

KEEP SEDONA BEAUTIFUL

ENVIRONMENTAL STEWARDS SINCE 1972



KSB is a 501 (c) (3) charitable organization

Preserving the Wonder™

September 26, 2019

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Dear KSB Friends,

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The Boards of Directors of Keep Sedona Beautiful (KSB) and Save Our Ancient Red Rocks (SOAR) have voted to merge our two organizations, including our boards, programs, and assets. "We have very compatible programs and I think we will both benefit from this merger," according to Bill Pumphrey, KSB President. "Our two groups have very similar missions - to protect the scenic beauty, national forest flora and fauna, and cultural treasures of the greater Sedona area," said Peggy Chaikin, President of SOAR.

KSB has been a leader in environmental preservation in the Sedona area since 1972. We have initiated major zoning and land use ordinances adopted by the City of Sedona and the two counties that Sedona straddles, and have sponsored litter lifters, dark skies initiatives, and native plant workshops. We offer educational lectures, bestow awards for excellence in civic and environmental matters, and we continue to work for preservation of the local natural environment.

SOAR's programs have included working for long-lasting protection of the iconic red rock landscape of the Coconino National Forest surrounding Sedona, focusing on maintaining a healthy watershed function in our semi desert grassland savannah areas, and initiating the first Northern Arizona Environmental Conference. SOAR collaborated with local non-profits to sponsor the Smithsonian's Water|Ways exhibit, including Friends of the Verde River, Camp Verde Library, Yavapai College and the Yavapai-Apache nation.



Keep Sedona Beautiful will retain our name, while the SOAR name will live on within programs and initiatives. Four board members from SOAR will join the KSB Board of Trustees: Peggy Chaikin, Birgit Loewenstein, Stan Rolf, and Neil Sinclair. The combined energy of our two organizations will make for a more effective and wider-reaching voice for safeguarding the area's fragile environment.

Visit the KSB website for more information on our activities, goals and how you can help:

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