

KEEP SEDONA BEAUTIFUL

Preserving the Wonder™



SUMMER 2025

PHOTOGRAPHY © MIKE KOOPSEN



Preserving the Wonder

Summer 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

Preserving the Wonder™ is the reason for everything we do at KSB. Coinciding with this PTW magazine issue, we are launching a new www.preservingthewonder.org website, which relays information on hiking, biking, lodging, activities, travel tips, dark sky, etc. and includes video reels on hiking in Sedona. The website inspiration came while driving I17 from Phoenix, when I noticed a billboard

showing an off-highway-vehicle kicking up soil and dust as it ripped through Sedona's environment. I thought, "How can KSB grab tourists' attention before they arrive or while they are here and send an environmental message?" This new website intermingles a "preserving the wonder" message while giving practical advice on vacation planning. Historically, KSB has focused on residents and local businesses, so this is our first foray into tourism. You can help by sending the link to visiting friends and relatives.

Speaking of "wonder," the new KSB EcoHub Garden is a wonder like no other. It was a secret garden, hidden for many years next to our building. I heard there was something unique out there, but it was covered in foliage. In 2023, Craig Swanson and I started cleaning a water capture swale and dry ditch near KSB's front deck, which was buried in dirt and debris. Then we received a grant from Friends of the Verde River for water capture and the race was on to reveal our secret. Many volunteers made their own mark on this garden under Craig's skillful management. A recent comment was, "The wide, curved pathways, steps, terraces and rock walls are reminiscent of a castle." Come visit and walk our tranquil pathways...I believe you will be impressed!



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**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.**



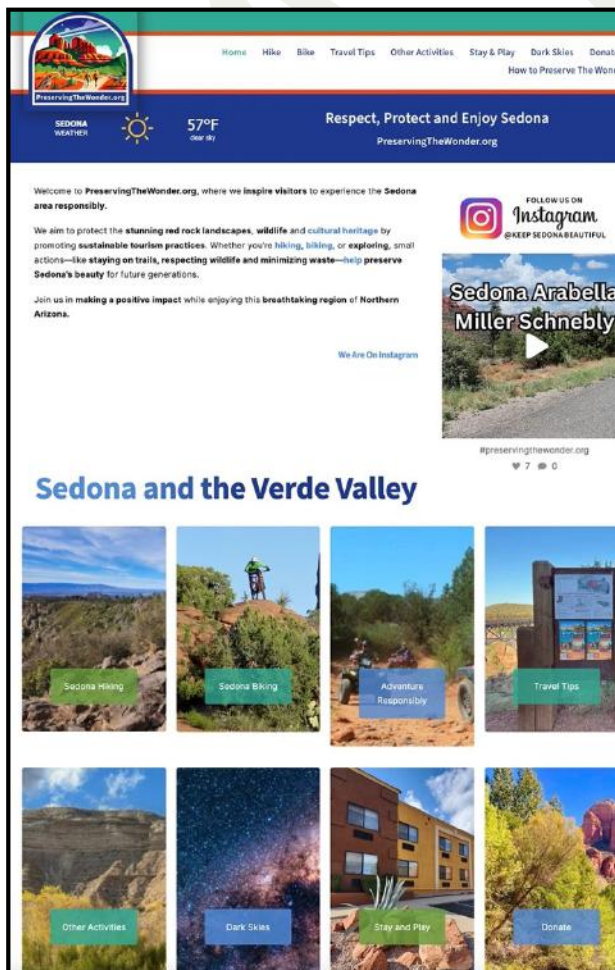
Verde Valley Regional
Economic Organization



KSB'S NEW TOURIST-ORIENTED WEBSITE

Keep Sedona Beautiful is proud to announce the launch of a new website, PreservingTheWonder.org. This new site provides visitors to Sedona and the Verde Valley with the information they need to recreate responsibly.


We encourage you to visit PreservingTheWonder.org, learn what it has to offer, and spread the word about this valuable resource.



On the site, we provide essential information on:

- Hiking, biking and adventuring safely and responsibly
- Tips for traveling to and within the Verde Valley
- Activities in the area including Cultural Heritage sites and etiquette
- Protecting our dark skies
- Options for dining, lodging and activities

For example, the page on hiking includes the following tips:



Hiking Tips

Sedona is a hiking mecca. Here are some tips:

- ✓ **Dress for Success:** Bring white or light colors to wear when it's hot in Sedona. Black or dark clothing can significantly increase your body temperature even in mild Sedona temperatures.
- ✓ **Be Prepared:** Always bring a hat, sunglasses, sunscreen, hiking shoes/boots with no soles (not new). Optional items include: vest (residents love vests and typically own many), fanny pack or small backpack, bug spray (not necessary except in some summer months after monsoon rains).
- ✓ **Quench Your Thirst:** Always bring plenty of water, as the dry desert air will sap your body of moisture. Reusable containers are the best. Rest and rehydrate regularly.
- ✓ **Watch Your Step:** Sedona trails are rocky, which makes them different from many trails in the world. Look down when hiking and stop to take in the scenery or photos. Consider taking at least one hiking pole, which helps you navigate through the rocks without falling.
- ✓ **Leave No Trace:** Always pack out what you pack in. If you use a tissue, make sure it's not going to blow into the bushes or on the ground. A great game to play for families or groups is who can find the most micro-trash. Sedona trails are not that trashy, but there can be a fair amount of micro-trash, so do your part and leave Sedona cleaner than you found it. Never, ever, leave graffiti.
- ✓ **Don't Tread on Me:** Please stay on the designated trails. Much of the soil in our area is 'cryptobiotic' which means it's alive. If stepped on, it can take decades to regenerate.
- ✓ **Timing is Everything:** During the monsoon rains, don't get stuck hiking because dry washes can become fast flowing water. Watch the black clouds and return to the car if they are coming your way. Late December or January hiking can be icy on the trails. If you experience significant slippage, or if you're simply too tired, turn around and go back.
- ✓ **Silence is Golden:** Listen to the sounds of nature and allow others to do so too. And keep in mind that cell phone coverage is spotty. You may not be able to call out for help if you need it.

Tourism drives the economy of Sedona and much of the Verde Valley. Without tourism, we would lack many of the amenities that make living here so desirable. But the volume of visitors impacts us just as it does to tourist destinations around the world. During a recent visit to Santorini Greece, KSB Vice President Craig Swanson learned that the island is suffering from many of the same problems as we face: snarled traffic, unregulated and noisy OHV rentals, and lack of affordable housing due to short-term rentals.

PreservingTheWonder.org educates those thinking of visiting the area, on their way, or currently here on how to mitigate the negative impacts of over tourism while still experiencing the wonder that the Verde Valley has to offer.

Our organizational website, KeepSedonaBeautiful.org continues to provide valuable information for the community like wildland fire prevention and preparation, the OHV Crisis, our Speaker Series Programs, protecting Dark Skies, litter lifting and more.





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“We have a duty and obligation to create programs and enforcement measures that educate people how to recreate responsibly. Mother Nature is remarkably resilient, but we need to respect her limits. The only way to Preserve the Wonder is to tread lightly and leave no trace while experiencing wondrous places. We owe that to our children.”

- ROB ADAMS

WHAT DOES *Preserving the Wonder*™ MEAN TO YOU?

You'll find quotes throughout this issue from Trustees of Keep Sedona Beautiful highlighting what *Preserving the Wonder*™ means to them. Future issues will include more.

Let us know what *Preserving the Wonder*™ means to you by emailing us at info@KeepSedonaBeautiful.org. We'll include your comments in future issues.

Richard Sidy notes that “*Preserving the Wonder*™ is an expression of gratitude. This gratitude is born of the wonder-full gifts with which Nature fills our lives – Beauty, abundance, nurturing, and connection. When we appreciate and participate in these gifts, we fall in love with Nature, and feel that we belong to Her. The urge to preserve these gifts is recognition of our responsibility to protect them and pass them to others and to future generations.”

John Black sums up Richard's final point when he defines it as: “working today to preserve Sedona's wonders for future generations.”

STATUES NEEDED

Our grounds have 2 spots that would be perfect for showcasing statues.

If you would like to help KSB enhance our garden by either donating or lending a statue, please contact us at info@KeepSedonaBeautiful.org or calling 928-282-4938. If donated, KSB will provide documentation for tax purposes.

We prefer a modern/contemporary look, like in these examples, but are open to other styles.



THE ECOHUB EDUCATIONAL GARDEN

Over the past 2 years, KSB has completely transformed our property with a number of ambitious goals:

1. To capture rainfall more efficiently and to demonstrate to the community how this can be done.
2. To demonstrate the use of xeriscaping in our semi-arid environment.
3. To show how you can attract pollinators to your garden.
4. To educate on the value and use of native plants.
5. To highlight some of the uses of native plants by indigenous people.
6. And to make our property Firewise by removing the fuel that feeds fires.



Photo courtesy of Derek Von Briesen

To the left is an example of the transformation of one area of the garden.

Besides being a beautiful area to contemplate nature, our primary goal has been to educate residents and visitors on these topics. To that end, we've designed and installed plant identification signs and interpretive signs, complete with QR codes that help provide additional information.

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Each of the six goals are supported in the garden by an interpretive sign similar to the example below focusing on Wildfire Safety.

New informative plant identification signs have been placed throughout the garden explaining the plants, as shown in the sample below.



"Preserving the Wonder™ means that businesses, residents and visitors should constantly review how they interact with the local environment to preserve the soil, animals, birds, water, plants, dark sky and rocks for future generations." - **CARLA WILLIAMS**

cont. on page 5

cont. from page 4

Award-winning educator Diane Kristoff proposed conducting educational field trips in the garden for area students, centered around a field journal that she is creating. We're in the process of funding and offering "Discover the Wonder - An Environmental Education Adventure" field trips. Up to 40 students at a time will visit the KSB EcoHub, splitting their time between an interactive classroom type of setting and using the field guide for self-exploration through the garden. We're eager to begin offering these field trips in the Fall of 2025.

We invite you to visit our garden any time, learn about gardening responsibly through our interpretive and plant signs, and contemplate the wonders of nature while relaxing on one of our benches.

The garden could not have been rehabilitated without the generous support of the following:

- The Langston Family Foundation
- The Arizona Community Foundation of Sedona
- The City of Sedona
- Melissa Dunn & George Goley
- Sedona Questers
- Sedona Area Garden Club
- Friends of the Verde River
- Tom O'Halleran
- Pink Jeep
- Volunteer Sedona and the Verde Valley

We also could not have accomplished this labor-intensive task without these volunteers:

- Wendy Hodgson
- Jackie Ellis
- Nancy Rominger
- Barry and Mel Mallis



- Richard and Monique Sidy
- Thomasene Cardona
- Mitzvah Day Volunteers
- Juan Garduno
- Erin Howard
- Dustin Arnold
- Ernie DiMillo
- Volunteer Sedona and the Verde Valley workers

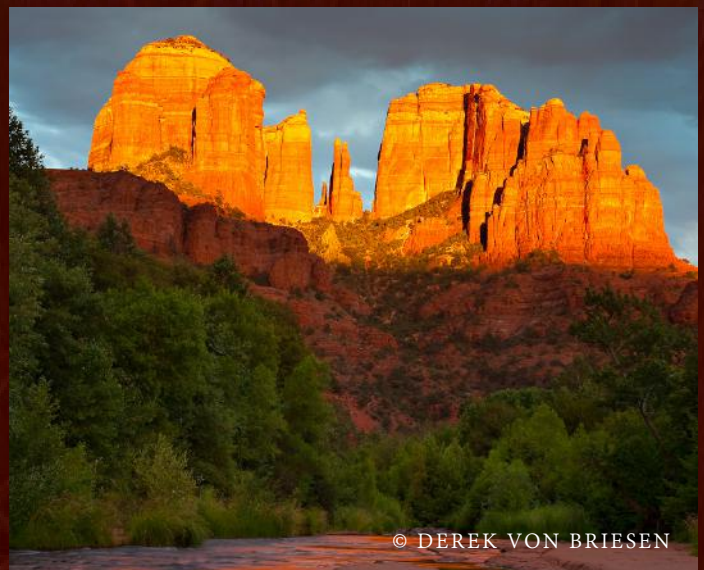
Thank you all for helping KSB revitalize our property!

If you would like to help KSB complete future garden improvements, we're looking for financial support for the following. Contact us at 928-282-4938 or email us at ksb@keepsedonabeautiful.org if you'd like to contribute.

- Additional plants - \$1,500
- Additional plant signs - \$1,500
- Removal of trees adjacent to our building - \$3,000
- Stonework - \$10,000
- Retaining wall to replace old railroad ties - \$10,000

"In the beginning there was the Wonder - red rocks, flowing water: an earthly paradise. Native peoples took advantage of the Wonder and built communities that flourished. Settlers from the East headed West and stopped upon seeing the Wonder. This has continued, and today is at a critical juncture. We can Preserve the Wonder or lose it. I support Preservation! If we all pitch in and practice proper Environmental Stewardship, We the people can Preserve the Wonder."

- BOB ROTHROCK



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HOW AMERICA'S PUBLIC LANDS CAME TO BE - PART 2

This article completes the brief history of our public lands from the Spring 2025 *Preserving the Wonder™* newsletter.

BUREAU OF LAND MANAGEMENT LANDS

After the National Parks and National Forests were created starting in the late 19th Century, hundreds of millions of “leftover” acres still remained in federal ownership. These lands came to be managed by the Bureau of Land Management, within the Interior Department. Yet the BLM considered its purpose to foster the interests of livestock growers, mining companies, timber companies, and the petroleum and coal industries. And the agency was still able to dispose of public lands. After decades of BLM abuses, in 1976 Congress passed the Federal Land Policy and Management Act, which declared that these lands would remain in public ownership.

This law eventually led the BLM to take its stewardship responsibilities more seriously. Since then, the BLM has set aside Areas of Critical Environmental Concern and various recreational sites and has recommended some areas for Wilderness protection. Though overgrazing and inappropriate leasing for oil, gas, and coal continue to this day. Many BLM lands in Arizona and elsewhere in the West are spectacular places with valuable wildlife habitat.

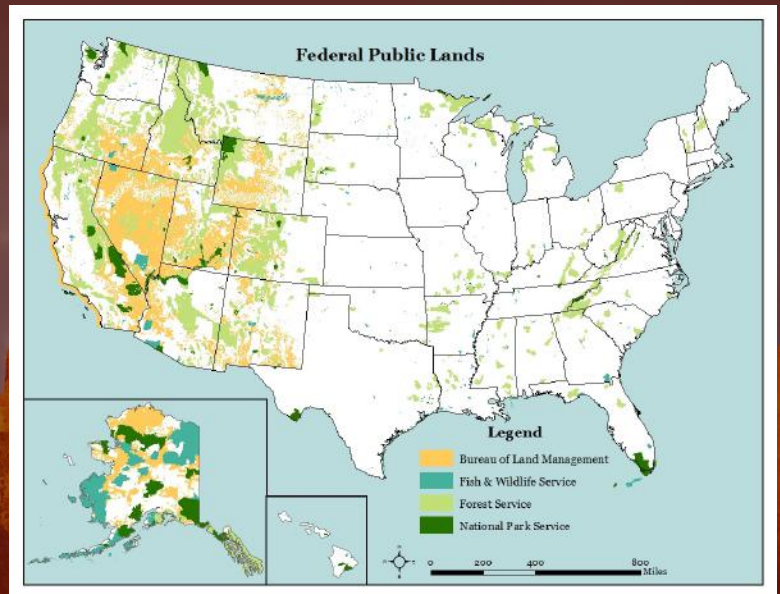
NATIONAL MONUMENTS

The Antiquities Act of 1906 gave any President the authority to designate National Monuments on federal lands to preserve important historical or natural features. In 2023, President Biden declared the 917,000-acre Baaj Nwaavjo I'tah Kukveni – Ancestral Footprints of the Grand Canyon National Monument, adjacent to portions of Grand Canyon National Park. An extensive tribal coalition helped to draw up the monument proposal, which includes Marble Canyon, the Echo and Vermilion Cliffs, the plateau country south of the South Rim, including Red Butte, and Kanab Creek and Kanab Plateau that hug the north side of the Park.

Arizona now has 18 treasured National Monuments, including Tuzigoot, Montezuma Well, and Montezuma Castle in the Verde Valley. In his first term, President Trump slashed the size of two large monuments in southern Utah to benefit oil, gas, and coal interests, but the monuments were restored by Biden. This was the first time that portions of a monument have been deleted, though no law actually allows a President to do so.

WILDLIFE REFUGES

Presidents and Congress have also designated National Wildlife Refuges, usually creating them from BLM land. The U.S. Fish and Wildlife Service manages the refuges. Some of these are intended to benefit hunters, while others benefit wildlife more generally, such as the pristine but threatened Arctic National



Source: Center for Biological Diversity

Wildlife Refuge along the coastal plain in Alaska, where the oil industry has long sought access in critical caribou, polar bear, and fisheries habitat.

Arizona has nine National Wildlife. The largest are the Kofa and the Cabeza Prieta National Wildlife Refuges in southwestern Arizona, established in 1939 by President Franklin D. Roosevelt, with the original purpose of protecting habitat for the rare desert bighorn sheep.

LATEST THREATS TO PUBLIC LANDS

With the new administration, many of these national public lands' treasures are in danger. On March 1, 2025, the President issued an Executive Order mandating that more timber be sold on the National Forests and BLM lands, and that environmental reviews be expedited, especially regarding endangered species. Much of it overreaches his authority and might be thrown out by the courts, but damage could still be done. His order also calls for Congress to change laws to facilitate this timber grab. The Interior Secretary will almost certainly try to make it easier for the petroleum industry to access more areas for oil and gas wells. Many pristine roadless areas in southern Utah and Alaska are especially at risk from such development.

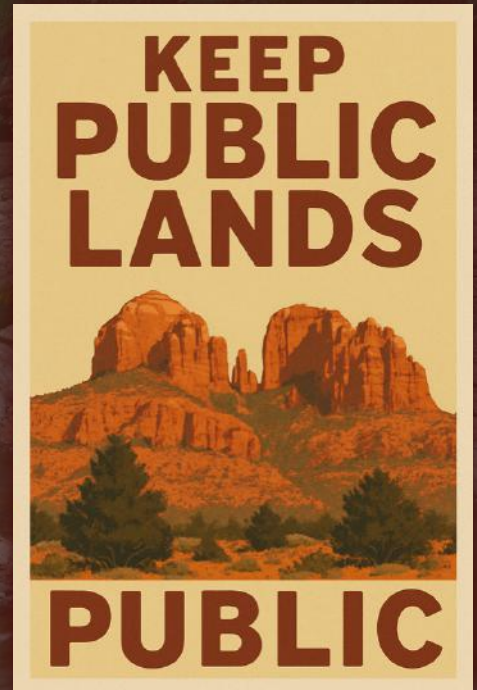
We will need to be vigilant to ensure that our public lands remain public. During his 2024 campaign, President Trump talked about addressing America's housing crisis by turning over public lands for housing development. The President cannot do this on his own, so proposals in Congress will need to be closely monitored to ensure that this never happens. The Administration will likely ask Congress to change bedrock environmental laws, particularly the Endangered Species Act and the Clean Water Act. Those of us who care about our public lands need to mount a coordinated effort to prevent this.

OUR PUBLIC LANDS ARE THREATENED LIKE NEVER BEFORE

Since our founding in 1972, KSB has insisted that our public lands be protected. They are a legacy for future generations. Public lands are much more than an asset on the national balance sheet to be used to pay down the national debt, as expressed by Secretary of the Interior Doug Burgum.

The voices calling for selling off significant portions of our public lands are growing louder and stronger.

- The [Fix Our Forests Act](#) has been passed by the US House of Representatives and awaits consideration by the Senate. FOFA would enable an executive order to increase commercial logging across nearly 60% of America's national forests.
- Agriculture Secretary Brooke Rollins issued an "[Emergency Situation Determination](#)" affecting over 112 million acres, or 59 percent, of the National Forestry Service (NFS) land. This determination calls for increasing timber production by bypassing many environmental regulations.
- [Secretary Burgum and the administration](#) make no secret of their desire to sell off large chunks of national land to commercial interests.
- Elon Musk's DOGE has already eliminated thousands of positions that support national lands.
- The budget currently under consideration calls for cutting \$900 million from the National Park System budget, nearly \$200 million from the Bureau of Land Management, \$170 million from U.S. Fish and Wildlife conservation grants and \$391 million from the National Forest Service. Since the budget had not passed at the time this article was written, these figures may have changed.



Keep Sedona Beautiful urges you to contact your elected representatives and let them know what you feel about the threats to our public lands. You can find contact information on our [Contact Your Elected Officials](#) web page.

QUALIFIED CHARITABLE DISTRIBUTIONS



Did you already have your 70 ½ birthday? Congratulations! Consider saving taxes by making a [Qualified Charitable Distribution \(QCD\)](#) donation to KSB directly from your IRA.

The issue date of your contribution must occur on or after your 70 ½ birthdate, and must come directly from your brokerage account, not through regular checking.

The amount you give to KSB using a QCD, up to \$100,000, reduces your taxable IRA withdrawals. If you have a Required Minimum Distribution (RMD), the QCD can count as some or all of your RMD.

KSB will issue a QCD receipt for your tax records.

Our Tax ID is 23-7313508. KSB strongly recommends checking with your tax preparer and financial institution prior to making a donation. You can contact KSB at 928-282-4938 to learn more.

Keep Sedona Beautiful

Awards of Excellence

2025

On April 25, Keep Sedona Beautiful presented its annual Awards of Excellence. This was the 53rd consecutive year that KSB has recognized businesses, organizations and individuals whose activities have contributed significantly to our communities. This year, awardees came from Cottonwood, the Village of Oak Creek and Sedona.

The Ripple Effect Water Conservation Program received an award for environmental stewardship. This project is a collaboration between the Arizona Water Company, Big Park Water, Yavapai County and the City of Sedona to inform residents and businesses about the simple steps they can take to conserve water. Ripple Effect's social media outlets provide a continuous stream of simple and effective techniques. It also offers businesses water audits to help identify opportunities to use significantly less water. More information on the program is available at RippleEffectSedona.com.

KSB Vice-President Craig Swanson then presented Cottonwood's Pines Inn and Suites and their owners Anna May Cory, Martha Bruening and Cory Bruening with an Award of Excellence for sustainability. For decades now, they have continually improved how their business can reduce its impact on the environment. The Inn installed its first electrical vehicle charging station in 2014; they converted their pool to saltwater, which is more energy efficient and environmentally friendly than a typical pool. With assistance from federal grants they have installed over 140 solar panels and have taken a host of other steps to reduce waste and save energy.

An award for Dark Sky Lighting went to Hozho Sedona for participating in KSB's Grandfathered Lighting Initiative focused on helping businesses replace old non-compliant lighting. With the assistance of KSB trustee Norris Peterson, we identified the lighting that needed replacement, resulting in a significant reduction in glare to passing motorists. The warm tones of the new lighting now aims down where it is needed rather than out into the community.

Keep Sedona Beautiful was founded in 1972 in order to address 4 key issues: 1) keeping our roads litter-free, 2) removing ugly and inappropriate signs, 3) encouraging tasteful building design and 4) landscaping responsibly in our arid climate. In 2017, Marty Aronson purchased the eyesore that was then the Oak Creek Factory Outlet Mall in the Village of Oak Creek. From the start, he had the vision to transform that property into an exciting shopping, entertainment and dining asset for the community. Sedona Vista Village now welcomes residents and visitors to the Verde Valley as they drive up from I-17 on Highway 179.



From left to right: Dooley Clickner, Cathy Johnson, Mike Freet, Peggy Chaikin, Anna May Cory, John Snickers, Bryce Beck, Alexandra Pfab, Raluca Mihalcescu, Craig Swanson, Martha Bruening and Cory Bruening.

Mr. Swanson then had the honor of presenting long-time resident and volunteer Peggy Chaikin with the KSB award for Community Service. In collaboration with the Northern Arizona Climate Change Alliance and the Sedona Public Library, Peggy was the driving force behind creation of the STEP tool lending library. Without her persistence and dedication, this valuable community resource would not be. You can learn more about it, and sign up to borrow tools donated by the community, at step.myturn.com/library.

Local photographer Mike Koopsen was then presented with KSB's very first Preserving the Wonder™ award, recognizing his many contributions to KSB over the years, including litter lifting and donating his spectacular photographs to be used as awards.

"When you first experience Sedona, you are overcome with the feeling of awe for the natural beauty of the environment. When you get to know this wonderful place, you find a backbone of people who not only understand how special this place is but who are so active in a caretaking role of this specialness. Preserving the Wonder™ is not only protecting the beauty, but fostering opportunities for us to contribute to that wonder."

- KEVIN COOK

MAKE YOUR OWN MATCH



Make matching fun by creating your own KSB matching campaign! You pick the campaign name, e.g., Elizabeth Nelson Matching Campaign or a unique name like The Organic Carrot Matching Campaign. KSB manages marketing and updates you on progress. You decide where funds are spent. \$3,000 doubles to \$6,000.

If interested, please contact ksb@keepsedonabeautiful.org. Or call 928 282-4938 for more information. (Minimum match is \$2,500).

VISIT THE ECOHUB EDUCATIONAL GARDEN

As a Certified Wildlife Habitat, the grounds at KSB attract many animals: rabbits, javalina, coyotes, birds of all sorts, pollinators and deer. Recently when Wendy Heald was working in the office, she looked up and saw this doe taking a drink from our watering hole. As our garden matures, we anticipate more of our native fauna will visit.

We invite you to spend some time at the EcoHub Educational Garden. Walk around and visit each of our interpretive signs. Have a seat on one of our benches, and contemplate the beauty of nature. You never know who you will run into.





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.

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Abbie Denton, Treasurer

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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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WHOSE FINANCIAL SUPPORT HELPS US TO MAKE A DIFFERENCE



L'AUBERGE de SEDONA



VERDE SOLAR POWER

