

# Preserving the Wonder<sup>TM</sup>

Fall 2019

KSB's Quarterly Environmental Message: In Sedona, the Environment ...IS...the Economy. Keep Sedona Beautiful's mission is to protect and sustain the unique scenic beauty and natural environment of the Greater Sedona Area

## PRESIDENT'S MESSAGE:

"When all is said and done, more is said than done" - Lou Holtz

Sedona's Sustainable Tourism Plan is now officially launched. That is - the talk and "putting down on paper" phase is over. Now we need to do the hard work required to effectively and efficiently reach the worthy objectives laid out in the plan.

You can read the plan by clicking <u>here</u> – it's well worth the time, and to me even warrants a re-reading.

The Plan addresses four "Pillars": Environment, Resident Quality of Life, Quality of the Economy, and Visitor Experience.

KSB will be working in both lead and supporting roles to implement the plan's tactics. The results will help position Sedona as a leader in destination stewardship. We are pleased to do so because many of KSB's long-term concerns are addressed in the plan. We're particularly pleased that resident quality of life concerns are front and center.

Realistically, we all should face our need to change more behaviors regarding the environment. Every day we hear of yet another problem caused by our over use of plastics. KSB will lead the Sustainable Tourism Plan tactic that asks all to consume less single use plastic. Yes, this is a daunting task in our plastic world. However, be positive, take incremental steps, and ignore the naysayers who ridicule paper straws or who claim that recycling is not effective.

In our world, things are rarely perfect but please don't give up on doing something good. As the old adage goes, "Do not let perfect stand in the way of good."

There is hope; even I can change. Thanks to KSB's Wendy and Jan, my wife Bonnie and I now use small reusable mesh bags (available at some local stores and Internet) to gather our fruits and veggies at the supermarket. No plastic bags for us. For the first time last week, we actually used a small cooler bag with reusable containers to take home leftovers from a restaurant. Thanks to Mary Clement for encouraging us to do this.

I ask you to take steps to reduce the amount of single use plastics in your life - and ultimately in our environment. As untrainable and undisciplined as I am, if I can change, we

One last thought - please watch this inspiring video about young folks making a difference on the island of Bali.

Sincerely, Bill Pumphrey, *President* 





# 10,000+ VOLUNTEER HOURS OVER 5,000 HOURS LITTER LIFTING

Yes! We are relevant and will continue to be so as long as stewardship, preservation, quality of life and caring for our community are important to our daily lives and future generations.

Sustainable Tourism	2
Conserving Water	3
Plastics	4
Awards of Excellence	5
Endangered Species	7

## **KSB AND SUSTAINABLE TOURISM**

The mission statement of Keep Sedona Beautiful proclaims that "acting through the stewardship of [our] members and volunteers, [KSB] is committed to protect and sustain the unique scenic beauty and natural environment of the Greater Sedona Area." One of our mottos is "Keep Sedona Beautiful – it's good business." We have always believed that efforts to protect our incredible Red Rock Country is compatible with and enhances the economic environment of our community.

In recent years however, the growth in tourism has had tangible impacts on our quality of life: traffic has become worse, some trails have become overcrowded, and a small minority of our visitors continue to deface the land. Without thoughtful planning and action, these problems will only worsen.

The City of Sedona and the Sedona Chamber of Commerce & Tourism Bureau partnered with non-profits, businesses and governmental entities to develop a <u>Sustainable Tourism Plan</u>. The plan identifies sustainability practices that will support the long-term health of Sedona. Instead of focusing on attracting more visitors, the plan identifies ways in which the impact of visitors can be brought into greater harmony with the environment.

The plan is built on four strategic pillars: Environment, Resident Quality of Life, Quality of the Economy, Visitor Experience. For each of these pillars, the plan identifies specific objectives to be realized, along with broad tactics for realizing those objectives. You can read the entire plan by clicking this <u>link</u>.

Keep Sedona Beautiful supports this effort, and will partner with various stakeholders to implement the Sustainable Tourism Plan. We are the lead partner for three of the tactics. This means we will be responsible for working with our supporting partners to identify and implement specific actions that will have demonstrable results. The three tactics include:

- Encourage less consumption of single use plastics
- Advocate that development of private/public lands is in alignment with sustainability goals
- Encourage grandfathered businesses and residents to implement dark sky-compliant lighting

KSB will function as a supporting partner for a number of additional tactics. We will work under the direction of the lead partner to help identify and implement specific actions for the following:

- Deploy wider range of recycling resources/ containers in high-visitation areas and create effective branding to enhance utilization
- Increase the number of water refilling stations in the area
- Expand the capacity of local organizations to deepen the range of waste prevention and recycling
- Educate and encourage businesses to implement waste reduction and prevention programs
- Encourage businesses to implement water conservation programs
- Develop voluntourism opportunities that focus on



restoration and enhancement of Oak Creek and the Verde River

- Monitor trail utilization and implement programs that distribute visitation
- Investigate approaches to limit impacts of trailhead parking in Sedona neighborhoods
- Develop voluntourism opportunities that focus on restoration and enhancement of trails and lands
- Encourage businesses and residents to eliminate the use of pesticides and other chemical products that may negatively impact the environment
- Adopt and expand Leave No Trace programs
- Build on existing recognition programs to highlight sustainable best practices by local businesses
- Develop a 'Sedona Sensitive Visitor' Pledge to help connect and engage visitors
- Develop a 'Sedona Tourism Cares' Pledge to help businesses put their sustainability beliefs into action
- Spur the Sedona Reinvestment Committee to incorporate sustainable thinking in all future initiatives
- Provide clarification to residents regarding
- Community Planning and Development policies related to lodging and other further developments
- Expand marketing to educate visitors in ways to monitor and limit negative impacts of OHVs including noise and neighborhood disruption
- Develop initiatives that monitor and moderate noise levels and intrusion of helicopter tours
- Better coordinate with land managers, nonprofits, and businesses to develop collaborative solutions
- Identify and promote experiences that are synergistic with Sedona's dark sky designation
- Develop a series of videos and downloadable content that provides a "local story," while weaving sustainable practices

Implementing these tactics, while challenging, will improve the quality of life for residents and will make visitors' experiences richer, more rewarding, and less impactful on our environment.

If you are interested in volunteering some of your time to help KSB as we work with various partners to identify and implement specific actions, please call us at 928-282-4938 or email us at <a href="mailto:info@keepsedonabeautiful.org">info@keepsedonabeautiful.org</a>. Let us know how you believe you can help.

### **CONSERVE WATER AFTER OUR PITIFUL MONSOON**

We live in a desert so we should be especially careful with our water. Over the decades, our use of river and ground water has depleted river flows. And at the time of this writing, NPR said this was 'the worst monsoon' in history. So, what can you do?

Assess your use - What uses the most water? How do you compare to the average family? Look at the usage on your bills every month.

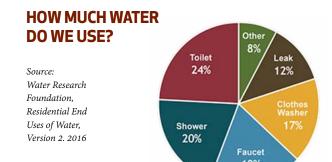
According to the **EPA**,

- The average American family uses more than 300 gallons of water per day at home. Roughly 70 percent of this use occurs indoors.
- Nationally, outdoor water use accounts for 30 percent of household use yet can be much higher in drier parts of the country and in more water-intensive landscapes. For example, the arid West has some of the highest per capita residential water use because of landscape irrigation.

If you want to do a more formal water audit, click here.

*Reduce outdoor water use* - In Arizona, consider your landscape.

- Swap out plants that are struggling with drought tolerant natives
- Check your drip irrigation for leaks and use a moisture meter to decide when to water
- Get a rain barrel
- Take your car to a carwash that recycles its water
- Replace hardscapes with pervious pavement
- Direct stormwater to where it can do the most good



*Control indoor water use* - Inside a home, the biggest water users are the toilets and showers.

- Make sure you have low-flow fixtures, especially toilets and shower heads. They should be labeled. Get a high efficiency clothes washer and dishwasher.
- Check for leaks. See if your water meter is going when no
  one is using water. How to read your meter. Put a little food
  coloring in the top of your toilet tank and see if it ends up
  in the bowl.
- If you're building a new house, put in a graywater system.
- Get in the habit of saving water. For example, take quick showers and reuse kitchen rinse water.

Check out the <u>Arizona Department of Water Resources</u> for more tips and resources.

## PRESERVING THE WONDER™ SPEAKER SERIES

SAVE THE DATE!

On October 9th, Marcos Roybal, Fossil Creek Project Coordinator, United States Forest Service Red Rock District, will speak about Fossil Creek-- what makes it special, how the Forest Service is managing it, and what is planned for the future.

On November 13th, Darren McCollum, Lead Meteorologist at the National Weather Service in Flagstaff will discuss how climate change is impacting the Southwest and will provide updates on the latest research.

These events are held at 5:30 p.m. at the KSB Pushmahata Center, 360 Brewer Road, Sedona. Appetizers, snacks and beverages will be served, admission is free and open to the public, donations are appreciated. Speaker Series visitors may sign up for membership at these events.

### PLASTICS: LET'S USE LESS Susan Pitcairn, MS

This is a list of some of the best ways we can reduce our own plastic footprint. For a more comprehensive list and videos, search "Susan Pitcairn" and "plastic."

What are your hot tips? Send to me at susan@susanpitcairn.com. Thanks for caring!

## Easy and Essential Ways to Live MORE PLASTIC-FREE

## For the Earth and for your family's health



Carry a stainless steel or glass water bottle. Bottled water wastes resources & costs more than gas! Plastic bottles are mostly trashed (200 billion/year wash into oceans!) They leach many dangerous toxins intotyour body and the food chain. Get a home file if reeded.





Bring your own bags & Jars and shop bulk. Plastic bags and packaging are a huge global trash and toxic problem, on land & sea. Keep a shopping basket with fabric or reused plastic bags for produce (recycle old bags at Bashas). For staples, use pre-weighed and marked jars (Tare=Ounces/16). So elegant & easy!





Bring your own coffee mug, fork & napkin. We trash over 300 million coffee cups/day in the US! Keep a mug at work & a travel mug in your car. Stash a fork in a cloth napkin in purse and a reusable takeout container in car.

Go back to bar soap, and try bar shampoo. Paper-wrapped bar soap (often at Farmer's Markets) and shampoo bars (online) work great and are free of the toxins from plastic bottles.





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Buy & store food In glass & stainless steel. Most cans leach BPA: make beans fast in an Instant Pot. New Wave Enviro stainless steel containers (online) don't break or leach phthalates etc. into your lunch or leftovers and can freeze, bake & recycle. Minimize frozen food or get in plastic bags & recycle them. Use re-purposed jars, glass stackables in fridge.

Make Your Own & Go Retro!

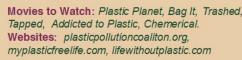
Deodorant: Squirt tea tree oil (optional) into baking soda, store in nice lidded container and apply with a powder puff. Works for days!

Toothpowder: 3 parts baking soda, 1 sea salt, 1 MSM powder if can get it, 1/2 xylitol to sweeten, 15 drops peppermint oil for flaor.

All Purpose Cleaner: 1 c. vinegar+ 4 c. water. Handkerchlefs, dlsh rags & cloths replace plastic-wrapped tissues, sponges, paper towels.

#### LEARN MORE ABOUT THE PLASTICS CRISIS

Wake up to how our modem throwaway plastic lifestyle is polluting the ocean, killing wildlife and threatening human health. Learn what to do. Push US to join EU & Canada to ban single-use plastics, plastic bags. Contact companies.





#### KSB AWARDS OF EXCELLENCE

#### SAVE THE DATE!

The Keep Sedona Beautiful Awards of Excellence ceremony will be held on Wednesday January 29, 2020. Each year, KSB honors businesses, organizations and individuals in the Greater Sedona Area who have helped to fulfill our mission. Over the past 47 years, we have given out more than 500 awards in various categories including landscaping, architecture, signage, dark sky lighting, education environmental stewardship, cultural heritage, sustainability and community service.



If there's a person, organization or business who you feel should be considered for an award, you can simply print this <u>nomination form</u>, complete it along with a statement explaining why, and return the information to KSB.

Please save the date and plan to attend our ceremony on January 29.

## **KSB SEEKS NOMINEES**

## FOR AWARDS PROGRAM

Keep Sedona Beautiful, the Verde Valley's principal environmental organization, seeks to recognize individuals, groups, and firms that have made significant contribution to the esthetics and/or sustainability of our environment in Sedona and the Verde Valley. Each award must meet two specific criteria: a) the awardee's contribution must reflect harmony with our unique Red Rock landscape; and b) the awardee's contribution must be such that it inspires others to act in a similar manner. Nominations are being solicited in the following categories:

#### EXCELLENCE IN BUILDING AND SIGNAGE DESIGN

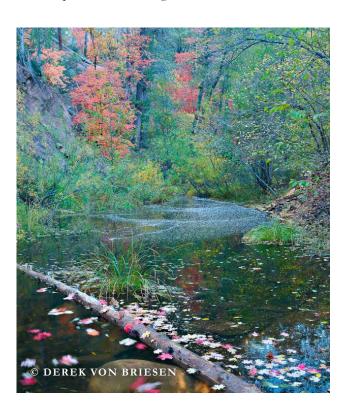
KSB will consider awards for context sensitive building design that employs forms, colors and materials compatible with our unique scenic environment. This may also include green building practices that conserve energy, water, and other natural resources.

#### EXCELLENCE IN CIVIL ENGINEERING

KSB will consider awards for civil engineering works that incorporate features such as context sensitive design, green infrastructure, and smart growth principles.

#### EXCELLENCE IN CULTURAL HERITAGE

KSB will consider awards for special efforts that promote, preserve and educate people about our unique cultural heritage.



#### EXCELLENCE IN DARK SKY LIGHTING

KSB will consider awards for special efforts to meet or preferably exceed municipal or county lighting codes to minimize the effects of a light dome over our region.

#### EXCELLENCE IN EDUCATION

KSB will consider awards for special efforts to educate the region's residents and visitors on preservation, sustainable practices and reducing harmful impact to the environment with a view to recognize those who are sensitized to KSB's mission.

#### • EXCELLENCE IN ENVIRONMENTAL STEWARDSHIP

KSB will consider awards for special efforts to preserve the region's fragile ecosystem. This may include water conservation, climate mitigation/adaptation, pollution reduction, and habitat/species restoration.

#### EXCELLENCE IN LANDSCAPING

KSB will consider awards for extraordinary landscaping, especially those that incorporate water retention, water harvesting and native plant species.

#### EXCELLENCE IN SUSTAINABILITY

KSB will consider awards for special achievements to foster regional gains in sustainable practices and wilderness protection. In the nomination and selection of awardees, the Committee will employ a framework such as the Natural Step or one promulgated by the STAR – Sustainability Tools and Rating.

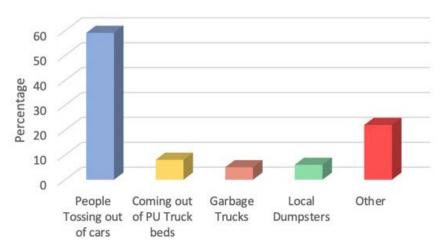
Awards will be presented at a special ceremony January 29, 2020.

A nomination form can be found on KSB's website or by contacting the KSB office at 928-282-4938. The KSB staff is available to assist with any nomination if desired.

## KSB LITTER LIFTERS September 2019 Report

Litter lifting routes with gorgeous vistas of Bell and Cathedral Rock have recently become available due to litter lifters relinquishing these long-held routes. These open routes are two of the most prestigious in our over 50 miles of roadways. We are looking for people who like to exercise while giving back to the community. We supply the equipment...you supply the energy and time. Please contact the KSB office at 928-282-4938 for additional details.

### Where is the litter coming from?



KSB volunteers picking up roadway litter feel that most trash comes from cars. They feel that a lesser amount comes from pickup trucks, garbage trucks and open dumpsters.

The Litter Lifting program implemented a quality control aspect to the program to identify unmaintained routes and research why the routes are not being maintained. This should help eliminate miles with months of accumulated litter.

Finally, mark your calendars for the Litter Lifter Potluck Party for both current litter lifters and people who are interested in becoming a litter lifter. The event will feature live music by guitarist Solomon Morris, and will take place on Friday, November 8th from 4-6 pm at the Pushmataha Center (360 Brewer Road). Wine and beverages will be provided. Please mark your calendars for this fun event.



Light pollution is the easiest of all types of pollution to reduce; all one needs to do is to "flip the switch to off"! Another way to reduce light pollution is to replace your outside bright white bulbs with low wattage amber bulbs, making sure the fixtures are properly shielded. There are even yellow bug bulbs that repel bugs and insects.

How exciting it is to look up into the heavens at various times throughout the year and see Venus, Jupiter, Saturn, and even the slight red tinge of Mars when it's high in the night sky. The next new moon is September 28 – a perfect evening to look up and admire Sedona's magnificent dark night sky!



#### HELP PRESERVE THE ENDANGERED SPECIES ACT

Over the past decades, the Endangered Species Act has become a vital tool for for saving thousands of animals and plants from extinction. After overwhelming support in Congress, with the Senate passing the bill unanimously and the House voting 390 to 12, President Nixon signed the act into law in 1973. It's credited with saving the bald eagle as well as the California condor, grizzly bear, northern gray wolf, and more. Today it protects more than 1,600 plant and animal species. It's been estimated that 99% of the species placed on the endangered list have not gone extinct.

Just on the Coconino National Forest, the Southwestern Willow Flycatcher, the Yuma Clapper Rail, the Arizona Cliffrose, the Loach Minnow, the Razorback Sucker, the Gila Chub, the Gila Topminnow, and the Spikedace are listed as endangered. The Mexican Spotted Owl, the Yellow-billed Cuckoo, the Northern Mexican Gartersnake, the Gila Trout, and the Chiricahua Leopard Frog are currently listed as threatened.

Recent changes to the Act, made by executive order, will severely weaken the Endangered Species Act:

- Making it easier to remove a species from the endangered list
- Weakening protections for threatened species
- Allowing regulators to factor in economic assessments, such as estimating lost revenue from a prohibition on logging in a critical habitat
- Making it more difficult to factor in the effects of climate change on wildlife when making those decisions, because those threats tend not to be immediate, but decades away
- · Clearing the way for new mining, oil and gas drilling, and development in areas where protected species live

We urge you to tell Congress to oppose this significant weakening the Endangered Species Act and to defend this bedrock environmental law.

To sign a petition sponsored by Tucson-based Center for Biological Diversity, you can CLICK THIS LINK.

While KSB does not endorse the Center for Biological Diversity, we note that it has an excellent rating by Charity Navigator. You can view their analysis by <u>CLICKING HERE</u>.



Northern Spotted Owl

#### LIBRARY OFFERS ENVIRONMENTAL SERIES

Sedona Public Library has launched an environmental program series, Our Earth, Our Habitat, Our Home, featuring author talks about protecting and preserving the environment.

- *Friday, October 4, 3:30 p.m.* Journalist Rebecca Robinson and photographer Stephen E. Strom will speak about their book "Voices from Bears Ears: Seeking Common Ground on Sacred Land."
- Tuesday, November 5, 10:30 a.m. In his latest book, "Arizona State Parks: A Guide to Amazing Places in the Grand Canyon State," travel writer Roger Naylor reveals the scenic wonders, rich history, and recreational opportunities contained within the extensive park system.
- Saturday, November 9, 1:30 p.m. What can you make from recycled book pages? Joyce Bethune and Suzanne Moore have fun, creative ideas and will facilitate a make-and-take workshop using recycled book pages. There is no cost for the workshop, but you must register so we can plan for the event. Please call 928-284-1603 or email <a href="mailto:voc@sedonalibrary">voc@sedonalibrary</a>. org to reserve your space.
- Tuesday, December 10, 6:30 p.m. Meet author Pam Houston. She will be reading passages from her latest book, "Deep Creek: Finding Hope in the High Country," a story that Kirkus Reviews calls a "profound and inspiring love letter to one piece of Earth--and to the rest of it, as well."

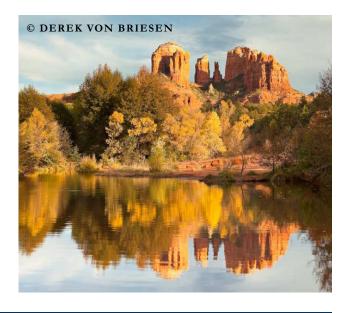


With a reminder to all KSB members to patronize our sponsors whenever possible, KSB welcomes these new sponsors:

#### CHIMNEY ROCK (\$100)

Sun.Rae HERBALS is committed to your well-being. They are a homegrown, grassroots family business rearing a next generation of plant lovers. Herbalists with a career background in horticulture, formulating and making their proprietary blends under the mystic energies of the Sedona vortex in Arizona, USA. Their objective is to promote healthy, happy lifestyles and wellness through the use and understanding of plants and their symbiotic relationship with the human body. You can learn more by visiting <a href="https://www.sunraeherbals.com">www.sunraeherbals.com</a>.

Integral Sedona



#### **KSB AUDIT**

Keep Sedona Beautiful recently completed an independent financial audit. While there are no state or federal requirements to perform an audit, KSB determined that our members and our Board of Trustees should feel confident that our financial processes are being handled correctly.

Members who join non-profit groups such as KSB trust their donated money will be used responsibly and the organization is following Generally Accepted Accounting Principles (GAAP). In other words, are we being good stewards of donated money as we strive to be good stewards of Sedona's environment?



We contracted with Loren Cunningham, CPA, PLLC from Flagstaff who performed the audit. He submitted his report to KBS on July 15, 2019.

KSB is pleased to report that Mr. Cunningham's audit demonstrated we are responsibly managing our resources. He notes the following:

"I have audited the financial statements of Keep Sedona Beautiful, Inc. (a nonprofit corporation) which comprise the statement of financial position as of December 31, 2018, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

In my opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Keep Sedona Beautiful, Inc. as of December 31, 2018, and the changes in its net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America."

Mr. Cunningham's audit included three recommendations for change, all of which have been put in place: 1. Record unrealized gains and losses on investments as adjustments to opening equity rather than as a component of current period net income, 2. Recognize membership revenue within the fiscal period funds are received, rather than within a membership year, and 3. Calculate depreciation on a straight-line basis rather than utilizing tax depreciation methods.

Should anyone wish to view the full report, please call the KSB office at 282-4938 or email ksb@keepsedonabeautiful.org.

We will continue to conduct periodic audits to assure donators our accounting methods are responsible and in accordance with GAAP.

### **DONATE TO KSB BY SHOPPING AMAZON SMILE**

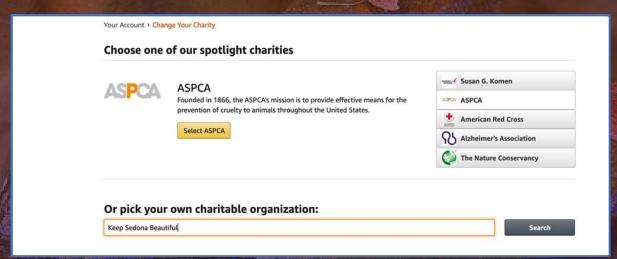
If you already use Amazon, they offer a simple way for you to support KSB every time you make a purchase - you simply shop at <a href="https://www.smile.amazon.com">www.smile.amazon.com</a>.

When you shop at Smile.Amazon.com, you are in fact shopping on Amazon and it's exactly the same price as shopping on Amazon.com. However, you get the added bonus that the Amazon Smile Foundation will donate 0.5% of the purchase price on eligible products to KSB.

First go to Smile.Amazon.com. On the Amazon Smile web page, you will see something like the following:

Your Account > Change Your Charity > Search Results		
Choose from almost a million charities, schools, and other nonprofits. It is ready to accept donations from Amazon.	We will reach out to the organization y	you select to ensure
Keep Sedona Beautiful		Search
Showing 1-1 of 1 Results	S	orted by: Relevano
Keep Sedona Beautiful Inc	Sedona AZ	Select
Keep Sedona Beautiful Inc	Sedona AZ	Select

In the box under the label "Or pick your own charitable organization", type *Keep Sedona Beautiful*. Click on Search, and you will then see something like the following:



Click the Select box. You're now signed up!

<u>Smile.Amazon.com</u> will remember your selection, and KSB will get a donation from every eligible purchase you make.

Now, you just need to go to Smile.Amazon.com rather than Amazon.com. If you have Amazon.com bookmarked on your web browser, change that bookmark to instead go to Smile.Amazon.com.



## JOIN/RENEW

#### Keep Sedona Beautiful Environmental Stewards Since 1972

Keep Sedona Beautiful, Inc. is a 501(c)(3) organization. Contributions are tax deductible within the limits of the law.

Please print this page and mail it along with a check for your membership

dues to: Keep Sedona Beautiful 360 Brewer Road

Sedona, AZ 86336-6012

NAME(S):

MAILING ADDRESS:			
CITY:	STATE:	ZIP:	

PHONE:	EMAIL:

() Individual	\$35	() Protector	\$500	
( <u> </u>	\$50	() Preserver	\$1000	
() Promoter	\$100	() Steward	\$2500	
() Conserver	\$250	() Sustainer	\$5000	

(KSB is an environmental organization. To conserve paper, ink and other natural resources, and to reduce our carbon footprint, we communicate electronically whenever possible.)

\_\_\_\_\_ I prefer to remain anonymous in public membership lists

\_\_\_\_ I am interested in volunteering. Please contact me.

#### Keep Sedona Beautiful, Inc.

#### **2019 BOARD OF OFFICERS**

Bill Pumphrey, President
Mike Yarbrough, Executive Vice President
Jo Anne Van Derveer, Secretary
Abbie Denton, Treasurer

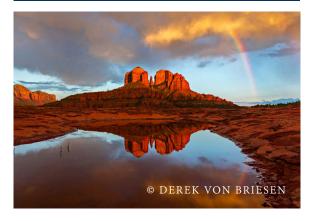
#### **2019 TRUSTEES**

**Craig Swanson** 

Joanne Kendrick Mike Ward
Susan Murrill Carla Williams
Dave Norton

Office Manager: Jan Wind

**Executive Assistant: Wendy Heald** 



## 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



### THANKS TO KSB's 2019 BUSINESS SPONSORS WHOSE FINANCIAL SUPPORT HELPS US TO MAKE A DIFFERENCE













L'AUBERGE de SEDONA























DAHL **GROUP** 









































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