

2010 ARIZONA MAIN STREET AWARDS

ORGANIZATION

Main Street Individual of the Year

Sedona Main Street Program nominates John Beeler, Board of Director Student Community Representative as Main Street Individual of the Year. John is and has been instrumental in getting the “Youth Community” involved and working to better understand what a Main Street can do, its importance, and community benefit.

Three years ago, the Sedona Main Street Program Board of Directors thought it important to engage the Sedona residents more in the Main Street district “tourist area” of our community that supports visitor businesses and experiences. We’ve been challenged in getting residents to understand that historically more than half of Sedona’s sales tax revenues are generated in this area and that most of the special events and street improvements are for their enrichment. One of our strategies was to engage the youth in our work.

“A 15-year-old??” was our initial reaction to our Board Director who was the local high school Future Business Leaders of America sponsoring teacher when he recommended John Beeler to our Board. It wasn’t long before we realized what a jewel we had in our student community representative, John Beeler. Born and raised in Sedona, his grandfather was local western artist Joe Beeler who co-founded Cowboy Artists of America right here in our Main Street district. John has strong roots in Sedona.

As his school activities reveal, John also is a leader among his peers & gives back to the community:

2007-2011 Student Council Board Member; 2010-2011 Student Body President

2007-2009 Kiwanis Key Club Board Member

2007-2011 Future Business Leaders of America Board Member; President 2009-10

2007 Sedona Oak Creek Forum for Public Affairs Student Representative

2008 & 2009 Sedona Marathon Volunteer & 2009 Participant

2007-2011 SRRHS Site Council Student Liaison

2009-11 SRRHS National Honors Society & current National Society of High School Scholars Member;

2009-2010 SRRHS Journalism Business Manager; 2009 Broadcast "The Pulse"

Volunteer in 2009 Cleanup of Flood

People to People Student Ambassador; National Youth Leadership Association

After his teacher’s recommendation, a SMSP committee interviewed John and heard a commitment to representing the young people’s point of view in our work. He has not let us down! John has almost never missed a Board meeting or retreat even though a full-time honor student. He didn’t even drive when he first

What John has brought to our program far exceeds speaking through the eyes of Sedona’s youth. He has been an active participant on the Promotions Committee as well as a vital volunteer in Organization and Business Enhancement projects. With our special events, John is often at the planning table and in the event staff t-shirt doing the hard labor. He arrives at set-ups and break-downs with a car full of teenagers ready to assist. He has annually decorated the community holiday tree in Uptown and then appeared to re-box the bulbs and décor for storage; set up chairs, tables, and tents for the St. Patrick’s Day parade; staffed the SMSP information booth at the Sedona Red Rock Fantasy light display on cold winter nights; collected reinvestment statistics; and organized, picked up and delivered balloons, donated foods and decorations, and anything else needed for our other events and celebrations. He has ideas and opinions from a youth’s and long-term resident’s perspective and has expressed these openly and tactfully.

John Beeler has been a gift to Sedona Main Street Program. He doesn’t know the words “No” or “I can’t”. Besides his energy, ideas and dedication, John has connected many local young people to the Main Street District and has nurtured his peers’ interest and involvement. John deserves the honor of being the 2010 Main Street Individual of the Year.

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LIST ALL PERSONS/ORGANIZATIONS WHO SHOULD RECEIVE CREDIT FOR THIS PROJECT:

Name and Title: John Beeler, Board of Directors Student Community Representative, Sedona Main Street Prog.
Role in Project: Volunteer Extraordinaire & Sedona Main Street Program Champion

Name and Title: _____
Role in Project: _____