

Sustainability Alliance on “People, Planet, Prosperity” at KSB January 11

“Some people think that if they recycle aluminum cans and use LED bulbs, they’re sustainable. Those are good first steps”, said Darcy Hitchcock. “But there is so much more we can do!” Please join Keep Sedona Beautiful on Wednesday, January 11th for their *Preserving the Wonder*TM Speaker Series to discover what each of us can do to become more earth-friendly. Darcy Hitchcock, co-founder of the Sustainability Alliance will be the presenter.

Members, residents and visitors are all welcome to join Keep Sedona Beautiful (“KSB”) at 5:30 p.m. at its historic Pushmataha Center on 360 Brewer Road. The evening will include complimentary appetizers donated by El Rincon Restaurante Mexicano and refreshments provided by KSB.

According to Darcy Hitchcock, “Sustainable tourism is growing by leaps and bounds. The City of Sedona and the Verde Valley/Sedona Tourism Council are eager for businesses to get certified to bolster our image as a sustainable destination. ... Since tourism is such an important part of our economy, it’s critical that we work at the same time at improving our quality of life and protecting our environment. This is the essence of sustainability, working to make all three better: People, Planet, Prosperity.”

The Sustainability Alliance is a coalition of local non-profits, each representing a different element of sustainability (i.e., land use, water, energy, food and waste). In addition to discussing what we can do to increase our sustainability practices, Ms. Hitchcock will address why the Alliance was formed, who is a part of it and what it is working on. Focus will be given to the new Sustainable Business Certification, a way for residents and visitors alike to identify, recognize and favor businesses that are doing the most for our community, their employees, and the environment. Discover which businesses have successfully completed the certification process and the amazing practices they’ve uncovered.

A sustainability consultant, Darcy Hitchcock describes herself as a rebel in a business suit, advocating for organizational democracy and sustainability for over a quarter century. She has published ten books, including *The Business Guide to Sustainability* (now in its third edition) which won an award from the American Library Association and was translated into Korean. She has delivered keynote addresses in Mexico, Qatar and Russia. For five years she taught at Bainbridge Graduate Institute’s Sustainable MBA. She is a co-founder of the International Society of Sustainability Professionals where she still teaches online classes to an international audience on sustainability assessments.

Keep Sedona Beautiful’s monthly *Preserving the Wonder*TM Speaker Series is held the second Wednesday of each month from September through May. It focuses on presenting a diversity of programs relevant to the unique environment of our region.

Keep Sedona Beautiful, Inc. is a nonprofit organization that, by acting through the stewardship of its members and volunteers, is committed to protecting and sustaining the unique scenic beauty and natural environment of the Greater Sedona Area. For more information about Keep Sedona Beautiful, please call 928.282.4938, or visit <http://www.keeppedonabeautiful.org/>.