

KEEP SEDONA BEAUTIFUL

Preserving the Wonder

The Power of Your Vote



FALL 2024



Preserving the Wonder

Fall 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.



PRESIDENT'S MESSAGE

As we work to address the difficult challenges of climate change, pollution and biodiversity loss, the importance of individual actions in environmental

conservation has never been more critical. Exercising our right to vote is one of the most impactful actions we can take. Voting is not just a civic duty. It is a powerful tool that helps shape environmental policies and drive sustainable change.

Elected officials play a pivotal role in determining the direction of environmental policy, from regulations on carbon emissions to the protection of natural habitats. By voting for candidates who prioritize environmental issues, you can help ensure the policies enacted reflect a commitment to sustainability and conservation.

Environmental challenges do not recognize borders, making global cooperation essential for effective solutions. Leaders who prioritize international agreements and collaborations can foster collective action to mitigate climate change and environmental degradation. Your vote can support candidates who are committed to working with other nations to achieve global environmental goals.

Keep Sedona Beautiful urges you to understand federal, state and local candidates' positions on:

- Recognizing that climate change is real and must be addressed
- Basing public policy on scientific evidence

- Transitioning to an all-electric economy
- Protecting our water resources
- Greatly reducing the use of plastics and PFAs
- Preserving our public lands

Voting is a powerful act that extends beyond narrow individual interests to the broader health of our planet, and every vote counts in the fight against climate change and environmental degradation. Make your voice heard.

While voting is crucial, environmental advocacy extends beyond the ballot box. Stay informed about environmental issues in your area, attend town hall meetings and communicate with your elected representatives. Support local environmental groups and participate in public comment periods for proposed regulations or development projects.

Become a member of Keep Sedona Beautiful or [make an additional contribution](#) to help us protect 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



THE THREAT POSED BY PROJECT 2025

The Heritage Foundation's 922-page policy blueprint, *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.

Project 2025 fails to recognize the role that environmental protections play in protecting public health, preserving ecosystems and enhancing long-term economic sustainability. Its proposals for sweeping deregulation and reductions in federal environmental authority will adversely impact air and water quality, wildlife, public lands and efforts to address the threat of climate change.

One of the most troubling aspects of Project 2025 is its call to drastically reduce the authority and scope of the Environmental Protection Agency (EPA) claiming that it has an "*expansive, costly, and economy-destroying agenda.*" KSB believes that the EPA plays a vital role in cleaning up America's air and waterways, removing toxic chemicals from the environment and holding polluters accountable. Proposals to shift many federal functions to the states ignore the fact that pollution does not stop at state lines and that an inconsistent patchwork of state regulations cannot address large-scale environmental problems.

Project 2025's stance on climate change is particularly alarming. It calls for withdrawing from the Paris Climate Agreement, eliminating federal efforts to reduce greenhouse gas emissions and increasing fossil fuel production. This approach flies in the face of scientific consensus on the need to rapidly decarbonize the global economy. By promoting the use of fossil fuels and abdicating America's role in international climate efforts, Project 2025 would accelerate global warming and its destructive impacts.

Proposals for managing public lands are equally troubling. The push to open more federal lands to resource extraction threatens America's wilderness areas and most fragile ecosystems. Increased deforestation, mining and drilling on public lands will further destroy habitats, disrupt wildlife and damage water resources. The idea of turning federal lands over to state control is particularly misleading because many states lack the resources and expertise to properly manage these valuable natural assets. Other states are eager to exploit the resources on our public lands.

On energy, Project 2025's vision of expanded fossil fuel production is the opposite of what is needed to build a sustainable future. By propping up the coal industry and promoting increased oil and gas drilling, this agenda would lock in decades of additional carbon emissions. Meanwhile, scaling back incentives and research for clean energy technologies would cede America's leadership in the rapidly growing and highly profitable renewable energy sector.

Project 2025's proposals around water policy are deeply concerning. Weakening Clean Water Act protections by

20

Mandate for Leadership

The Conservative Promise

25

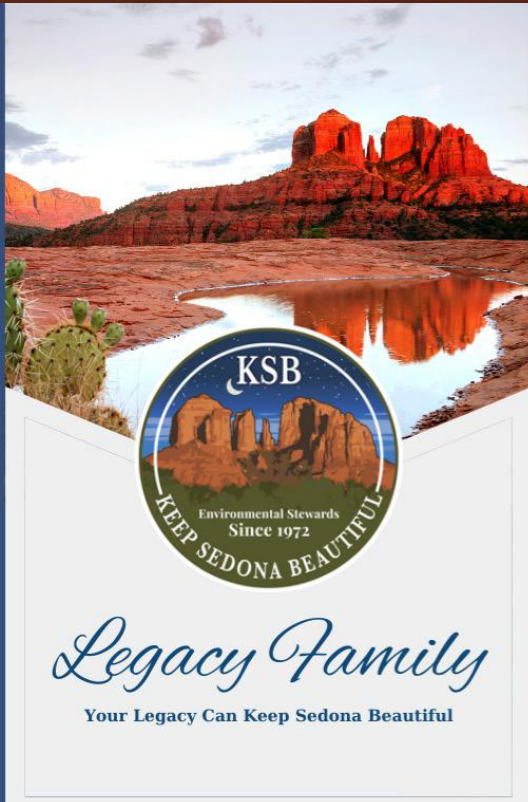
Foreword by Kevin Roberts, PhD
 Edited by Paul Dans and Steven Groves

limiting the federal government's authority to only "*relatively permanent, standing or continuously flowing bodies of water*" would jeopardize water quality and ecosystem health. The push to accelerate dam and reservoir construction while reducing environmental reviews would further degrade riparian environments.

The blueprint's approach to waste management and recycling is similarly problematic. By opposing extended producer responsibility programs and other initiatives to reduce waste and promote a circular economy, Project 2025 encourages our throwaway culture. The lack of support for efforts to address plastic pollution is particularly glaring given the growing crisis of microplastics.

Perhaps most fundamentally, Project 2025 is built on a flawed paradigm that pits environmental protection against economic prosperity. This false dichotomy ignores the economic costs of pollution and environmental degradation, as well as the economic opportunities presented by the transition to a clean energy economy. By framing environmental safeguards as regulatory burdens to be eliminated, Project 2025 ignores the environmental and economic benefits from clean air, clean water and a stable climate.

KSB views Project 2025 as a roadmap to environmental degradation that should be vigorously opposed. Instead of turning back the clock on environmental policy, we need bold action to accelerate the transition to a profitable and sustainable low-carbon economy while safeguarding the ecological systems upon which all life depends.



Imagine the lasting impact you can have on Sedona's natural beauty by leaving a legacy donation to Keep Sedona Beautiful. By including KSB in your will, trust, or beneficiary documents, you ensure that your commitment to preserving Sedona's unique landscape continues even after you have passed away. Your legacy donation will support our ongoing efforts to protect the environment, reduce litter, and combat overdevelopment, ensuring that Sedona remains a pristine haven for future generations.

[CLICK HERE](#)

FILL THE BAG: FALL 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 an additional \$5,000 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.



"As a KSB member and board member, I've been excited to see how effectively KSB brings together community leaders and experts to preserve the wonder of the greater Sedona area, and who together succeed in making the Verde Valley a better place."

MARK LAWLER

WHY SCIENTIFIC EVIDENCE SHOULD DRIVE PUBLIC POLICY

In an era of misinformation and alternative facts, it's more important than ever to emphasize the critical role scientific evidence should play in shaping public policy. The decisions made by our elected officials have a profound impact on our daily lives, from the air we breathe to the water we drink. It's essential that these decisions are informed by the best available evidence.

The scientific method is a systematic process for determining the truth about the world around us. It's a process that involves rigorous testing, peer review and replication and it's essential for understanding complex issues like climate change, vaccine safety and environmental degradation. New evidence prompts reconsideration and adjustment.

Science is not driven by ideology or special interests, but by a desire to understand the natural world and improve human lives. When policymakers prioritize science, they're prioritizing the well-being of their constituents over partisan gain.

Unfortunately, ideology, narrow interests and political expediency often win out, leading to policies that are detrimental to the health and well-being of citizens and the environment. It's time to recognize the importance of evidence-based policy-making and to demand that our elected officials prioritize science in their decision-making processes.

One of the most pressing issues of our time is climate change and yet, despite the overwhelming scientific consensus, many continue to deny its existence or downplay its significance. They prefer to believe that we can continue with "business as usual."



The consequences of inaction are severe, from sea-level rise and more frequent natural disasters to devastating heatwaves and droughts. And yet, many politicians continue to prioritize the interests of corporations over the health and well-being of their constituents.

KSB believes we must demand that our elected officials prioritize science in their decision-making processes. This means supporting policies that are based on the best available evidence and holding politicians accountable when they reject or ignore scientific fact. When casting your vote this year, we urge you to support candidates and initiatives that prioritize science-based decision-making.

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Keep Sedona Beautiful

Reminds all members
to patronize our generous sponsors.

TRANSITIONING TO AN ALL-ELECTRIC ECONOMY



Courtesy of 123RF

The evidence is clear: our reliance on fossil fuels is causing climate change, air pollution, and economic stagnation. The solution is to transition to an all-electric economy powered by renewable energy like solar and wind.

An all-electric economy is essential for fighting climate change. Heating, cooling, and transportation account for 60% of

greenhouse gas emissions. Switching to electric heat pumps and electric vehicles and installing solar panels can dramatically reduce emissions. KSB recently replaced our old gas HVAC with an electric heat pump and added solar panels.

In addition to environmental benefits, an all-electric economy can drive economic growth and job creation. The clean energy sector is creating jobs **12 times faster than the rest of the economy**. Renewable energy investments can also lower energy costs for consumers.

Some barriers remain, like fossil fuel addiction and outdated infrastructure. But these are changing rapidly. Electric vehicle charging and grid modernization are expanding. Renewable energy is also becoming cheaper, with solar and wind costs plummeting by over 70% since 2010. In the past year, solar energy production **increased by 25%**.

To accelerate the transition, governments need to set ambitious renewable energy targets and invest in clean infrastructure. Businesses must prioritize sustainability and work with policymakers. And we all must do our part by choosing electric vehicles, solar power, and voting for candidates who support the transition.

KSB NEEDS GARDENERS AND SCULPTURES

Keep Sedona Beautiful needs gardeners interested in planting and maintaining small garden plots at the KSB EcoHub.

Maintenance entails weeding a few times a year and ensuring plants are happy. Sponsors can choose to receive a sponsorship sign with their name. Plot sizes vary but average about 12 feet square and include trees and bushes. Some plots are longer and narrower.

Experience is not necessary, but enjoying beautiful, tranquil places is a requirement. Native, historical, deer resistant and javelina resistant plants will have already been chosen for your plot. Early volunteers get first pick.

Also needed are three or four garden sculptures in great condition (new or used). All sculptures need to be KSB approved, appropriate for the garden and require little maintenance. Donation signs will accompany donated sculptures.

Contact Jan at ksb@keepsedonabeautiful.org if you are interested in sponsoring a plot or donating a sculpture. Please send a photo of the sculpture and identify the material and size with your inquiry.



“I am a member of KSB because of its historic and ongoing effective work helping to build a more sustainable and resilient community through cooperation and collaboration with business, government and other like-minded not-for-profit organizations.”

M A R S H A L L W H I T M I R E



THE SCIENCE IS CLEAR

Climate change is a major issue facing the world today, but some politicians and individuals still deny or downplay its significance. The scientific evidence, however, is clear.

Expert climate scientists, through the [Intergovernmental Panel on Climate Change \(IPCC\)](#), have conclusively shown that human activities like burning fossil fuels are releasing enough greenhouse gases to disrupt the climate. The effects include rising seas, melting glaciers, extreme weather, and devastating heatwaves.

Despite this overwhelming evidence, some politicians continue to deny climate change, which is both morally wrong and dangerous. The longer we wait to take action, the worse the consequences will be.

Climate change is also significantly impacting global food systems. Rising temperatures and changing rainfall are disrupting growing seasons, crop yields, and food distribution. This threatens food security for millions.

Furthermore, climate change disproportionately harms vulnerable populations like low-income communities, indigenous peoples, and small island nations. These groups are least able to adapt to the changing climate. Many are forced to become [climate migrants](#).

To address this crisis, we need to support political leaders who are committed to taking bold action. This includes investing in renewable energy, transitioning to a clean economy, and implementing policies to reduce greenhouse gas emissions.

By taking immediate and decisive action, guided by science, we can limit the worst effects of climate change and build a more sustainable future. But it requires electing leaders who will take this crisis seriously.

CLEAN AVAILABLE WATER: A BASIC HUMAN RIGHT

Clean water is essential for human life, yet many communities struggle to access this basic necessity. Irresponsible development, pollution and climate change all pose significant threats to our water supplies. From the Flint water crisis to the lead contamination in Newark's water system, the consequences of overuse and neglecting our water infrastructure can be devastating.

One of the most critical aspects of protecting our water resources is the importance of addressing the water crisis in indigenous communities. Many Native American communities lack access to clean drinking water and they are disproportionately affected by water pollution and contamination. It's essential that we prioritize the protection of indigenous water rights and support efforts to address the water crisis in these communities. The recent agreement to settle longstanding water claims by the Navajo, Hopi and San Juan Southern Paiute nations is welcome news, but [S.4633, the Northeastern Arizona Indian Water Rights Settlement Act of 2024](#) must still be enacted by Congress and signed by the President.

Furthermore, protecting our water resources requires a comprehensive approach that addresses the root causes of water pollution and scarcity, invests in water infrastructure, promotes water conservation and encourages sustainable agriculture practices. We must also support policies that protect our water resources from pollution and exploitation and we must continue to allow the Environmental Protection Agency (EPA) to hold corporations accountable for their role in water pollution.

Keep Sedona Beautiful strongly supports local efforts like [Sedona Ripple Effect](#) that encourage water conservation. This partnership between the City of Sedona, Yavapai County, the Arizona Water Company and the Big Park Water Company provides an example of how jurisdictions and water companies can work together to conserve our water resources.

Keep Sedona Beautiful urges you to support candidates who prioritize water protection and conservation and who pledge to aggressively address the quality and availability of our water.



THE DEVASTATING IMPACT OF PFAS AND PLASTICS

The widespread use of plastics and per- and polyfluoroalkyl substances (PFAs) is having a devastating impact on our environment, health, and economy.

PFAs, found in common products like non-stick cookware and food packaging, have been linked to [serious health problems like cancer and thyroid disease](#). These chemicals remain in the environment for centuries and are found in the blood of nearly all humans.

Plastics, used in everything from bottles to microbeads, are choking our oceans, rivers, and landscapes. Nearly 400 million tons of plastic are produced each year, breaking down into microplastics that are ingested by humans and wildlife. The use of plastics and PFAs continues to rise rapidly.

The overuse of these substances requires immediate action. We must recognize the devastating consequences and take steps to reduce their use, while investing in alternative technologies and prioritizing health and the environment.

The good news is that some places are already taking successful action. Cities and countries are [banning single-use plastics](#), implementing [extended producer responsibility](#), and [investing in waste reduction and recycling](#).

As individuals, communities, and governments, we can take the following steps:

- Invest in alternative, sustainable materials to replace plastics and PFAs
- Change our personal behaviors to reduce single-use plastics and choose PFA-free products
- Demand that elected officials, policymakers and manufacturers take responsibility and implement policies to restrict these substances



PRESERVING OUR PUBLIC LANDS

© MICHAEL NELSON

Our public lands are a national treasure, providing habitats, supporting local economies, and offering recreational opportunities for millions of Americans. These open spaces are essential for biodiversity, climate regulation, and more.

However, these lands are under threat from exploitation and development. Some advocate for transferring public lands to states or selling them to private interests, arguing that the "free market" can best manage natural resources.

Your vote can impact public lands policy in several ways:

1. Elect officials opposed to selling or transferring public lands
2. Support candidates who advocate for new protected areas
3. Approve ballot measures that fund land conservation
4. Choose representatives who will strengthen environmental protections

Another critical aspect is preserving indigenous lands and cultural heritage. Many public lands, including those in the Verde Valley, contain sacred Native American sites and resources. We must prioritize the rights of indigenous peoples to their ancestral lands.

We need to elect leaders who prioritize the conservation and protection of our public lands.



PRESERVING THE WONDER SPEAKER SERIES

SAVE THE DATES!

All events will be held at the KSB EcoHub located at 360 Brewer Lane in Sedona, and will start at 5:00. Doors open at 4:30.

October 16, 2024: Rita Faruki will discuss "*Our Animal Brothers and Sisters, Their Biology and Spiritual Significance*." Rita has been a nature guide in the Verde Valley since 2014. She leads birding and naturalist hikes for Enchantment Resort in Sedona, for Yavapai College and as part of her private business, Sacred Earth Walks.

November 20, 2024: Mike Dechter, NEPA, Appeals, and Litigation Coordinator at Coconino National Forest and President Arizona Mushroom Society, will talk about Fungi use by Native Americans in the Southwest.

Many past presentations have been recorded and are now available not only on the KSB [website Speaker Series page](#) but also on KSB's YouTube Channel [KeepSedonaBeautiful](#). Sharing information with family and friends on topics aligned with the Keep Sedona Beautiful mission is a great way to keep them up to date. If they've visited, they'll appreciate the variety of our presentations about this special place.

We invite you to attend these informative sessions and to arrive early enough to explore the grounds of the EcoHub, where we are steadily transforming the property into a showcase for responsible landscaping in our arid environment.

EXCITING CHANGES FOR LITTER LIFTERS



KSB feels fortunate that John Black has volunteered to become our new Litter Lifter Chairperson. Thank you, John! He is a native Arizonian, and joined KSB's Board of Trustees in December, 2023. He loves to hike, and has joined the team as a Litter Lifter himself, with a route alongside State Route 89A.

John has a distinguished background. At the age of 35, while working at Motorola, he earned a Master's Degree in Engineering. His Master's thesis was based on a document that he wrote at Motorola, which detailed how to design and build reliable ruggedized modular computer systems. That document eventually became an international standard, and was used by many dozens of start-up companies in America, Europe and Asia to build industrial control (robotics) computers, as well as ruggedized field computers for the U.S. military and for NATO. NASA also used that standard to design the computers in its first two Mars Rovers, Spirit and Opportunity. Then, at the age of 55, John earned his PhD in Computer Science at ASU, and worked as a Research Scientist, developing assistive technologies for people with disabilities, until he retired.



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There has been widespread concern over the accumulating trash alongside "Dry Creek Scenic Road" between Upper Red Rock Loop Road and Cottonwood. In response, ADOT has begun assigning segments of that road to KSB's Litter Lifters.

We have assigned Litter Lifters to all of the newly assigned road segments except for one mile in Cottonwood, between mile posts 350 and 351.

If you, or anyone you know, is interested in Litter Lifting along this one-mile segment in Cottonwood, please contact Wendy via email at ksb2@keepsedonabeautiful.org or call the KSB office 928-282-4938.

Note: ADOT has indicated that additional mileage alongside 89A might be assigned to KSB in the near future. Stay tuned for more information.

WHY STATE AND LOCAL ELECTIONS MATTER

Elections for president are critical, but state and local elections often have an even more direct impact on our daily lives. These elections determine who will make decisions about our education, healthcare, transportation and public safety.

State legislatures pass laws on issues like gun control and reproductive rights. They can also draw congressional district lines, which can impact national politics. Governors can appoint influential officials like judges and commissioners. In Arizona, the State legislature prohibits localities from regulating short-term rentals and permits OHVs to drive on public roads.

Arizona's Corporation Commission (ACC) is comprised of elected commissioners whose decisions have enormous impact on every resident. KSB urges you to familiarize yourself with ACC candidates. You can learn more about the Arizona Corporation Commission by visiting [THIS PAGE](#) on the Tucson Climate Coalition's website.

At the local level, mayors and city councils make decisions about affordable housing, public transportation, community policing, and the allocation of resources for vital services.

To effectively vote in state and local elections, we need to educate ourselves about the issues and candidates on the ballot. This means researching, attending debates and forums, and talking to our neighbors and friends. [Ballotpedia](#) and the [League of Women Voters](#) each supply nonpartisan information on state and local elections in Arizona.



State and local elections are the foundation of our democracy. They have a direct impact on our lives, communities, and futures. By being informed and engaged, we can build a more just, equitable, and democratic society. The power is in your hands - use it.



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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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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

