and plastics industries sold consumers a bill of goods when they promoted recycling. Maybe they didn't know how out of control the plastics problem would become, or maybe they didn't care, or maybe it's a little of both. The fact remains that **only about 9% of the plastic ever created has been recycled**, leaving us with a global plastics problem defying logic!

### What are microplastics?

Microplastics are those tiny particulates of plastic measuring less than 5 mm in size, the size of a sesame seed and smaller. **Much of it ends up in our waterways and oceans.** The small pieces aren't easily visible in water and they will either sink or float, depending on what they're made of. Microplastics (e.g., polypropylene, polyethylene, polyethylene terephthalate) are lighter than sea water and will float and disperse across our waterways. Particles like the fabric acrylic are denser than sea water and just passively accumulate in the deeper parts of the ocean. The hadal zone, the deepest part of the ocean, can be described as one of the largest microplastic sinks on Earth.

Microplastics are thought to account for approximately 99% of the plastics in our oceans and waterways. When these particles are mistaken for food and consumed by marine life, they can absorb toxins. It's easy to imagine then how passively they can be **carried through the food chain** ... all the way up to us.

### What are sources of microplastics?

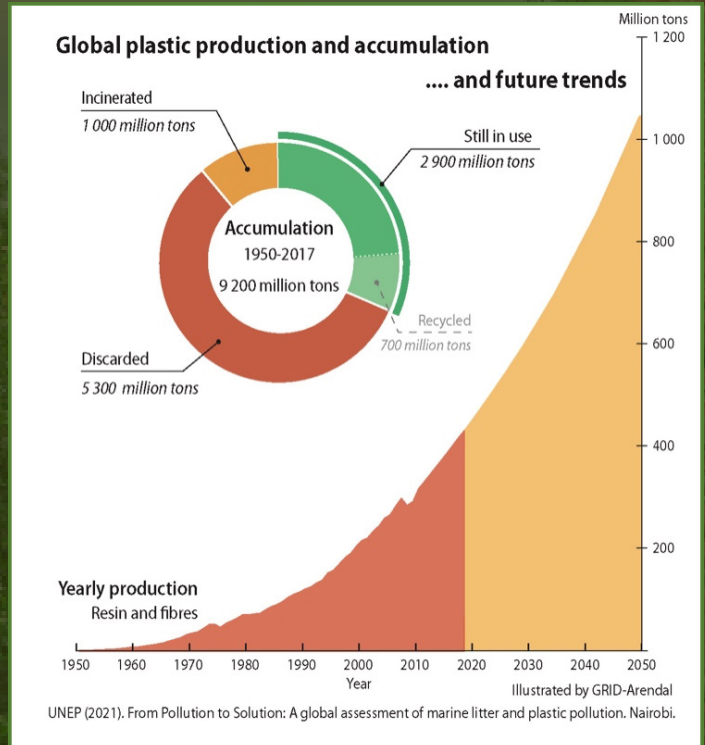
Plastic is everywhere in our daily lives, from the largest things we use to the smallest, from the siding on our houses to microbeads in cosmetics. Much of the food we buy comes packaged in plastic. Then, we carry home those purchases in plastic bags. Consider the number of different beverage bottles and household cleaning containers found in every supermarket or convenience store. Let's not forget snack packaging because, it seems, just about everything is packaged and measured out for convenience.

It's shocking how many disposable diapers are discarded daily. *Did you know the average child goes through an estimated 2500 diapers in the first year of life?* Some microplastics begin as synthetic textiles and break down over time with washing. Another big source of microplastics is the many "microbeads" found in cosmetic products (e.g., scrubs and toothpaste).

### How do plastics break down to become microplastics and where do they end up?

Two primary ways plastics break down include:

1. **Through our water systems and landfills:** Any piece of plastic degrades over time, breaking into smaller pieces. In a landfill, the plastics hang around for ages and are often transported elsewhere by wind and rain.
2. **Through washing textiles:** As synthetic fabric (e.g., polyester, nylon, acrylic) is washed, tiny pieces break off and enter our waterways.



Microplastics cont. from page 4

What can you do to help?

Overall, become more aware of how many products you consume are housed in plastic. Take a look at the links below to determine your purchasing habits. Notice how much you consume and how easy the plastics manufacturers have made it to buy convenience.

Consider the following:

1. Focus on reducing your consumption of plastic. These websites can help:
  - [21 ways to reduce plastic waste](#)
  - [51 ways to reduce plastic waste in your home](#)
2. Shop farmers markets and bring your own containers or bags.
3. Bring your own bags to the grocery store.
4. Commit to purchasing fewer grocery products packaged for convenience sake or to last on a shelf longer.
5. Don't buy personal care products containing microbeads and support a microbead ban in your state.
6. Avoid products containing "polyethylene" or "polypropylene".
7. Buy less polyester clothing, and wash synthetics less frequently. Consider buying a [filter](#) for your washing machine.
8. Understand the recycling rules for the area you live because recycle centers can only manage what they are able to sell. Everything else sent to recycle that a center can't manage will be hauled away to a landfill (typically at the center's expense).
9. Spread awareness of the plastic crisis we've all had a part in creating.
10. Commit to eliminating the purchase of one type of product housed in plastic per week or month. In one year, you will have made monumental changes.
11. Get your kids and grandkids on board through awareness and change. These websites focus on helping children reduce their use of plastics:
  - [This page from National Geographic Kids](#)
  - [This page from One Green Planet](#)

Choose progress over perfection. Take incremental steps to change your habits and make those changes permanent.

## GREENWASHING HURTS US ALL

Greenwashing is like whitewashing— it's a way of covering up. Greenwashing is when a company advertises their products as environmentally friendly when, in fact, they are not. At a time when it's critical for consumers to change their lifestyles to reduce their impact on the environment, greenwashing needs to be recognized and rejected, for a host of reasons:

- Just like cigarette manufacturers sowed doubt about the science proving the link between smoking and premature death, the fossil fuel industry has for decades sown doubt about the undeniable reality of climate change, as shown in this [Guardian article](#).
- Products can be called 'organic' when in fact they are inherently harmful, like organic cigarettes.
- Non-specific claims are meaningless. "All-natural" is not necessarily environmentally friendly. Mercury and arsenic occur naturally.
- Companies use fake certifications to give the impression their products are green.
- Some claims are irrelevant, like when energy firms claim they are phasing out their emissions when they're simply [selling their coal fired plants to someone else to run](#).
- Some companies simply lie about their products. For example, a fashion brand claimed their "Conscious" line was 100% organic when in fact it was only 20%.





Greenwashing cont. from page 4

How to combat greenwashing:

- Look for proof of green practices, like USDA certified organic, LEED, Green seal certified, and Energy Star. [This site](#) provides a list of 25 legitimate certifications.
- Look for label information explaining a product's positive environmental impact in plain language without using hype phrases.
- Green claims should be clear on whether they refer to the packaging, the product itself, or a portion of either.
- When the product compares itself to another, it shows evidence to substantiate the claim.

When in doubt, do your research— using reliable sources.

## PROTECTING OUR DARK SKIES

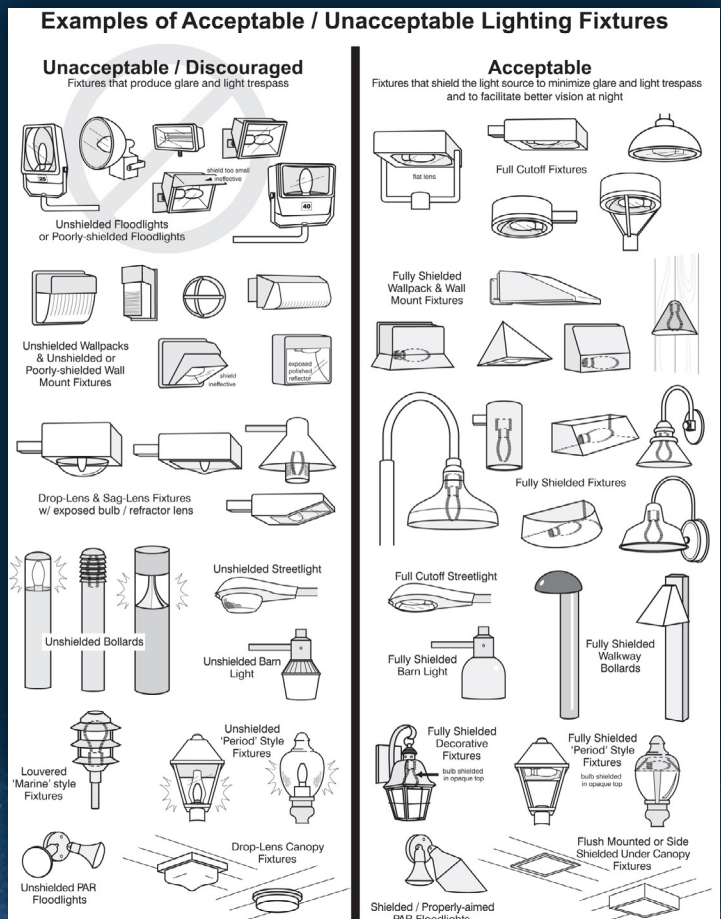
In the Verde Valley we recognize the value of our dark skies and we protect them. Camp Verde, Cottonwood, Sedona and the Village of Oak Creek have all earned Dark-Sky Community designation from the International Dark Sky Association (IDA). The photo below from the IDS dramatically shows the impact of reducing nighttime glare.

Keep Sedona Beautiful is committed to continuously improving the dark skies in the Verde Valley. We're urging Yavapai County to commit in their Comprehensive Plan to become the first dark sky county in the nation. We're also the lead partner on the Sedona Sustainable Tourism Plan tactic to encourage grandfathered businesses and residents to implement dark sky lighting.

You can do your part now by taking a look at your outdoor lighting and investing in our dark skies by replacing old lighting with new dark sky compliant fixtures and bulbs. The graphic shown on the right from the IDA can help you choose the right kind of fixture. You can find a wealth of information on good lighting at: <http://www.darksky.org/our-work/lighting>.



Click on the image to see a full sized version



Click on the image to see a full sized version

# Sedona

## Leave No Trace Principles

Join us in honoring our natural landscape and public lands with care and respect.

*While visiting Sedona, please...*

-  **Plan Ahead and Prepare.**  
Carry a map or GPS and know how to use them.
-  **Travel and Camp on Durable Surfaces.**  
Walk and ride on existing trails to protect trailside plants.
-  **Dispose of Waste Properly.**  
Pack out all your trash including food scraps.
-  **Minimize Campfire Impacts.**  
Always check fire restrictions before having a fire.
-  **Leave What You Find.**  
Do not disturb historic or prehistoric structures and artifacts.
-  **Respect Wildlife.**  
Observe wild animals from a distance.
-  **Be Considerate of Others.**  
Respect other visitors and be mindful of their experience.

To learn more, visit [SedonaLeaveNoTrace.com](http://SedonaLeaveNoTrace.com)

Make your promise to care for Sedona  
by taking the Pledge at [SedonaCares.com](http://SedonaCares.com)



©Leave No Trace: www.LNT.org

## THE WONDER REMAINS

Keep Sedona Beautiful — *It's Good Business*, was originally established in 1972 to fundamentally keep out billboards, eliminate litter, and achieve a sense of design standards that did not interfere with the natural beauty of Sedona. But, as the decades passed, new concerns emerged as more visitors, residents and businesses moved to Sedona and the Verde Valley. Keep Sedona Beautiful evolved from focusing on aesthetic concerns to the protection of the natural environment. And with the unique natural environment of Sedona, there exists a notable quality termed wonder. Wonder is a feeling that is hard to describe but felt profoundly. You know what I mean, it's what brought you here. Recognizing and cherishing this wonder, felt by millions of visitors each year, the KSB board decided in 2009 to add the tagline *Preserving the Wonder* to all forms of written materials.

KSB has received donations throughout the years from those who wish to honor family and friends, those who have passed on and those who consciously bring change to Sedona and the Verde Valley. Recently, a visitor contacted KSB to honor her father by encouraging others to support our work. In her correspondence, she let us know that in the late 1980's she had visited Sedona with her father and found it magical. Twenty years later in May of this year, she had revisited and fell head over heels in love with Sedona again, hiking the peaks each morning, soaking in the energizing air, and staring at the stars at night. In essence, she had found the wonder once again.

KSB's fifty years of existence is due to resolute individuals dedicated to protecting the environment which we can visually see and dwell in and to Preserving the Wonder of that which touches our core. Thankfully, KSB is committed to the next fifty years, to sustaining the scenic beauty and natural environment, and to Preserving the Wonder of Sedona of Sedona and the Verde Valley.

## STAGE 2 Prohibits



### 1. IGNITING, BUILDING, MAINTAINING, OR USING A FIRE, INCLUDING CHARCOAL AND BRIQUETTES - USE OF LIQUID FUEL / LPG FIRE RINGS

Exceptions: Petroleum-fueled stoves, grills, or fire rings with on/off switch. Campfires within an open developed recreation site.

### 2. SMOKING

Exceptions: Smoking is only allowed within an enclosed vehicle or building.

### 3. USE OF GENERATORS WITHOUT SPARK-ARRESTING DEVICES

Exceptions: Generators with an approved spark-arresting device in an area that is barren or cleared of all overhead and surrounding flammable materials within at least 3 feet of the generator.

### 4. WELDING OR OPERATING AN ACETYLENE OR OTHER TORCH WITH OPEN FLAME.

### 5. OPERATING MOTORIZED VEHICLES OFF DESIGNATED TRAILS AND ROADS.

### 6. USE OF EXPLOSIVE TARGETS AND TRACER ROUND AMMUNITION.



© JODY SMITH



## JOIN A SOLAR CO-OP AND SAVE \$\$ ON A NEW INSTALLATION

The cities of Sedona and Flagstaff along with Coconino County have launched the second phase of the Northern Arizona Solar Co-op. In conjunction with Solar United Neighbors, this free program allows homeowners and businesses to use the purchasing power of a large group to solicit lower bids for installation of new solar systems.

According to the city of Sedona, “this co-op follows the launch of the first Northern Arizona Co-op in 2021. The group reached 225 member households and is Solar United Neighbors’ most successful co-op in Arizona to date. The second Northern Arizona Co-op provides a new opportunity for residents to take advantage of the area’s plentiful sunshine.”

Solar United Neighbors will conduct a competitive and vendor-neutral bidding process, after which co-op members will select a single solar company to complete the installations. Co-op members are not obligated to purchase solar from this vendor. Instead, members will have the option to individually purchase panels and electric vehicle chargers based on the chosen vendor’s group rate.

If you are considering installing solar panels, this is a fantastic opportunity to reduce your cost.

Keep Sedona Beautiful has signed up to participate, and you can, too, at: [www.solarunitedneighbors.org/naz2022](http://www.solarunitedneighbors.org/naz2022).



## Good News

Enlightened legislation continues to provide solutions to critical problems. While none of them are silver bullets, each are an arrow in the quiver in our struggle to protect the environment.

- [Earth911](#) discusses the French ban on most plastic packaging for fruits and vegetables, and [this article](#) describes New South Wales ban on plastic bags that went into effect on June 1.
- California now mandates organic waste collection as described on the [CalRecycle](#) website.
- [California has banned](#) watering of non-functional grass around businesses, and [this PBS article](#) on Las Vegas’ new ban on ‘non-functional’ grass requiring about 30% of that grass to be removed.
- [This article](#) that discusses the Netherlands ban on fossil-fuel heating from 2026, making heat pumps mandatory.
- Finally, [this article](#) showing how Finland will be a world leader on climate with its carbon negative goal.





## 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.

To donate to KSB, or become a member, [click here](#), or 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.

#### 2022 BOARD OF OFFICERS

Craig Swanson, President

Carla Williams, Executive Vice President

Jo Anne Van Derveer, Secretary

Abbie Denton, Treasurer

#### 2022 TRUSTEES

Peggy Chaikin

Steve Estes

Kali Gajewski

Donna Hadland

Rob Harrison

Mark Lawler

Tom Marlow

Bob Rothrock

Marshall Whitmire

Lynn Zonakis

**Office Manager:** Jan Wind

**Executive Assistant:** Wendy Heald



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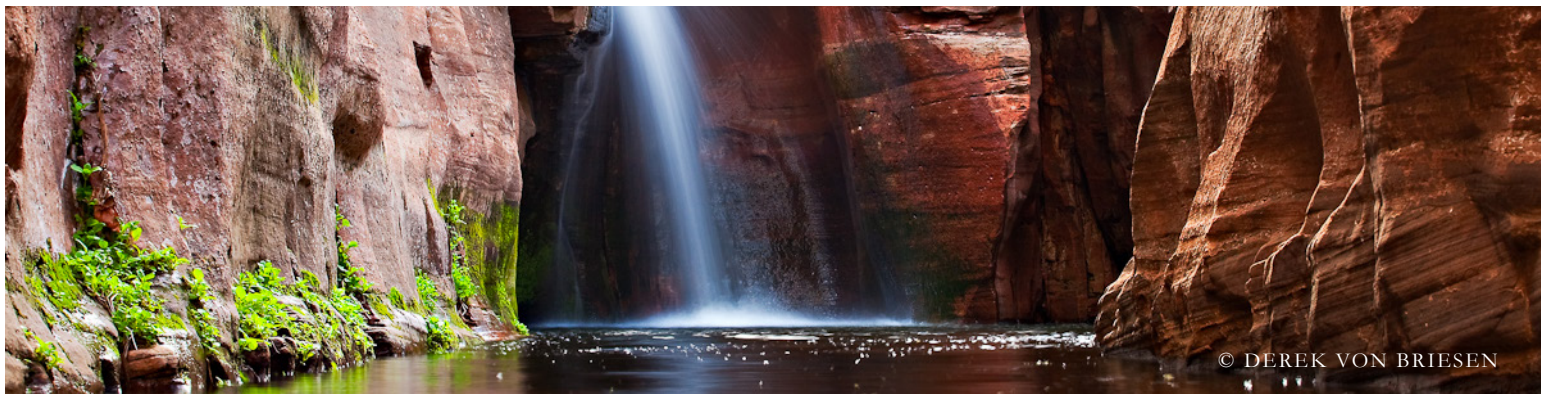
KEEP SEDONA BEAUTIFUL  
360 BREWER ROAD, SEDONA, AZ 86336

### 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**



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