

KEEP SEDONA BEAUTIFUL

Preserving the Wonder

Cultural Heritage



WINTER 2024



Preserving the Wonder

Winter 2024

**KSB's Quarterly
Environmental
Message:**

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

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



**10,000+ VOLUNTEER HOURS
OVER 5,000 HOURS
LITTER LIFTING**

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



**Verde Valley Regional
Economic Organization**



PRESIDENT'S MESSAGE



I began writing this article on October 13, Indigenous Peoples Day, a time to recognize the transformative role Indigenous peoples play

in shaping a sustainable future. As we reflect on the Verde Valley's Indigenous heritage, we also explore how Indigenous knowledge systems can help shape innovative approaches to climate resilience.

Here are some excellent resources to deepen your understanding and appreciation of Indigenous histories and knowledge systems:

- [The Native Knowledge 360° Education Initiative](#): A project that offers dynamic educational materials to broaden perspectives on Native peoples and cultures.
- [IllumiNative](#): A Native women-led organization focused on advancing core Native values and community through research and advocacy.
- [Reclaiming Native Truth](#): A campaign dedicated to fostering respect, inclusion, and social justice for Native Americans.

On a personal note, this will be my final President's Message. I've had the honor of serving as KSB's President for the past four years, during which we experienced the upheaval of COVID, expanded our litter-lifting efforts, succeeded in making our building a net positive producer of electricity, and established the KSB EcoHub as a focal point in the community for

environmental learning. Our re-landscaping project is nearing completion, and our Development Committee continues to grow our membership and sponsorship base beyond pre-pandemic levels.

Carla Williams, who leads our development efforts, is assuming the Presidency and will bring the leadership, commitment and continuity needed to keep KSB at the forefront of environmental advocacy in the Verde Valley. I'm certain that Keep Sedona Beautiful, under Carla's strong leadership, will continue to champion sustainability and environmental advocacy while embracing the invaluable lessons we can learn from Indigenous stewardship of the land.

I want to thank all of our trustees, staff, members, and sponsors for helping make the past four years among the most rewarding and satisfying of my life. I'll continue to be actively involved with KSB, serving as Carla's Vice President.

Thank you all! - Craig



FILL THE BAG: 2025 MEMBERSHIP MATCHING CAMPAIGN

KSB's Litter Lifters have been hard at work, filling countless bags with litter to keep our community clean and beautiful. Now, we're asking you to help fill another kind of bag—the KSB donation bag. We've kicked off our Fall Matching Membership Campaign, and our goal is to raise \$40,000.

This year, we're turning our efforts from "trash to treasure." While our volunteers provide the leadership and manpower, we still need financial support to keep things running smoothly year after year. If you haven't donated yet, now is the perfect time. Every dollar you give will be doubled, thanks to the generous \$15,000 pledge from Norris and Carolyn Peterson and additional pledges from the KSB board.

Your continued support has been the backbone of our mission, helping us to maintain the natural beauty of Sedona and the Verde Valley throughout the year. Let's keep this momentum going. Please consider [donating online today](#) or mailing a check to Keep Sedona Beautiful, 360 Brewer Road, Sedona, AZ 86336.



JOIN THE KSB LEGACY FAMILY



Keep Sedona Beautiful's **Preserving the Wonder Legacy Family** provides a means for donors passionate about Sedona's environment to interact with KSB on a level akin to a family. Family members are mindful of each other and create safe spaces to talk openly and truthfully. Communicating with our committed donors became a top priority when KSB returned to a more normal status following the pandemic. We're celebrating these donors like never before. We want to hear your stories, experience your passion and listen to your truths face-to-face as family.

To learn more, visit our [Legacy Family webpage](#). **Current Legacy Family Donors:**

Debra and Jeff Fleege

Craig Swanson and Lynn Zonakis

The Karuna Foundation

Carla Williams

John Neville and Jawn McKinley

Sheri and JP Young

Carolyn and Norris Peterson

DONATING A LIFE INSURANCE POLICY

Many people don't think of their permanent life insurance policy as an asset. By donating it to KSB, it can significantly impact KSB's ability to continue important environmental work far into the future. You can transfer ownership and beneficiary interest, which has potential tax savings. Or, retain ownership and name KSB as a full or partial beneficiary, which means KSB would receive a payout upon your death. Or, if you use a donor-advised fund for charitable giving, transfer the policy to the fund or designate KSB to receive benefits, which means assets will remain and grow until death.





WILDFIRES AND CULTURAL BURNING: LESSONS FROM INDIGENOUS LAND STEWARDSHIP

Wildfires are becoming increasingly intense and frequent across the American West, prompting land managers to rethink traditional approaches. A promising solution lies in a practice deeply rooted in the long-standing relationship between Indigenous communities and their lands: controlled burning. Known as [cultural burning](#), this practice is both a sophisticated tool for land stewardship and a way to sustain thriving ecosystems and communities.

Cultural burning is grounded in ecological knowledge refined over millennia. While often compared to prescribed burns used by modern land managers, cultural burning is distinct in its purpose and practice. It varies widely among Indigenous communities, adapting to local ecosystems, cultural traditions, and specific land management goals.

More than wildfire prevention, cultural burning serves many purposes, including:

- **Promoting food sources:** Fires stimulate the growth of plants used for food and medicine, while creating better grazing conditions for game animals.
- **Enhancing hunting grounds:** Controlled burns create open areas that attract game and simplify hunting.
- **Improving plant materials:** Many plants used for basketry and crafts thrive after periodic burning.
- **Controlling pests:** Fire naturally reduces insects and parasites that can harm plants and animals.
- **Maintaining travel routes:** Regular burns clear trails and transportation corridors.
- **Honoring spiritual and cultural practices:** Fire plays a significant role in ceremonies and cultural identity for many Indigenous peoples.

With the arrival of European settlers, Indigenous burning practices were systematically suppressed. Colonial and later U.S. government policies regarded all fire as destructive, criminalizing these techniques and adopting a fire suppression mindset. This approach ignored the nuanced understanding Indigenous communities had cultivated over generations.

The consequences of these policies have been profound. Fire suppression, coupled with extractive logging and climate change, has contributed to today's wildfire crises. Suppression also disrupted Indigenous relationships with their lands, resulting in ecological and cultural losses.

In the Southeastern U.S., Indigenous communities used fire to manage longleaf pine forests, promoting biodiversity and creating habitats for game animals like deer and turkey. Early settlers, like Captain John Smith in 1607, noted these well-managed landscapes, saying, "A man may gallop a horse amongst these woods." You can read about the [Brutal Legacy of the Longleaf Pine by clicking here](#).

In Arizona, the White Mountain Apache have combined traditional fire knowledge with modern science to manage their forests, reduce wildfire risks, and promote ecosystem health. As White Mountain Apache citizen [Orlando Carroll notes](#): "Active management contributes to the health of this forest. You can't just look at a forest like it's just pristine and we can't touch it. We have to manage it."

In Northern California, the Karuk Tribe historically burned the land in a mosaic pattern to create diverse landscapes that supported wildlife and reduced severe fire risks. Their Eco-Cultural Resources Management Plan integrates cultural burning with modern land management. [Bill Tripp](#), a Karuk leader, underscores its importance, noting that: "without being able to freely engage in our cultural burning practices, we lose our culture. We can't teach someone how to make a basket if we don't have the materials that are pliable enough to make them. And we can't access our food resources. We lose our salmon, we lose our acorns, we lose all those things, and we don't have a culture. We just slowly disappear."

Similarly, the Yurok Tribe used fire to maintain prairies and support basket-making materials and food sources. Yurok member [Margo Robbins](#) highlights its transformative power: "People have become disconnected with the land and fire. And they've kind of forgotten, or perhaps because this has been a generational assault on who we are, perhaps they never knew who we [were] and who we're meant to be. Fire has the ability to reestablish that connection." *cont. on page 5*

cont. from page 4

While there's increasing interest in Indigenous fire management techniques, implementing them on a large scale faces several challenges:

- **Strict regulations** on prescribed burns make it difficult to implement cultural practices.
- **Liability concerns** can deter land managers from conducting burns.
- **Lost knowledge** due to suppression requires careful reconstruction and education.
- **Public misconceptions** about fire's role as solely destructive hinder adoption.
- **Climate change** increases risks, complicating controlled burning.

Expanding cultural burning practices offers hope for more effective wildfire management and healthier ecosystems. By blending Indigenous ecological knowledge with modern science, we can create resilient landscapes better adapted to fire.

Ron Goode, a North Fork Mono Indian, explains: *"We don't put fire on the ground and not know how it's going to turn out. That's what makes it cultural burning, because we cultivate."*

This shift requires viewing fire not as an enemy to be feared, but as a tool to be used wisely and respectfully. Collaboration between sovereign Indigenous nations, government agencies, and other stakeholders is essential to restoring these practices.

KSB encourages you to support efforts to: advocate for policy changes that facilitate cultural burning, collaborate with Indigenous communities in land management and to learn more about the ecological and cultural significance of these practices.

Fortunately, agencies like the U.S. Forest Service are recognizing the value of Indigenous fire management. For further reading, explore:

- [The art of fire: how traditional forest management practices are finally being recognized](#)
- [Forest Service and Nations Partner to Promote Forest Resilience](#)
- [Restoring Balance and the Case for Indigenous Fire Management](#)
- [Landowners in the U.S. Southeast Turn to Traditional Fire Practices](#)

KSB RECEIVES INDIGENOUS CULTURE TRAINING

The KSB Cultural Affairs Committee sponsored Heather Sauyaq Jean Gordon, PhD, for training on Indigenous Culture and Communications. Several KSB Board members and others attended this training at the EcoHub on September 26th, which included discussions on Indigenous terminology, white privilege, respectful communication, colonization, cultural humility, race and racism, Indigenous environment culture, systems of inequality and more. This is the second Indigenous Culture training at KSB with Dr. Gordon.

Dr. Gordon is Iñupiaq and an enrolled Tribal member of the Nome Eskimo Community. Dr. Gordon's current work looks at: Indigenous Knowledge and Methodologies, Historical Trauma, Futures Research, Indigenous Self-determination, Sustainability, and Health and Wellbeing, Arctic Migration, Missing and Murdered Indigenous People, Social Inequality and Stratification, Restorative Justice, Youth development, Climate Change, Food Security and Sovereignty, Indigenous data sovereignty, and Indigenous Culture as a Preventative and Protective Factor. Dr. Gordon is a Fulbright Arctic Scholar and travels the world speaking on Indigenous topics. See her publications [here](#).

"Keep Sedona Beautiful is a unique organization. Where else do you find a group of doers dedicated to preserving and enhancing a small slice of heaven? From litter clean-up to quiet skies. From buildings that blend into the environment to dark skies. KSB is a one-of-a-kind non-profit that should be copied by communities everywhere."

BOB ROTHROCK

JAMES HAVENS CAPTURES THE BEAUTY OF SEDONA

SEDONA CANVAS 1 BY JAMES HAVENS

KSB CONSERVATION EDITION
1000 CANVAS LIMITED EDITION \$750. U.S.
(16" x 38" x 38")
(50% OF PROCEEDS TO BENEFIT KEEP SEDONA BEAUTIFUL, INC.)

ORIGINAL OIL ON CANVAS SIZE: 4.3' x 8'
AVAILABLE \$26,500

RESERVE TODAY AT:
WWW.HAVENSTUDIO.ONLINE

Keep Sedona Beautiful, Inc. 1 300 Brewer Road, Sedona, AZ 86336 | 928.282.4938 | info@KeepSedonaBeautiful.org

Keep Sedona Beautiful has exciting news to share! For the first time we are collaborating with an artist to help bring awareness to our cause. World renowned fine artist and sculptor James Havens has generously offered to share fifty percent of proceeds from the sale of the "Keep Sedona Beautiful" Limited Edition print - hand-embellished canvases. Signed, numbered & unique!

[James Havens](#), artist and conservationist, is a renowned painter and sculptor celebrated for his epic, large-scale museum pieces exploring historic themes, endangered species, and majestic figurative oil paintings. His recent focus on conservation efforts has led to impactful projects — spotlighting endangered wildlife and ecosystems globally.

Having recently discovered Sedona, James painted an original as a fundraiser for KSB. As per James, "We are now accepting pre-orders for the 'Keep Sedona Beautiful Sedona Canvas 1' special conservation edition." This is the first of ten in Sedona.

KSB members and friends have an opportunity to help KSB while enjoying a quality art purchase.

[Watch as James talks about his Sedona project.](#)

The 4.3' x 8' original oil on canvas (rolls for shipping) shown here is available for purchase for \$26,500, along with 1,000 16" x 38" conservation edition Print-Hand-embellished canvases for \$750 each. View, ask questions, email or order his work at [STORE](#) (let James know you are a KSB purchaser).

KSB JOINS THE VERDE FRONT LEADERSHIP COUNCIL

The Verde Front is a regional collaborative in the Verde Valley dedicated to fostering proactive dialogue, coordination, and collective action for the stewardship of natural and cultural resources. Its mission is: *"To inspire, coordinate, and support landscape stewardship and sustainable outdoor recreation in the Verde Valley through regional collaboration."*

As a new member of the Leadership Council, Keep Sedona Beautiful is eager to join other Verde Front members in advancing this shared vision. The Verde Front's mission aligns closely with KSB's own commitment to preserving the beauty and health of our region.



INDIGENOUS COMMUNITIES WORK TO RESTORE THE LAND

Traditional fire management is just one of the many ways Indigenous peoples across North America are leading efforts to restore ecosystems and revitalize relationships with their lands. Below are a few examples showcasing the diversity and impact of these initiatives.

As seen in the photo above, Diné farmer Roberto Nutlouis has restored watersheds on his 12-acre plot in Piñon, Arizona. Using earthen berms and small dams made of woven brush, sticks, and rocks, he has revitalized his own fields and supported the restoration of 56 others. [Nutmouis explains](#), “*The work we do is looking back at ancestral wisdom, reclaiming and re-correcting knowledge, decolonizing and re-Indigenizing.*”

Born in the Hopi nation, research associate at the Native American Agricultural Fund [Dr. Michael Kotutwa Johnson](#) [notes](#) that “*All these terms for new farm practices — regenerative agriculture, precision agriculture — we’ve been doing for 2,000 years. We just didn’t call it that. We are still planting some of our fields by hand today to remember where we came from.*”

Indigenous leaders, environmental nonprofits, and the Department of the Interior are working together to restore buffalo to Tribal lands on an unprecedented scale. [Wizipan Little Elk Garriott](#), an enrolled member of the Rosebud Sioux Tribe in South Dakota and Principal Deputy Assistant Secretary – Indian Affairs for the U.S. Department of the Interior, highlights the importance of this effort: “*Buffalo are essential to the health, well-being, and prosperity of Native communities across Indian Country. We are pleased to support this collaboration of nonprofits and intertribal organizations to help Tribal communities further restore and create sustainable healthy buffalo herds on Tribal lands.*”

Elsewhere, tribes are turning to different keystone species to revitalize their lands and waters. In California, the Tule River Tribe has reintroduced beavers to enhance the land’s resilience to drought and fire. Tribal member [Kenneth McDarmet](#) [observes](#), “*We’ve been through numerous droughts over the years. It’s going to be wonderful to watch them do their thing.*”

Idaho’s Coeur d’Alene Tribe is engaged in an ongoing, multi-decade effort to bring back beavers and salmon, restore native grasses, repair stream channels and bring back water potatoes, one of the tribe’s traditional foods. According to [Ralph Allan Jr.](#), the tribe’s fish and wildlife program manager, “*We’re not just reintroducing the species of salmon back to our people. We’ve lost that cultural connection to the salmon as well, so we’re reintroducing a whole culture of salmon.*”

In British Columbia, the Heiltsuk Nation is integrating traditional



Danielle Kaye builds a berm spillway on the farm of Roberto Nutlouis.

Credit: Roberto Nutlouis via Yale Environment 360

knowledge with modern methods to protect salmon and bears. [William Housty](#), director of the Heiltsuk Integrated Resource Management Department, explains, “*We’re going back to the value system that our ancestors implemented for thousands of years. In our eyes, it is for the betterment of everything.*”

Supporting these initiatives, and others like them, requires honoring Tribal sovereignty, advocating for policies that empower Indigenous stewardship, and fostering partnerships that prioritize Indigenous leadership. By working together, we can learn from these practices to create a more sustainable future.

Keep Sedona Beautiful

Reminds all members
to patronize our generous sponsors.

How to Responsibly Visit Tribal Nations and Alaska Native Villages

An Education Entry Point for Non-Indigenous Guests

The voice and lived experiences described in this resource come from a 25-member group of American Indian, Alaska Native, and Native Hawaiian community members approaching education solutions for guests spending time in Indigenous communities across America.

1. Indigenous Means Today

Over 2.3 million people across America (the lower 48 states, Alaska, Hawaii) are a part of unique Indigenous communities that celebrate distinct culture, tradition and heritage. We are the living descendants of pre-invasion inhabitants of lands now dominated by others. We are American Indians, Alaska Natives and Native Hawaiians. **We have always been here and we have never left.**



2. Responsible Visitation and You

Today, many of our communities welcome you as guests and travelers to the lands of our ancestors. However, our lands, water sources and communities themselves face many long-lasting negative impacts from uninformed guest actions.

Many visitors simply do not have adequate information about appropriate and respectful behaviors. Sometimes these uninformed actions are the result of assumptions made by visitors. What lacks is a basic understanding of how to prepare for a responsible and enjoyable visit to Tribal Nations, Alaska Native Villages and Hawaiian Homelands.



3. Impacts Caused by Uninformed Guests

While there may not be a harmful intention, uninformed guests can have devastating consequences. Some are familiar: trash and litter; human and pet waste, wildfires; water contamination, damage to vegetation and soils, the spread of invasive species.

Other impacts, however, are completely unique: damage to sacred sites; uninformed harvesting of medicinal plants; desecration of graves; taking photographs of certain ceremonies; assuming all community dwellings are open to guests and more.



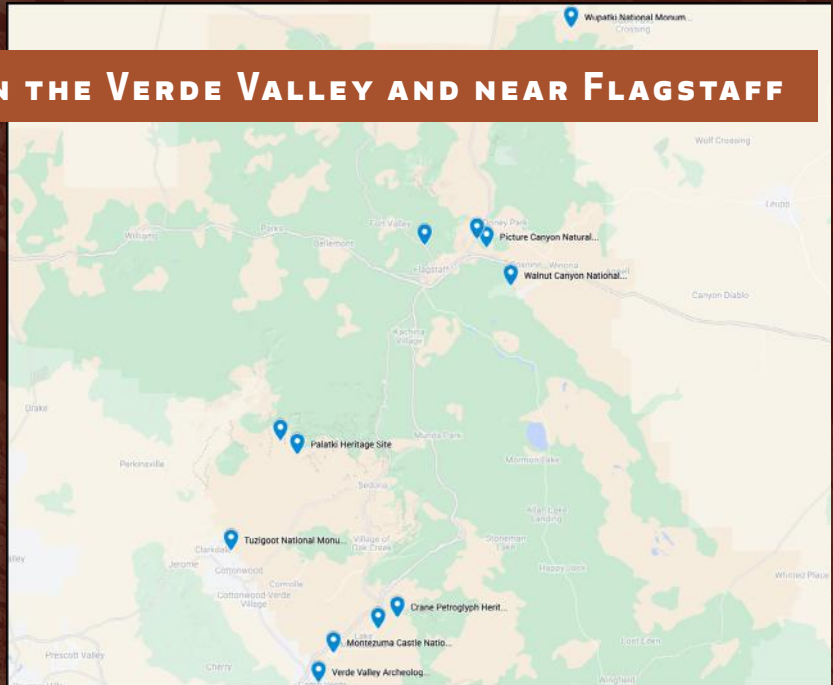
CULTURAL HERITAGE SITES IN THE VERDE VALLEY AND NEAR FLAGSTAFF

The Verde Valley is rich in Indigenous cultural heritage, with numerous sites that tell the stories of the area's original inhabitants. These locations reflect the deep connections between Native communities and the land, showcasing their skilled agricultural, architectural, and artistic practices. They serve as enduring links to Native American traditions that continue to influence and enrich the region today.

KSB encourages residents and visitors to respectfully explore these sites and learn more about the [Yavapai-Apache Nation](#), located near Camp Verde.

When visiting any Cultural Heritage Site:

- Stay on designated trails.
- Show respect for the people who once lived there.
- Feel free to take photos to capture the experience.
- Never graffiti, tag, or carve anything.
- Avoid sitting, standing, or climbing on any archeological remains.
- Do not touch or remove artifacts, leave offerings, or make contact with petroglyphs or pictographs.



CRANE PETROGLYPH HERITAGE SITE

One of Arizona's largest petroglyph sites, this remarkable location features over 1,000 petroglyphs carved into sandstone walls. The carvings, attributed to what archeologists refer to as the Sinagua people, depict animals, human figures, and symbols that provide insights into their beliefs and daily life. Highlights include an incredible solar calendar. The site, formerly called V-Bar-V, is open Friday through Monday from 9:30 AM to 3:00 PM and has a small visitor center. [Click here for a map.](#)



PALATKI HERITAGE SITE

Nestled in Sedona's red rock canyons, this site offers a glimpse into the lives of the Sinagua people who inhabited the area between approximately 650 and 1350 AD. Visitors can explore well-preserved cliff dwellings and stunning pictographs, some of which date back as far as 10,000 years. Open daily from 9:30 AM to 3:00 PM; [reservations are required](#). [Click here for a map.](#)

cont. on page 9



HONANKI HERITAGE SITE

Another significant archaeological site near Sedona, Honanki features impressive cliff dwellings and intricate petroglyphs and pictographs from the 12th century. This location offers a closer look at the architectural and artistic skills of the Sinagua. Open daily from 9:30 AM to 3:00 PM, with no reservations required. [Click here for a map.](#)



TUZIGOOT NATIONAL MONUMENT

Located near Clarkdale, this ancient hilltop pueblo consists of more than 100 rooms and dates back to the 12th century. Visitors can explore the reconstructed rooms while enjoying panoramic views of the Verde Valley. The Visitor Center includes excellent educational exhibits. Open daily from 8:00 AM to 4:45 PM. [Click here for a map.](#)



MONTEZUMA CASTLE NATIONAL MONUMENT

This impressive cliff dwelling offers a glimpse into the lives of the Sinagua who built it over 600 years ago. Perched on a limestone cliff, the reconstructed site highlights the ingenuity and resilience of its inhabitants. Open daily from 8:00 AM to 4:45 PM. [Click here for a map.](#)



MONTEZUMA WELL

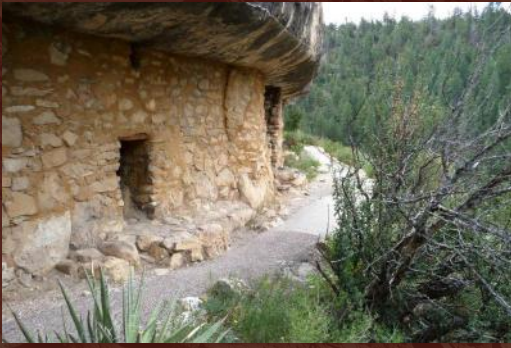
This unique geological feature served as a critical water source for the Sinagua, who developed advanced irrigation systems to support agriculture. The site includes cliff dwellings and offers opportunities to learn about the area's ecosystem. Open daily from 8:00 AM to 4:45 PM. [Click here for a map.](#)



WUPATKI NATIONAL MONUMENT

Located north of Flagstaff, this site is home to impressive stone pueblos, including the large, multi-story Wupatki Pueblo built in the 11th century. Features include a ceremonial ball court and evidence of sophisticated agricultural practices. Open year-round from sunrise to sunset. [Click here for a map.](#)

cont. on page 10



WALNUT CANYON NATIONAL MONUMENT

This striking canyon west of Flagstaff features stabilized and partially reconstructed cliff dwellings. Visitors can walk among ancient homes and enjoy scenic overlooks while learning about the early inhabitants. Open daily from 9:00 AM to 5:00 PM. [Click here for a map.](#)



PICTURE CANYON NATURAL AND CULTURAL PRESERVE

A hidden gem near Flagstaff, this site combines stunning rock formations with petroglyphs created by the Sinagua people. Interpretive trails weave through the preserve's lush vegetation, highlighting its unique geology and ecosystems. Open 24/7, year-round. [Click here for a map.](#)



ELDEN PUEBLO HERITAGE SITE MONUMENT

At the base of Elden Mountain, this 12th-century site features the remains of a multi-room adobe structure. Visitors can explore and learn about the Sinagua community's agricultural practices, trade networks, and daily life. Open sunrise to sunset year-round. [Click here for a map.](#)



VERDE VALLEY ARCHEOLOGY CENTER AND MUSEUM: CULTURAL PRESERVE

Dedicated to preserving and educating about archaeological sites and collections, the center fosters partnerships with American Indian communities to deepen understanding of the region's history. [Click here for a map.](#)



MUSEUM OF NORTHERN ARIZONA

This institution works closely with Colorado Plateau Tribes to enhance the understanding of its collections and ensure respect for their cultural origins. [Click here for a map.](#)

REGENERATIVE AGRICULTURE: MORE THAN FOOD FOR THOUGHT

CONTRIBUTED BY TOM HAUBER

What is regenerative farming?

In a living system, to “regenerate” is to regrow or replace something injured or damaged or degraded. In the context of farming, we’re talking about agricultural land and the health of the soil itself.

Conventional industrialized agriculture is a commercial enterprise seeking a high profit margin from the highest yield a producer can generate from a given piece of land. Over time, the soils become highly degraded, depleted of organic matter. Some estimates claim 30-40% of commercial land is being rapidly depleted of its ability to sustain food production. Overworked land becomes a nearly sterile medium heavily dependent on chemical fertilizers, hormones and overuse of harmful pesticides.

Regenerative techniques rebuild exhausted topsoil by increasing organic matter. Reduced tilling minimizes loss of existing soil organic matter from oxidation and prevents disruption of complex soil biology. Planting cover crops increase soil organic matter and improve soil fertility capturing nutrients after a harvest. They also raise soil moisture and prevent erosion from runoff. Techniques that can improve a delicate water cycle and reduce waste are essential.

In California’s breadbasket central valley, signs remind us “Crops grow where water flows.” Water conservation and efficient use of water is essential and can be the limiting factor in dry climate crop selection.

Indigenous peoples like the Hopi have used crop diversity, clustering beans squash and corn, for thousands of years. The Hopi have practiced dry farming, planting in swales and depressions to capture any available water. [Dr. Michael Kototewa Johnson is keeping that tradition alive.](#)

The Navajo know the benefits of selecting and saving seeds from plants successfully adapted to their particular climate and soil type. Read their handbook on Restoring Native Plants to Navajo Lands by [clicking here](#).

Regenerative farming is neither a buzzword nor a prescription that must be followed. It is a list of good ideas and best practices, a toolbox of techniques and concepts for a better use of land and water. Each grower becomes a unique producer taking maximum advantage of his own knowledge of climate, soils, plant choices and so on.

Regenerative farming is not a one-size-fits-all solution. Techniques for cotton farmers in Wilcox differ from lettuce growers in Yuma. For high-intensity monoculture,



crop yield is uppermost. Use of livestock in rotational grazing and crop rotation can require more land. Use of regenerative techniques requires patience and persistence to regain or surpass a desired production yield. However, when regenerative tools are conscientiously employed, users find almost universal benefit.

Enlightened consumers increasingly seek food products free from harmful chemicals, pesticides, hormones and antibiotics. Whether it’s a cure for the tasteless tomato or ripeness and freshness, today’s shoppers naturally turn to organic or regenerative producers. “Organic” is a specific certification process that shares regenerative goals. Whether it’s the supermarket organic aisle or the Saturday Farmers market, the regenerative and organic farmer, with expert knowledge of their own land and soil, is likely to produce fresher, tastier and healthier food.

[As stated in an article by REP Provisions](#), “Because regeneration is an ongoing process and not a destination, we need producers who are in deep connection with their land, able to read her cues and anticipate her needs; we need people who understand ecology and the cosmic dance of energy. Regenerative agriculture goes beyond organic because it goes beyond sustainability. It aims to not only restore what has been degraded or maintain what is, but to intentionally build more resilient and interconnected systems that continue to generate more life.”

You can also read an article about [how regenerative agriculture can make climate solutions more resilient](#) by [clicking here](#).

PRESERVING THE WONDER SPEAKER SERIES

SAVE THE DATES!

All events will be held at the KSB EcoHub, located at 360 Brewer Road in Sedona. Events begin at 5:00 PM, with doors opening at 4:30 PM.

January 15, 2025: Win Holden - "100 Years Grand: The Story of Arizona Highways Magazine"

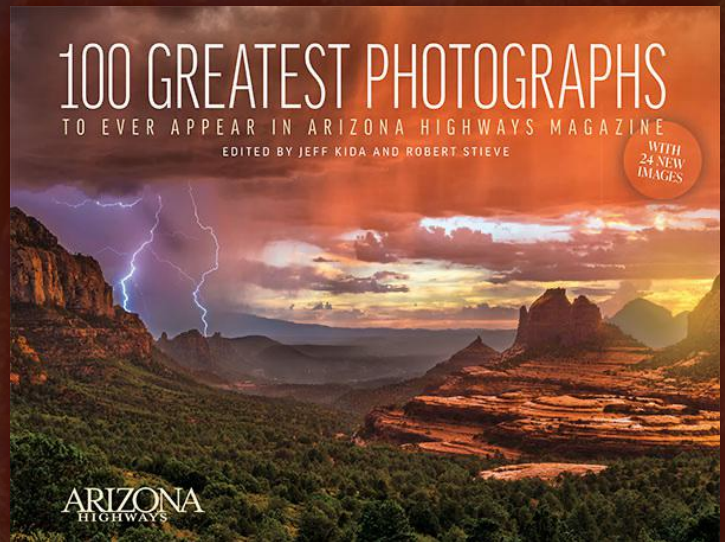
Win Holden will present a fascinating look at the history of Arizona Highways Magazine, featuring some of the most iconic photos of Arizona ever published. Appointed as the magazine's sixth publisher in May 2000, Mr. Holden has overseen its recognition as one of the world's premier travel magazines. Arizona Highways boasts over 120,000 subscribers across all 50 states and 100 countries. This presentation is made possible by AZ Humanities.

February 19, 2025: Janie Agyagos - "Landscaping for Wildlife"

Janie Agyagos, Wildlife Biologist for the Red Rock District of the Coconino National Forest, will return to KSB to discuss how to design landscapes that support and attract wildlife. This presentation is part of our effort to integrate Native Plant Workshop topics into the Speaker Series program.

March 19, 2025: Jim Turner - "The Colorado River and Its Wonders: A Study in Water Use and Conservation"

Jim Turner, historian with the Arizona Historical Society, will explore the wonders of the Colorado River and delve into issues of water use and conservation. Mr. Turner has collaborated with more than 70 local history museums, co-authored the 4th-grade textbook *The Arizona Story*, and authored *Arizona: Celebration of the Grand Canyon State*, a 2012 Southwest Books of the Year selection. This presentation is made possible by AZ Humanities.



Past Presentations Available Online

Many past presentations have been recorded and are now available for viewing on the [KSB website Speaker Series page](#) and on KSB's YouTube Channel, [Keep Sedona Beautiful](#). Sharing these resources with family and friends is an excellent way to introduce them to the beauty and significance of Sedona and the Verde Valley.

Explore the KSB EcoHub

We invite you to attend these engaging sessions and arrive early to explore the EcoHub grounds. The property is being transformed into a model for sustainable landscaping, showcasing practices tailored to our arid environment.

"KSB has a proven record of successfully addressing issues that are of concern to me: keeping our roads and streets clean of litter, opposing irresponsible development, protecting our public lands, protecting our dark skies, educating the public on the reality of climate change, and a host of other environmentally related topics. For over 50 years, KSB has been at the forefront of advocacy and education in the Verde Valley."

CRAIG SWANSON

BECOMING DARK SKY COMPLIANT

Whether you live in Sedona—where all properties must have dark-sky-compliant lighting by January 1, 2028—or elsewhere in the Verde Valley, Keep Sedona Beautiful encourages you to evaluate your outdoor lighting and make necessary changes to help preserve our precious dark skies.

To assist residents and businesses, KSB offers a [dedicated webpage](#) with information about dark-sky compliance along with helpful resources.

If your property is already dark-sky compliant, thank you for doing your part! If not, we invite you to take the first steps by identifying non-compliant fixtures and creating a plan to replace them. Together, we can ensure our night skies remain a source of wonder for generations to come.



LOWELL OBSERVATORY'S MARLEY FOUNDATION ASTRONOMY DISCOVERY CENTER



The [Lowell Observatory](#) in Flagstaff unveiled its stunning new Astronomy Discovery Center on November 16. This state-of-the-art facility offers engaging, interactive exhibits that are sure to captivate children and adults alike.

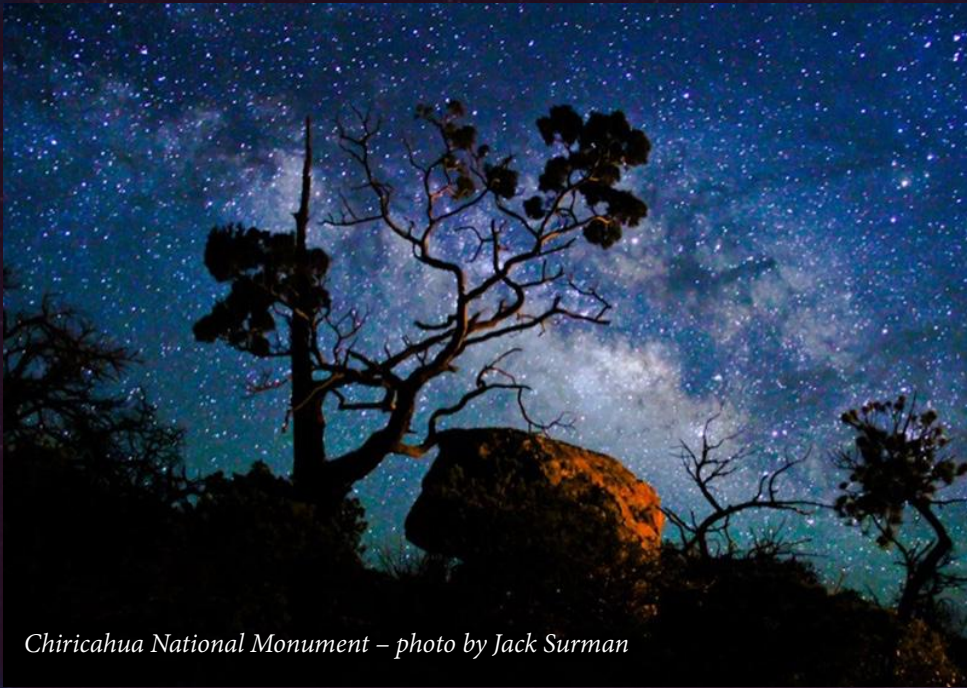
Highlights include a theater for films and live presentations, a rooftop observation area with multiple telescopes, a gift shop and a café.

Located at 1400 West Mars Hill Road in Flagstaff, the observatory offers free

admission to the Discovery Center for children ages 5 and under. Tickets are \$20 for children ages 6–17 and \$35 for adults, with discounts available for local residents and members of Arizona Native Nations.

For anyone passionate about astronomy or dark skies, this is a must-visit destination. Once you experience the Discovery Center, you'll likely find yourself returning again and again.

EXPERIENCE THE BEAUTY OF ARIZONA'S DARK SKIES



Chiricahua National Monument – photo by Jack Surman

Arizona offers some of the world's most stunning opportunities to enjoy clear, star-filled skies. Each of the following locations has been recognized as a Dark Sky Place by Dark Sky International. Descriptions are adapted from the Dark Sky International website:

DARK SKY COMMUNITIES

- **Big Park / Village of Oak Creek:** Advocated successfully for changes to local legislation, resulting in County-wide policies that ensure Dark Sky Community-level protections across unincorporated Yavapai County.
- **Camp Verde:** Collaborates publicly and privately to raise awareness about dark-sky issues and the importance of compliance with updated ordinances.
- **Flagstaff:** The world's first International Dark Sky Place, designated in 2001, continues to lead in dark-sky preservation.
- **Fountain Hills:** Activists spearheaded updates to the outdoor lighting ordinance in 2016 and launched an ongoing program to educate residents about the benefits of dark skies and quality outdoor lighting.
- **Sedona:** Emphasizes preserving its pristine dark skies, not just as a community treasure but also as a draw for new residents and businesses.
- **Thunder Mountain Pootsee Nightsky:** Located on the Kaibab Band of Paiutes' land, the tribe views protecting their dark skies as a vital responsibility, aligning with their stewardship of land and water.
- **Tubac:** Partners with Tumacácori National Historical Park (a certified International Dark Sky Park) and Tubac Presidio State Historic Park (currently applying for certification) to promote and preserve dark skies as a shared resource.

DARK SKY PARKS

- Chiricahua National Monument: Preserves an example of the distinctive “sky island” geography of the North American Sonoran and Chihuahuan Deserts.
- Flagstaff Area National Monuments: Includes Sunset Crater Volcano National Monument, Walnut Canyon National Monument, and Wupatki National Monument. Collaborative efforts have preserved these dark skies, despite their proximity to Flagstaff.
- Grand Canyon National Park's: Offers unparalleled dark skies, enhanced by programs that remind visitors that “half the park is after dark.” Over 6 million annual visitors can enjoy an authentic nighttime experience.
- Grand Canyon-Parashant National Monument: Among the most remote federally managed lands in the contiguous U.S., its pristine night skies remain virtually untouched.

cont. on page 15

- Kartchner Caverns State Park: Boasts 99% compliance with its Lightscape Management Plan, which was key to improving outdoor lighting codes in Sierra Vista and Cochise County.
- Oracle State Park: Tucked away in a remote region of Arizona, this park provides visitors with solitude and exceptional views of the night sky.
- Petrified Forest National Park: Now recognized as a haven for nighttime darkness, the park offers programs showcasing the importance of dark skies for wildlife and natural resources.
- Pipe Spring National Monument: Encircled by the Kaibab Band of Paiutes Reservation, the monument reflects the area's Native American, European, and pioneer history while preserving pristine night skies.
- Tumacácori National Historical Park: Retains exceptionally dark skies, allowing visitors to glimpse the starlit nights of the past.

Dark Sky Sanctuaries

- Rainbow Bridge National Monument: Culturally significant to several Native American tribes, it is designated a Traditional Cultural Property and a Dark Sky Sanctuary

Dark Sky Urban Night Sky Places

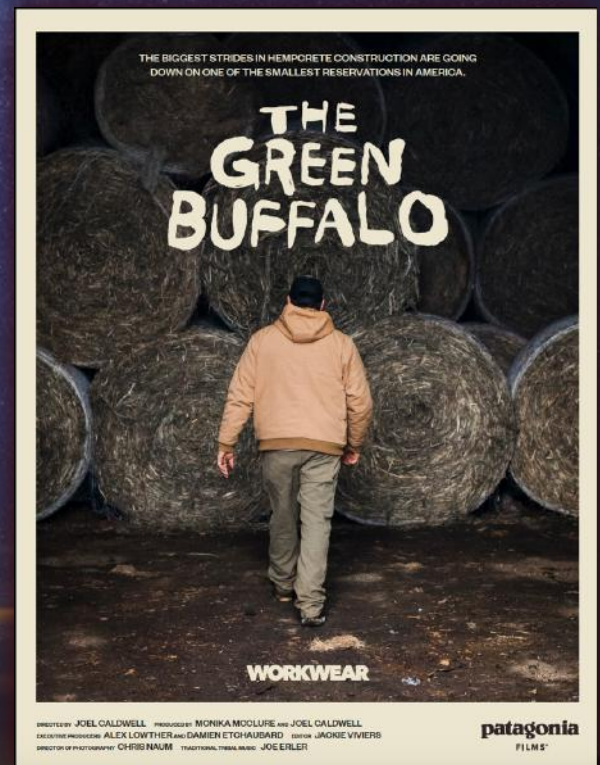
- Saguaro National Park: While Tucson's growth poses challenges, city and county outdoor lighting regulations help reduce light pollution, protecting the park's stunning night skies.

Dark Sky Approved Lodging

- Under Canvas Lake Powell: The world's first Dark Sky Approved Lodging site preserves exceptional sky quality with approved lighting, thoughtful design, and guest education focused on dark-sky conservation.

Arizona's commitment to protecting its night skies ensures that future generations can marvel at the stars. Whether you're exploring a Dark Sky Park, visiting a certified community, or enjoying a stay under dark skies, these places provide an unforgettable connection to the cosmos.

Please consider watching this 20-minute film, The Green Buffalo, created and made freely available by Patagonia Films. It documents the efforts of the Lower Sioux to champion the use of plant-based, high-performing building materials.





Scan to Join

KSB Business Sponsorship

KSB's Business Sponsorship is an excellent way for businesses to support the protection of Sedona's Red Rock Country and the Verde Valley.

Join now & begin utilizing the various benefits listed below by donation level. Email us at ksb@keepsedonabeautiful.org or call us at (928) 282-4938 for more information.



Good for Business

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



Chimney Rock \$250

- Window KSB decal
- Your logo on the KSB Website for one year
- KSB front vehicle plate



Bear Mountain \$500

- Your logo on the KSB website with a link to your business website for one year

* All of the benefits above



Wingfield Mesa \$1,000

- Your logo included in e-newsletters and the quarterly, emailed Preserving the Wonder magazine for one year

* All of the benefits above



Thunder Mountain \$2,500

- Featured logo on front page of one quarterly, emailed Preserving the Wonder magazine per year
- One breakfast with a KSB Board Member

* All of the benefits above



Bell Rock \$5,000

- Featured logo on front page of two quarterly, emailed Preserving the Wonder magazine per year
- One lunch with KSB President and Executive Vice President
- Honorable mention at the annual KSB's Award Ceremony

* All of the benefits above



Mingus Mountain \$10,000

- Featured logo on the front page of 3 quarterly, emailed Preserving the Wonder magazines per year
- One dinner with KSB President and Executive Vice President
- Tour of KSB grounds and historic Pushmataha Center
- Honorable mention at 9 Speaker Series Events
- Your logo on KSB social media platforms (Facebook & Instagram)

* All of the benefits above



Cathedral Rock \$20,000

- Featured logo on the front page of all 4 quarterly, emailed Preserving the Wonder magazines per year
- QR code in Sedona Monthly publication bringing tourists/residents to on-line KSB brochure with your business information
- Sponsor Advertising and logo in Keep Sedona Beautiful brochure

* All of the benefits above



KSB Membership

Our members are concerned citizens sharing a common goal to preserve the scenic beauty and natural environment of Sedona and the Verde Valley. Join today and receive the below-listed benefits by donation level.



Scan to Join

Join today and receive the benefits (per household) by donation level, along with the beautiful KSB 50th Anniversary front vehicle plate. For more info, contact ksb@keepsedonabeautiful.org or call (928) 282-4938.



Agave \$50



Ocotillo \$500

- Tour of the KSB grounds & Pushmataha Center



Piñon Pine \$1,000

- Tour of the KSB grounds and Pushmataha Center
- Verde Valley Photo Notecards



Juniper \$2,500

- One breakfast for two with a Board Member



Gambel Oak \$5K

- Lunch for two w/ President & Executive Vice President
- Honorable mention at KSB Award Ceremony
- 1-hour historical tour of KSB grounds and Pushmataha Center



Cottonwood \$10K

- Dinner for two w/ President & Executive Vice President
- Verbal honorable mention at 9 Speaker Series Events
- 2-hour, private geology tour or narrated tour of the area with respect to the KSB mission



Ponderosa Pine \$25K

- Dinner for two with President & Executive Vice President
- 2-hour, private geology tour or narrated tour of the area with respect to the KSB mission
- Name and donation amount on plaque displayed at Pushmataha Center
- Verbal honorable mention at 9 Speaker Series Events
- 1-hour stargazing with local astronomer

360 Brewer Rd. Sedona, AZ 86336 | 928-282-4938 | ksb@keepsedonabeautiful.org | www.KeepSedonaBeautiful.org

Keep Sedona Beautiful, Inc.

2024 BOARD OF OFFICERS

Craig Swanson, President

Carla Williams, Executive Vice President

Lynn Zonakis, Secretary

Abbie Denton, Treasurer

2024 TRUSTEES

Rob Adams

DeAnna Bindley

John Black

Peggy Chaikin

Kevin Cook

Hollis Davids

Abbie Denton

Donna Hadland

Mark Lawler

Alicia Peck

Norris Peterson

Bob Rothrock

Micheline Welch

Marshall Whitmire

Office Manager: Jan Wind

Executive Assistant: Wendy Heald



© DEREK VON BRIESEN

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



© DEREK VON BRIESEN

THANKS TO KSB's 2024 BUSINESS SPONSORS
WHOSE FINANCIAL SUPPORT HELPS US TO MAKE A DIFFERENCE



L'AUBERGE de SEDONA



VERDE SOLAR POWER

