

KEEP SEDONA BEAUTIFUL

Preserving the Wonder

*Protecting Our
Public Lands*



SPRING 2025



Preserving the Wonder

Spring 2025

**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.**



PRESIDENT'S MESSAGE

Hi, I'm Carla Williams, the new KSB President. While Craig was President for 4 years, I was Executive Vice

President, so I am familiar with KSB operations. Craig is now Executive VP, so he remains involved with numerous initiatives and projects. Together we will maintain the continuity and stability you expect from KSB. We make a responsible leadership team possibly because of our similarities: we spent careers in corporate America (Craig is a retired software engineer and I'm a retired control systems/quality engineer), and we were both certified Project Management Professionals. In addition, we are KSB Legacy Family donors, a new funding category recently created to help sustain KSB into the future.

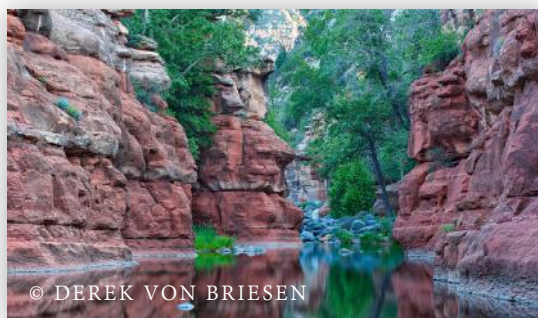
A common thread in both KSB's past and future is preservation of our public lands, this magazine edition's theme. Over the years, KSB has provided the Verde Valley with an organization deeply invested in preserving scenic beauty and forest land. We fight against egregious developments and efforts to turn forest land into private hands, which is a constant threat. We hope you enjoy this edition on land preservation and decide to help us continue creating beautiful on-line magazines by joining KSB.

Membership also supports our Preserving the Wonder initiative, created to reach the millions outside the Verde Valley who don't

know KSB. Augmenting this magazine edition you are now reading is a new website www.PreservingTheWonder.org, designed to teach visitors how to behave when they visit and provide guidance before arriving and after. Our approach gives visitors an awareness they might not receive from other websites and venues. Please read the article in this magazine and send the web link to your friends and relatives who visit.

In this era of uncertainty and turmoil, KSB is concentrating on local projects and initiatives, and we look forward to the multiple 2025 projects that bring us happiness and hope, like the completion of the KSB EcoHub Garden and increasing our business sponsorship. Our leadership, board, members and business sponsors should be proud of what KSB has accomplished these past 53 years, and we hope to continue this meaningful legacy.

If readers are interested in becoming a KSB Legacy Family donor, please call Jan or Wendy at 928 282 4938 or email info@keepsedonabeautiful.org or go to KSB Preserving the Wonder Legacy Family – Keep Sedona Beautiful for more information.



**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.**



HOW AMERICA'S PUBLIC LANDS CAME TO BE

In the Verde Valley, we enjoy incredible public lands all around us. We're fortunate to have nearby National Forests and National Monuments that sustain our watersheds and wildlife and offer us amazing scenic vistas. While these lands have always been here, their path toward public ownership was complex. Here is an abbreviated history of these and other western public lands.

During the 1800s, as England, France, and Spain sold or ceded vast areas to the young United States, the U.S. federal government became the owner of these lands. Of course, the continent had for thousands of years been the home of Indigenous people, though disease and wars waged by the U.S. government decimated their numbers and territories.

Settlers started flocking to western lands in huge numbers starting in the mid-1800s. But by the late part of that century, there still remained vast unsettled landscapes, especially in remote, rugged, and mountainous areas and deserts, that were still the domain of Native tribes, fur trappers, mountain men, and miners. The government had no coherent plan for these vast swaths of land. Instead, government agencies worked hard to give the land away or sell it to almost anyone who wanted it.

The Property Clause of the U.S. Constitution grants Congress the power to retain, buy, sell, and regulate federal lands. As western states were admitted to the union, Congress granted them vast areas of trust land, typically 2 square miles in each 36-square-mile township. The states could earn income from these trust lands, or could sell them, to support schools and roads. This checkerboard ownership can still be seen on maps today.

The federal land that remained became what we now call "public lands" that are owned by all Americans. But it would take many decades and major battles to determine the fate of these lands.

The evolution of an idea

Gradually many started to realize that public lands could have values beyond their economic worth. The fight for western public lands protection started in California, where commercial interests were harming the incomparable Yosemite Valley. In 1864, local citizens convinced Congress to cede the valley and the Mariposa Grove of giant sequoia trees to California as a state park. It ended up as a failed experiment because the state had limited authority to evict homesteaders and allowed giant sequoia trees to be felled.

Over-development at Niagara Falls had shown how a national treasure could be sullied if not properly protected. So by the early 1870s, when Thomas Moran displayed grand paintings of the recently-discovered Yellowstone



© DEREK VON BRIESEN

region, and the Hayden Geological Survey submitted an extensive report on the wonders of the place to Congress, the time was ripe. In 1872 Congress declared Yellowstone the world's first National Park. This was the first time America set aside a large area of federal land entirely for the public's use and enjoyment. Meanwhile, John Muir and his Sierra Club campaigned to bring about strong protections by the federal government to parts of the Sierra Nevada, resulting in Congressional designation of Sequoia and Yosemite National Parks in 1890. In 1907, the federal government took back the Yosemite Valley from California and merged it into Yosemite National Park.

Two visions – National Parks and National Forests

The concept of National Parks captivated the public imagination. Over the next century, across the country, the preservationist vision of Muir and others led numerous campaigns to convince Congress to preserve wild places by designating more National Parks.

Yet through the late 1800s the remaining public lands were still unprotected from squatters, homesteaders, loggers, and miners. The federal government was selling off much of the land at an unprecedented rate, and rampant fraud led to much of it ending up in the hands of a few.

Scientific societies and the American Forestry Association started to promote better protection of federal public forest lands—to protect watersheds from flooding and erosion, and to prevent over-exploitation of timber resources by private interests. Their cause was voiced by Gifford Pinchot, who had studied forest management in Europe. However, this was a utilitarian vision to allow sustainable extractive uses, including cutting of timber.

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To address these concerns, Congress passed the Forest Reserve Act of 1891, which granted Presidents the authority to set aside "forest reserves" from the public lands to "furnish a continuous supply of timber for the use and necessities of citizens of the United States." Presidents Harrison, Cleveland, McKinley, and Theodore Roosevelt designated forest reserves, though Roosevelt set aside three times as much area as his predecessors. In 1905 the U.S. Forest Service was created within the Department of Agriculture to manage the reserves, and Gifford Pinchot was at its head.

The reserves were renamed National Forests in 1907. They stayed largely untamed and unexploited through the 1940s. But by the 1950s, gasoline-powered chainsaws started becoming available, the Forest Service began hiring road engineers, and Congress allocated road construction funding. So the agency began to develop a vast road network, most of which is still in place, to access timber and other resources.

By the 1960s through the 1980s, an enormous timber production program was in place with subsidies for thousands of miles of new logging roads each year, often to sell timber at a loss while massively clearcutting the land and devastating watersheds, fisheries, rare and endangered species, and precious recreation areas. Recessions, changes in industry, and stronger laws, such as the 1976 National Forest Management Act, ultimately constrained the Forest Service's timber cutting and road-building programs.

To be continued in our next newsletter...

THE PEOPLE'S LAND CONTRIBUTED BY TOM HAUBER

On March 1, 1872, President Ulysses S. Grant signed into law the Yellowstone National Park Protection Act. The world's first national park was born. In 1903 President Theodore Roosevelt laid the cornerstone for a triumphal arch at the Montana entrance to the park. Inscribed in the majestic red-brick arch was a quote from the initial legislation creating the Park. It reads *"For the Benefit and Enjoyment of the People."*

That famous inscription forever designated the park as public with a specific mandate: *"...preservation, from injury or spoliation, of all timber, mineral deposits, natural curiosities, or wonders within said park, and their retention in their natural condition."* The National Park Service, created in 1916, today manages 63 National Parks under exclusive control of the Department of Interior. The National Park mandate is clearly "For ALL Americans."

Today our public lands are a shared resource, ranging from the Grand Canyon to the Red Rock Scenic Drive. They are managed by various federal, state, and local agencies. Though open to everyone, they have many uses.



The United States encompasses approximately 2.27 billion acres of land. Of this, the federal government owns about 640 million acres, constituting roughly 28% of the nation's total land area.

These federal public lands are managed by various agencies, including:

- **The Bureau of Land Management (BLM)** oversees approximately 247.3 million acres, primarily in 12 Western states.
- **The U.S. Fish and Wildlife Service (FWS)** administers over 89 million acres of national wildlife refuges.
- **The National Park Service (NPS)** stewards around 84 million acres across national parks, monuments, and historic sites.
- **The U.S. Forest Service (USFS)** manages about 193 million acres of national forests and grasslands.

The BLM, FWS and NPS are all managed by the Department of the Interior, whose mission is: *"To protect and manage the Nation's natural resources and cultural heritage; provide scientific and other information about those resources; and honor its trust responsibilities and special commitments to American Indians, Alaska Natives, and affiliated island communities."*

Only the Forest Service is managed by the US Department of Agriculture with a far different mission: *"To provide leadership on food, agriculture, natural resources, rural development, nutrition, and related issues based on sound public policy, the best available science, and efficient management."*

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The Multiple Use Sustained Yield Act of 1960 (MUSYA) directs the U.S. Forest Service to manage national forests for multiple uses, including recreation, timber, watershed protection, wildlife habitat, and grazing, while ensuring sustainable resource use for future generations. It established equal priority among these uses, preventing forests from being managed solely for timber production.

The phrase Land of Many Uses, visible on signs crossing a USFS boundary, refers to land that can be utilized for a variety of purposes. This means various renewable resources like timber, recreation, range, watershed, and wildlife should be utilized simultaneously, assuming that this best meets the needs of the American people. The language is confusing, ensuring the land must be productive over time, with a "sustained yield" preventing depletion of any single resource. Sounds complicated and even contradictory? It is, and it contributes to the challenge we face in controlling OHV damage on the Red Rock District.

There is an economic aspect, the contribution of public lands to the US economy. Our government generates revenue from public land users through entrance and user fees, recreation permits and through taxes and royalties collected from commercial activities like timber harvests, grazing permits and oil and gas extraction. For example, BLM states that *"the diverse activities the BLM authorized on public lands during fiscal year (FY) 2023 generated \$252.1 billion in total economic output. This economic activity supported 949,000 total jobs and contributed substantial revenue to the U.S."* However, this pales in comparison to the economic impact of the outdoor economy that is estimated to contribute \$1.2 trillion.

While the BLM administers mineral resources on public lands, but there is currently no royalty on locatable minerals extracted from public domain lands. Today, hi-tech mining is still governed by the "pick and shovel" era Mining Law of 1872. Companies can mine valuable hard rock mineral deposits from federal lands without paying any royalties to the U.S. Treasury. This 1872 mining law protects existing mining claims on lands receiving new protected status as national parks or monuments. For example, in 2024 the Pinyon Plain Mine, inside a national monument but managed by the National Forest Service, began uranium mining at a site in Arizona 10 miles from the Grand Canyon. This is just one example of business interests being subsidized to extract resources from public land.

Recent statements by Department of Interior officials described federal lands (other than super protected sites like national parks, national monuments or wilderness areas) as "low return." Concerned recreationists and conservationists fear a renewed effort to sell off public

lands, removing them from any and all protections from commercial interests. To KSB, this is not a satisfactory or proper use of our public lands. In truth and fact, each group of people that utilizes public lands as or for a resource wants something different. What do we want?

When Teddy Roosevelt finished dedicating the triumphal Arch at Yellowstone, he rode off alone on horseback to personally survey the 2400 acres he had dedicated For the People. For many this is what "public lands" mean -- wilderness, to ride or hike, to pack-pack and camp under the stars, alternatively it's trips in trailers and camper vans. For the outdoorsman it's to hunt for elk or fish for trout, to boat on Lake Mead or float a Wild and Scenic River. For others it's a scenic drive through Yellowstone and spot a bear or see Old Faithful. Maybe it's just a momentary stop on the South Rim of the Grand Canyon in a motor home. The point is - we enjoy and honor and mostly treasure our public lands. This land is Our Land and it is up to all of us to protect it.

"The idea of wilderness needs no defense; it only needs defenders." - EDWARD ABBEY

*"Here is your country.
Cherish these natural wonders,
cherish the natural resources,
cherish the history and romance
as a sacred heritage, for your
children and your children's
children. Do not let selfish men
or greedy interests skin your
country of its beauty, its riches,
or its romance."*

T H E O D O R E
R O O S E V E L T

FIGHT FOR AMERICA'S PUBLIC LANDS

In the Fall 2024 issue of Preserving the Wonder, Keep Sedona Beautiful (KSB) warned about the dangers posed by [Project 2025](#). At that time, we stated:

"Project 2025 poses a significant threat to environmental and climate protection. We are deeply concerned about the proposals set forth in this document and their potential to reverse decades of progress in conservation, pollution control, and sustainable development."

One particularly alarming section of Project 2025 beginning on page 517 concerns the Department of the Interior. This section was authored by William Pendley, who previously served as the Deputy Director of the Bureau of Land

Management for Policy and Programs under the first Trump administration. Unfortunately, we believe Mr. Pendley's recommendations are being implemented.

Already, the Department of the Interior has eliminated approximately 2,300 jobs, including 1,000 National Park Service positions. The Forest Service has cut 3,400 jobs. "Energy dominance" has become an overriding goal, despite the fact that the U.S. is already the world's largest producer of fossil fuels and despite the urgent need to transition to green energy sources.

If the plan's public land policies are fully enacted, they will pose significant threats to ecosystems, biodiversity, and long-term sustainability. These threats include:

1. Increased Resource Extraction and Habitat Destruction

- Prioritizing fossil fuel and mineral extraction on public lands will lead to widespread habitat destruction.
- Expanding mining and drilling into protected areas will fragment ecosystems, disrupt wildlife migration patterns, and endanger species.
- Increased logging will contribute to deforestation, soil erosion, and watershed degradation, harming both communities and wildlife.

2. Weakening of National Monument and Wilderness Protections

- Scaling back or eliminating national monuments designated under the Antiquities Act will strip protections from millions of acres, making them vulnerable to industrial development.
- Infrastructure expansion in wilderness areas will increase human disturbance, pollution, and habitat loss.

3. Reduced Environmental Oversight and Regulation

- Rolling back National Environmental Policy Act (NEPA) regulations will allow large-scale industrial projects to proceed with minimal environmental review.
- Relaxing clean air and water standards will likely lead to increased pollution on public lands.
- Expanding fossil fuel extraction will undermine climate change mitigation efforts by increasing greenhouse gas emissions.



4. Public Access and Indigenous Rights at Risk

- Shifting public lands toward private and corporate control will limit access for recreational users, conservationists, and Indigenous communities.
- Sacred sites and cultural heritage of Indigenous tribes will be threatened by resource extraction and commercial development.

5. Increased Wildfire Risks and Water Scarcity

- Deforestation and ecosystem destabilization will make regions more prone to severe wildfires.
- Excessive water use for mining, fracking, and industrial agriculture will deplete aquifers and harm freshwater ecosystems.
- Climate resilience measures, such as reforestation and wetland restoration, will be abandoned in favor of economic development.

Since at least 1988, the so-called "Wise Use Movement," founded by Ron Arnold, has advocated for the commercial exploitation of public lands. His ideas gained popularity during the Reagan administration. James Watt, Reagan's Secretary of the Interior, once told attendees at a March 1991 dinner event organized by the Green River Cattlemen's Association in Wyoming: *"If the troubles from environmentalists cannot be solved in the jury box or at the ballot box, perhaps the cartridge box should be used."*

The influence of the Wise Use Movement has fluctuated over the decades but is experiencing a resurgence in the second Trump administration. On his first day in office, current Secretary of the Interior Doug Burgum issued a series of orders weakening public land protections. He called for a review and potential revision of national monument boundaries and issued six orders that he claims will "unlock America's full potential in energy dominance and economic development." Many believe Burgum and the administration will push for repealing or crippling the Antiquities Act, which authorizes the creation of national monuments. On page 532, Project 2025 explicitly calls for repealing the Antiquities Act. In a troubling statement that suggests increased exploitation of public lands, Burgum referred to our public lands as *"America's balance sheet."*

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Those pushing for the commercialization of public lands do so despite widespread and long-standing voter support for their continued protection.

For example, the 15th annual [Conservation in the West Poll](#), conducted by Colorado College and released in February 2025, surveyed over 3,300 voters across eight Western states—Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming. Key findings include:

- **National Monument Protections:** 89% of respondents opposed removing protections from national monuments to allow for increased drilling, mining, or development.
- **Public Land Conservation vs. Energy Development:** 72% preferred that Congress prioritize protecting clean water, air quality, and wildlife habitats over maximizing public land available for oil and gas drilling or mining.
- **Funding for Public Land Agencies:** 75% opposed cutting funding for federal public land management and conservation agencies, such as the U.S. Forest Service and National Park Service.

Even among self-identified MAGA supporters, there was significant backing for federal management of public lands:

- **Opposition to Funding Cuts:** 69% of MAGA supporters opposed reducing funding for federal public land agencies.
- **National Monument Designations:** 81% of MAGA supporters favored keeping existing national monument designations in place.

Much of the advocacy for commercializing public lands and “returning the land to the states” originates in the American West. It’s important to remember that states never owned these lands.

Many Western states, including Arizona, were formed from territories acquired by the federal government through treaties, purchases, or other means. For instance, lands obtained through the Louisiana Purchase and the Mexican-American War were initially federal territories. As these territories transitioned to statehood, vast portions remained under federal ownership and were designated as public lands. Consequently, these lands were never under state ownership. They can be given to the states but they cannot be returned to them.

Take Action

Keep Sedona Beautiful urges you to contact your elected representatives and demand they oppose the weakening of protections proposed in Project 2025 and being enacted by the current administration. Our public lands must continue to be protected. You can reach your elected representatives through our [Contact Your Elected Officials](#) webpage.

To learn more, watch [Public Trust: The Fight for America’s Public Lands](#), available for free on YouTube.

*KSB does so much good for Sedona from
liter lifting to promoting dark skies.
Wonderful organization. Thank you!*

Susan Stein

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 Fleeger • The Karuna Foundation
John Neville and Jawn McKinley
Carolyn and Norris Peterson
Craig Swanson and Lynn Zonakis
Carla Williams • Sheri and JP Young

WILDFIRE PREPAREDNESS: PROTECTING YOUR HOME AND COMMUNITY

At KSB, we're committed to preserving the natural beauty of Sedona and the Verde Valley. Wildfires are a significant threat to our region, both to the land and to us. It's essential for residents to take proactive steps to protect their homes, families, and community. Here's what you need to know about the danger of wildfires, how to make your property Firewise, and how to prepare for and execute an evacuation.

The Growing Threat of Wildfires in the Verde Valley

The Verde Valley faces a significant wildfire risk. The American Southwest is currently experiencing its worst drought in 1,200 years, coupled with rising temperatures due to climate change. These conditions create an environment highly susceptible to wildland fires. Recent examples of this threat include the 2022 Tunnel Fire near Flagstaff, which burned 20,000 acres, and the Crooks Fire near Prescott, which consumed nearly 10,000 acres.



The combination of our unique geography, climate conditions and vegetation creates a perfect environment for potentially catastrophic wildland fires:

- **Increasing Drought Conditions:** Arizona has experienced prolonged droughts, leading to significantly reduced precipitation. Dry vegetation becomes highly flammable fuel, and conditions continue to worsen.
- **Climate Change Impact:** Rising temperatures and altered precipitation patterns have lengthened our fire season, which now extends from early spring through late fall.
- **Abundant Fuel Sources:** The chaparral, juniper, and pine forests surrounding us provide ample fuel for fires, particularly in areas with dense, untreated vegetation.
- **Challenging Topography:** Our steep canyons, mesas, and limited evacuation routes can complicate both firefighting efforts and emergency evacuations.
- **Wind Patterns:** Strong seasonal winds, particularly in spring and early summer, can spread wildfires rapidly.
- **Human Activity:** With millions of visitors annually, human-caused ignitions from campfires, cigarettes, vehicles, and equipment represent a significant fire risk.

MAKE YOUR PROPERTY FIREWISE

To protect your home from wildfire, follow these Firewise principles:

Maintain your property

- Regularly clean roof surfaces and gutters.
- Remove branches within 10 feet of chimneys and stovepipes.
- Keep propane tanks away from buildings and clear of vegetation.

Create fuel breaks

- Maintain a 15-foot spacing between shrubs to minimize fire spread.
- Remove low-hanging branches up to 15 feet to eliminate ladder fuels.



cont. on page 8

Create defensible space around your home

Zone 1: Immediate Zone (0-5 feet from structures)

- Clean roofs and gutters of dead leaves, debris, and pine needles.
- Replace or repair loose or missing shingles and roof tiles to prevent ember penetration.
- Install 1/8-inch metal mesh screening over eave vents to block embers.
- Repair or replace damaged window screens and any broken windows.
- Screen or enclose areas beneath decks and patios to prevent debris accumulation.
- Move flammable materials away from walls (e.g., mulch, firewood piles, dry leaves).

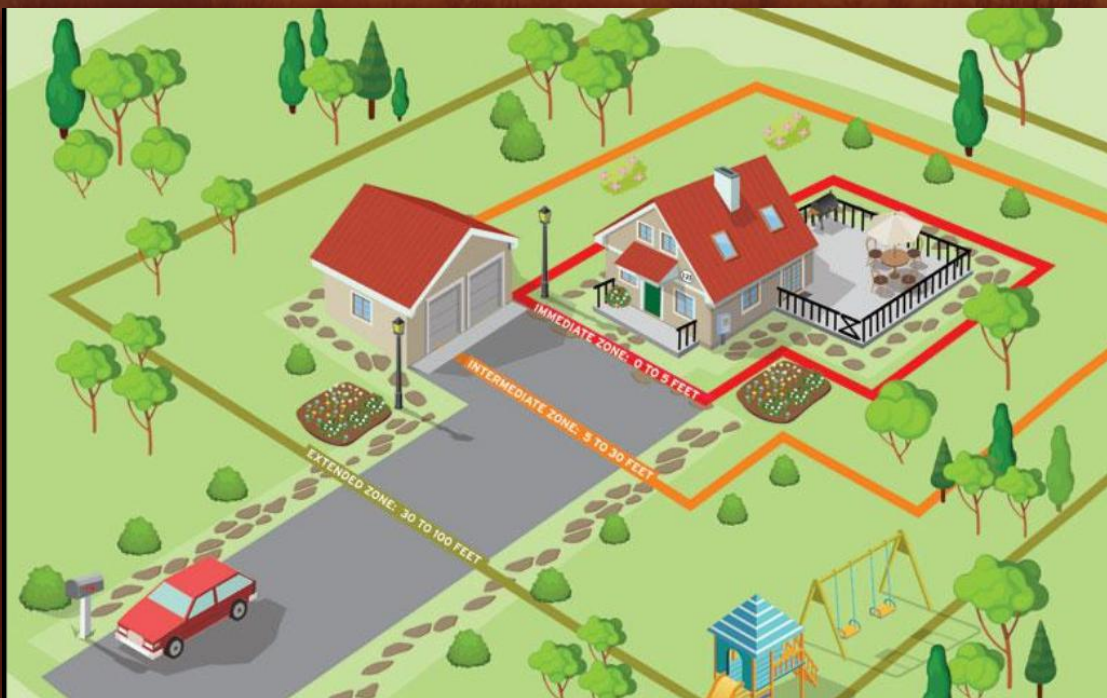
Zone 2: Intermediate Zone (5-30 feet from structures)

- Remove ladder fuels (vegetation beneath trees) to prevent fire from spreading to the canopy.
- Prune trees 6-10 feet from the ground (shorter trees: do not remove more than 1/3 of the tree height).
- Space trees to have a minimum of 18 feet between crowns, increasing this distance on slopes.
- Ensure mature tree canopies remain at least 10 feet away from structures.
- Limit trees and shrubs to small clusters to break up continuous vegetation.
- Clear vegetation from under large stationary propane tanks.

Zone 3: Extended Zone (30-100 feet from structures)

- Remove heavy accumulations of ground litter and debris.
- Remove dead plant and tree material.
- Remove small conifers growing between mature trees.
- Clear vegetation near storage sheds and outbuildings.
- Trees 30 -60 feet from the home should have at least 12 feet between canopy tops.
- Trees 60-100 feet from the home should have at least 6 feet between the canopy tops.

Your local Fire District offers free residential property assessments to identify specific vulnerabilities on your property.



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PREPARE FOR EVACUATION: Ready, Set, Go!

Arizona uses the "Ready, Set, Go!" evacuation framework. Understanding each phase will help you respond appropriately during an emergency:

READY - Prepare now. Don't wait and be too late

- Create a Family Emergency Communication Plan, including meeting locations and emergency contacts.
- Pack a "Go Bag" for each family member with:
 - Important documents (insurance, medical records, ID) in a waterproof container.
 - A three-day supply of medications and a first-aid kit.
 - A three-day supply of non-perishable food and water (1 gallon per person per day).
 - A flashlight, battery-powered radio, and extra batteries.
 - N95 respirator masks for smoke protection.
 - Extra clothing and sturdy shoes.
 - Personal hygiene items.
 - Phone chargers and portable battery packs.
 - Cash in small bills.
 - Pet supplies (carriers, food, medications).
- Make a home inventory with photos/videos of possessions for insurance purposes. Store a copy outside your home.
- Identify at least 2-3 evacuation routes from your neighborhood.
- Plan temporary lodging options (hotels, friends, or family outside the area).
- Practice your evacuation plan with all household members.

SET - Be Alert

- Monitor emergency notifications and be ready to evacuate at a moment's notice.
- Ensure your vehicle is fueled and parked facing outward for a quick departure.
- Place Go Bags and emergency supplies in your vehicle.
- Bring outdoor furniture, propane tanks, and other flammable items inside.
- Close all windows, vents, doors, and fireplace screens.
- Turn off gas at the meter and pilot lights.
- Turn on exterior lights to increase visibility for firefighters.
- Move flammable furniture away from windows and doors.

**GO! - Evacuate Immediately**

- Take your Go Bags, emergency supplies, and pets.
- Leave as soon as an evacuation is ordered—do not delay.
- Follow designated evacuation routes; avoid shortcuts or unfamiliar roads.
- Drive carefully with headlights on, remaining alert for emergency vehicles.
- If you become trapped, call 911 immediately. Provide your exact location and relevant details.

Stay Safe, Stay Prepared

By taking proactive steps now, you can help protect your home, your family, and our community from the growing wildfire threat. Together, we can keep the Verde Valley beautiful and safe.

For more information and important links, visit [keepsedonabeautiful.org/fire](https://www.keepsedonabeautiful.org/fire)

I believe that Keep Sedona Beautiful is, arguably, one of the most important organizations that serves the Sedona area. The name says it all. If you were to ask any resident why they chose to live in Sedona, the answer would be because of the natural beauty of the area. It feeds the soul. KSB has been a leader in protecting open space, clean air and water, dark skies and a host of other environmental issues since 1972.

R O B A D A M S

LITTER LIFTERS NEEDED

If being outdoors and cleaning up civilization's assault on Nature's beauty is your thing, please join Keep Sedona Beautiful's team of dedicated litter lifters.

Three routes are now available in VOC, and one in Cottonwood:

- VOC - Beaverhead Flat MP4-5
- VOC - SR 179 MP 309E-310E
- VOC - SR 179 MP 299-300
- Cottonwood - SR 89A MP350-351

You get to be your own boss! KSB asks that each litter lifter clean their route at least once per month any time they choose.

If you are more of a freelancer, substitutes are always needed and welcome.

KSB will provide safety equipment, guidelines and support.



For more information, please view [KSB's website](#)

Email ksb2@keepsedonabeautiful.org if you would like to volunteer.

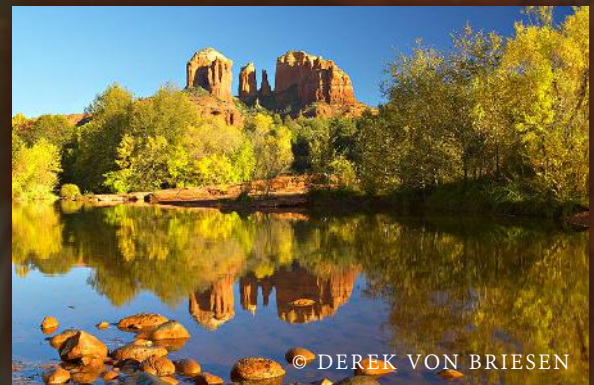
PRESERVING THE WONDER

The idea for KSB's new [PreservingTheWonder.org](#) website first occurred to President Carla Williams when driving home from Phoenix on I-17. She noticed a disturbing billboard showing a photo of an off-road vehicle (OHV) participating in unruly behavior in Northern Arizona's backcountry. The billboard promoted riding fast through a wilderness leaving a wake of dust. Carla imagined a competing billboard with a message to preserve the fragile crypto biologic soils which have for millennia kept our plants and forests healthy with nutrients they require.

Since KSB lobbied in the 70s and 80s to tear down unsightly signs and billboards around Sedona, and since Carla and her husband worked tirelessly for over a year gathering signatures to pass an Alaska initiative to formally ban billboards throughout the state (which passed in 1998), she decided maybe a billboard wasn't a great idea after all. Plus, they're expensive.

However, a website for visitors to learn about how to recreate on the land responsibly could be an affordable and effective alternative. The result is a website that has taken a year to fund, develop and launch, but it is finally completed. KSB will soon begin promotion of the site in Phoenix and beyond.

Stepping into the world of educating tourists is new to KSB, but we hope this will help prompt visitors to recreate responsibly. Please tell your visitors before they arrive to check out [PreservingTheWonder.org](#).



TRANSFORMING KSB'S PROPERTY: A MODEL FOR RESPONSIBLE LANDSCAPING



Volunteers organized by Volunteer Sedona and the Verde Valley

RESTORING A NEGLECTED GARDEN

For years, our garden had been neglected and overgrown. This diamond in the rough was so dilapidated and obscured by vegetation that many Board members were unaware of its true potential. Thanks to the hard work of dozens of volunteers and generous grant support, this once-forgotten space has been revitalized and now shines.

One of the most impactful improvements has been the creation of swales for water capture, made possible by a grant from Friends of the Verde River. The before-and-after photos below illustrate how dramatically one area has been transformed.

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STRUCTURAL IMPROVEMENTS

Thanks to a generous donation from Tom and Pat O'Halleran, we have been able to rehabilitate the infrastructure of the property including: rebuilding rock retaining walls, restoring pathways and repairing our drip irrigation system.

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Additional grants and donations from **Melissa Dunn and George Goley**, the **City of Sedona**, and the **Arizona Community Foundation** enabled us to install interpretive signs, educating visitors on a variety of environmental topics. An example is included to the right.

Banana Yucca

Yucca baccata
Asparagus Family

Origin: Southwestern US

A spiky-leaved desert plant producing edible, banana-shaped fruits and tall stalks of creamy white, bell-shaped flowers that attract pollinators. The fruit is edible, resembling a small banana.

 Full Sun
  Very Low Water
  Native
  Pollinator Friendly
  Indigenous Uses



Our landscape design was created by NAU student **Erin Howard**, supported by a scholarship from the **Sedona Area Garden Club**.

Photo from left to right: Cheryl Christenson, Victoria Norton, Erin Howard, Gwynne Reese and Carla Williams. (Not pictured, but part of the Garden Club's Scholar Committee, are Bernadette Marriot and Janet Klebe.)





Xeriscaping

Xeriscaping is essential for gardens in the Verde Valley, where the arid climate and limited water resources require sustainable landscaping practices. This method emphasizes drought-tolerant plants, native species and efficient irrigation techniques, significantly reducing water consumption.

By incorporating xeriscaping principles, you can create a vibrant garden that thrives in harsh conditions. Additionally, these gardens require less maintenance and lower overall costs, making them a smart choice.

The aesthetic appeal of xeriscaping—featuring rocks, mulch and a variety of resilient plants—creates visually striking outdoor spaces that harmonize with the stunning red rock formations. Overall, xeriscaping is an environmentally responsible approach that promotes sustainability and preserves ecological balance.

 Look for this icon on our plant signs
  Sagehorn Cholla

 Learn more about xeriscaping by scanning this QR code
  Golden Barrel Cactus
  Parry's Agave
  Diamond Cholla
  Donate to KSB

Sponsored by Melissa Dunn and George Goley

We have supplemented existing plant life—those that managed to survive years of neglect—with carefully selected new specimens purchased with a grant from the **Langston Family Foundation**. This grant also funded the installation of informational plant identification signs, extensive rehabilitation of our parking lot, and the addition of low-voltage lighting to enhance both safety and aesthetics.



HEAVY LIFTING & STRUCTURAL REPAIRS
Pink Jeep Tours played a crucial role in the transformation, moving immense boulders to create additional parking space and a new retaining wall.

Additionally, a generous grant from Questers is helping us begin much-needed building repairs, including replacing old gutters and rotting fascia along the south side of the building.

Photo from left to right: Lucy Redman, President of Palatki Questers, Jennifer Jul, President of Sedona Questers, Cindy Emmett from Verde Valley Questers and The Questers International President Daphne Davis

LOOKING AHEAD: THE FUTURE OF THE ECOHUB EDUCATIONAL GARDEN

We have exciting plans to use the EcoHub Educational Garden for classes and events—stay tuned for announcements in the coming months!

However, there is still work to be done, and we need your support to complete these remaining projects:

- Additional plants and plant identification signs
- Two benches for contemplation and relaxation
- Removal of dead trees and those adjacent to the building
- Further parking lot enhancements
- A permanent gazebo for outdoor classes
- A retaining wall to replace deteriorating railroad ties
- Additional stonework

Help us complete this transformation! [Your donation to Keep Sedona Beautiful](#) will ensure this space continues to inspire and educate for years to come.

WELCOME TO OUR TWO NEW TRUSTEES



Robert Masters has over 34 years of experience in the insurance industry, spending his career in numerous leadership roles. As an independent agent, he specialized in the areas of property and casualty insurance, customer experience, claims management, and accident injury analysis.

After obtaining his Bachelor of Professional Studies degree at State University of New York at Brockport he completed his internship at Blythedale Children's hospital. Robert capitalized on his college education as a Recreational Therapist to develop a new perspective in claims management. He retired from his role in Medical Management in 2019, and his interests include construction project management, biking, gardening, and traveling.



Richard Sidy is a retired teacher of over 35 years, and advocates sustainable education through writing, and building community collaboration around the issues of food security, sustainable economic development, and environmental education. He taught at Flagstaff High School for 22 years, and is currently [President of Gardens for Humanity](#). As a community partner he was co-founder of the Sustainability Alliance, and works with the Verde Valley Food Policy Council.

He and his wife Monique raised their family in Pine Valley, at the end of Jacks Canyon Road, since 1982. At that time, it was an undeveloped community accessed by a dirt road surrounded by wilderness. His goal as a gardener was to create a habitat that restored and respected Nature by learning about and using Native plants.

After graduating from UCLA, Richard served in the Peace Corps in rural community development from 1969–1971 in the West African nation of the Ivory Coast. Upon returning from the Peace Corps, he worked for the Los Angeles City Volunteer Corps establishing community gardens and food co-ops, then became a teacher. These experiences cultivated in him the love of working with Nature to sustain and build thriving communities.

"A nation that destroys its soils destroys itself. Forests are the lungs of our land, purifying the air and giving fresh strength to our people."

F R A N K L I N R O O S E V E L T

PRESERVING THE WONDER SPEAKER SERIES SAVE THE DATE!



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.

April 16, 2025: Kevin Schindler the Lowell Observatory's historian will speak on *Dark Skies over Arizona*.

There's nothing like standing under a dark, star-spangled night sky to quiet the mind and reduce stress, share an experience of awe with family and friends, and to inspire creative thoughts. Yet such dark skies are a disappearing resource, with only 20% of the world living in a place where the center of our Milky Way Galaxy is visible. Arizona knows a thing or two about this problem and has played a leading role in reducing artificial light pollution. This program will look at the benefits of dark skies, how Arizona has helped lead the charge to

protect them, and how we all can do our part in reducing artificial light pollution.

Kevin Schindler is the historian at Lowell Observatory, where he has worked for 28 years as an active member of the Flagstaff history and science communities. Schindler has given more than 1,000 presentations and written more than 600 magazine and newspaper articles on subjects ranging from local history and astronomy to baseball and the Lincoln Memorial and contributes a bi-weekly astronomy column, "View from Mars Hill", for the Arizona Daily Sun newspaper. Schindler has written nine books, including *Historic Tales of Flagstaff* (written with Mike Kitt).

This program is made possible by Arizona Humanities.

Explore the KSB EcoHub

We invite you to attend this 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.

Past Presentations Available Online

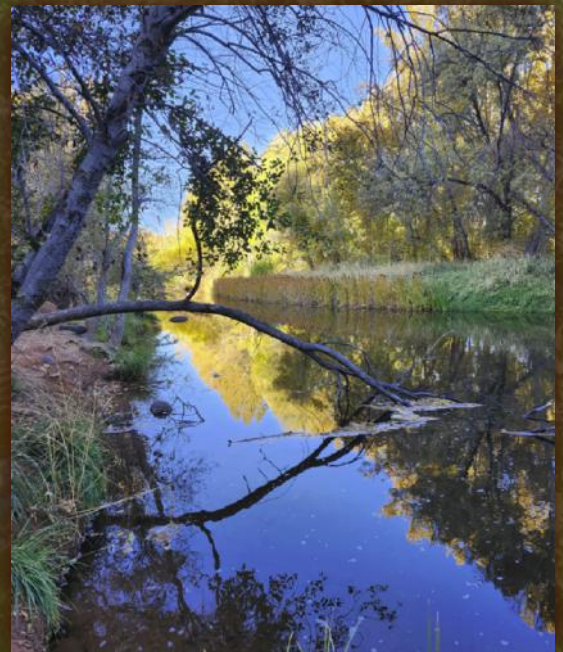
Many past presentations have been recorded and are now available for viewing on the [KSB website Speaker Series page](#) and on KSB's YouTube Channel, [Keep Sedona Beautiful](#). Sharing these resources with family and friends is an excellent way to introduce them to the beauty and significance of Sedona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

STAND UP, STAND OUT AND MAKE A STAND WITH KSB

Include KSB as a beneficiary in your trust or will, ensuring KSB will be around to guide Sedona's future. Charitable gifts to KSB are excluded from your taxable estate. There is no better time than this week. Always consult a financial advisor and/or a lawyer when making any changes to beneficiaries.

We appreciate your commitment to our future.

[CLICK HERE](#) for more information.





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.

2025 BOARD OF OFFICERS

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Richard Sidy

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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 or call KSB at 928-282-4938



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L'AUBERGE de SEDONA



VERDE SOLAR POWER

