



# KSB eNews Today

*Celebrating Our First 50 Years*

July 15, 2022



## KSB HISTORY - CONTROLLING AND REDUCING POLLUTION

**Dear KSB Friends,**

As part of our 50th anniversary celebration, we're looking back at our past accomplishments and looking forward to our plans for the future. This month focuses on controlling and reducing pollution.

Our founders recognized that the beauty of Sedona is directly and inescapably linked to the health of our environment. That recognition was reinforced in 1975 when we invited Dr. Ken Banks to speak on the role of the environmentalist. He lauded our early efforts at controlling signs and lifting litter but strongly recommended advocating for signs that use no energy and for eliminating waste, so it does not need to be picked up – what we now term “Reduce, Reuse, Recycle.” In 1975, Dr. Ken warned that the accelerating burning of fossil fuels to satisfy our unquenchable thirst for energy must be controlled.

Over our half-century of advocacy, we have learned and adapted. For example, in 1972, we advised readers in our Red Rock News column to use Paraquat-based herbicides to control weeds. Fast-forward to today and we're strongly encouraging businesses and the public to use only non-toxic herbicides and pesticides. In fact, we're the lead partner for the Sustainable Tourism Plan tactic to *“Encourage businesses and residents to eliminate the use of pesticides and other chemical products that may negatively impact the environment.”*

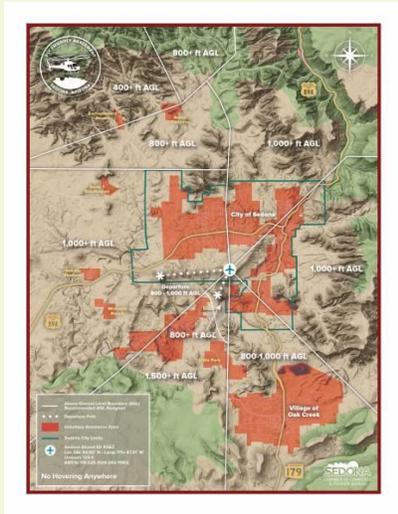


Photo courtesy of the Red Rock News

Early on, we recognized the enormous economic engine created by a healthy Verde Valley environment. The headline of a November 26, 1980 article in the Red Rock News was “*The Environment is Our Economy.*”

We’ve used all the means at our disposal to provide the Verde Valley with information about how to live cleaner more environmentally friendly lives by:

- Reducing unnecessary consumption
- Recycling as much as possible
- Using non-toxic herbicides and pesticides
- Composting
- Controlling erosion
- Recognizing “greenwashing” where companies mislead about their environmental efforts
- Advocating for the elimination of CFC’s
- Protecting our precious riparian areas
- Installing home solar panels
- And much more...



For example, after 5 years of diligent work, agreement was reached in 2020 to reduce helicopter noise pollution in Sedona. Led by past President Mike Yarbrough, KSB was instrumental in reaching this landmark voluntary agreement that establishes “No-Fly Zones” and minimum altitudes. Both of these voluntary restrictions have resulted in less noise pollution for both residents and visitors.

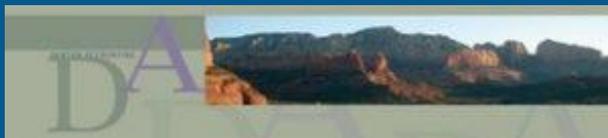
Our current work to control the proliferation of OHVs continues our emphasis on reducing both environmental and noise pollution, as does our ongoing contribution to the drafting of the Yavapai County Comprehensive Plan.

To help us in our efforts to control noise and environmental pollution, become a member of KSB or renew your membership at [keepsedonabeautiful.org/donations](https://keepsedonabeautiful.org/donations).

You can read a chronological history of KSB by [CLICKING HERE](#).

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