

SCENIC VIEWS



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Issue 1

The Heroes Among Us

The heroes among us aren't always apparent. Instead, behind the scene they appear quite regularly helping things move forward. This year's Scenic Nevada Heroes are no exception. They have touched us consistently with their boundless energy on projects that in one way or another have a positive impact on our community.

The 2004 Scenic Nevada Heroes honored at a recent gathering in Reno were Sunny Minedew, Peter Chase Neumann, wife Renate Neumann and Doug Smith. Also, a special honor, The President's Award, was bestowed on U.S. Senator Harry Reid for his advocacy of environmental issues affecting Nevada. The 2004 Heroes & Quick Draw Artists Auction & Reception was held June 19 at the home of Warren and Diane Ronsheimer.

Reno area filmmaker and

veteran SNCAT producer Sunny Minedew was honored for her video, which is available to the public, highlighting the many forms of blight and showing what efforts can be taken to reverse the negative



Mary Connolly receives President's Award on behalf of Sen. Harry Reid from Scenic Nevada Board Chairman Doug Smith.

impacts. Her documentary, entitled "Scenic Nevada," is 25 minutes long and covers topics of concern to Scenic supporters including billboard blight, wireless communication towers, revitalization of older neighborhoods, beautification

of greenways and litter control.

Reno attorney Peter Chase Neumann and his wife Renate, a local artist, were honored for volunteering their time and resources to making every Scenic Nevada activity they were involved in a success. In addition to Scenic Nevada, Renate also volunteers her time for the Angel Kiss Foundation, a non-profit group helping the families of children who suffer from cancer. The Neumanns were recognized for their support of Scenic functions throughout the years, from donating raffle prizes including Renate's paintings, to providing catering, or stuffing envelopes. An avid glider pilot, Peter Neumann donated a plane ride over the Reno area as a raffle prize at Scenic Nevada's annual membership meeting,

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Welcome to the first edition of Scenic Nevada's quarterly online newsletter.

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Scenic Nevada

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Scenic Nevada Sponsors Student Photography Contest for 2005

Plans for the 2005 photo contest for students were launched at a recent meeting of Scenic Nevada. Again this year the annual statewide contest is open to students from fifth to twelfth grades and will offer cash prize awards to the top student photographers.

Chairing the event is Diane Ronsheimer. Flyers

announcing the contest will be made available to elementary, middle school and high schools. Diane also plans to contact other organizations such as Boys & Girls Clubs, Boy Scouts and Girl Scouts and 4H groups. Scenics interested in helping spread the word should contact Diane at 775 827-3545. The deadline to submit en-

tries is April 1, 2005.

Each year Scenic Nevada and Nevada Office Machines sponsors the contest to create an awareness of protecting and enhancing the scenic character of Nevada and its roadways.

Winners from the 2004 contest, "The View from Ne-

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Contest/ Student photographers capture beauty and blight

vada's Roads – Signs or Scenery” were announced in April. The event generated 235 entries from 21 schools throughout the state. Each contestant was allowed to submit three photographs with a short statement of what the photographs show about Nevada's beauty or blight. Altogether, \$650

day at a trailer park in Carlin, Nevada backlit by a dramatic burst of sun light illuminating low-hanging clouds.

“This photo was taken after moving from a three-story house to a trailer park in Carlin,”

Starr said, describing his grand prize entry. “In a glance it would be assumed that trailer life is a life reserved for the

ugly aspects of the world, a place where no sun would respectably shine. This photo proves that all life in Nevada, even trailer life, is beautiful.”

An incongruous row of palm trees, which interrupts a scenic mountain view, caught the eye of judges who awarded Empey from



2004 Grand prize photo for beauty taken by Matt Starr.

premise signs, smart growth, or scenic byways. Other topics could include sound walls, drainage-ways, hillside developments, greenways, open space, billboards, garish signs, telecommunication towers, urban sprawl, unattractive developments, litter, illegal dumping and junkyards.



Blair Empey's 2004 Grand Prize photo on blight.

in cash prizes was awarded to students for their photographs.

This year again judges will be asked to review the photos for originality, creativity and imagination, along with photographic quality. Top photographers from the 2004 contest were Matt Starr, an 11th grader from Carlin High School, Carlin who received the grand prize award of \$150 in the scenic beauty category and Blair Empey, also in 11th grade from Centennial High School, Las Vegas who received the \$150 grand prize in the scenic blight category.

The 2004 contest judges were Reno artist Marilyn Melton, Reno photographer and historian Neal Cobb, naturalist and photographer Bob Goodman and author and photographer Jack Hursh.

Starr's 2004 grand prize photo for beauty depicts a snowy winter

Centennial High School in Las Vegas the grand prize for scenic blight in 2004.

“These palm trees are blight,” Empey said. “They are supposed to be natural looking to preserve the desert landscaping, but they are very obviously out of place.”

The 2005 photo topics for scenic beauty or blight can include natural scenery, wildflowers, historic buildings, attractive developments, public landscaping, well-designed on-

The 2004 Photo Contest Winners

- Grand Prize - Scenic Beauty \$150: Matt Starr, 11th grade Carlin High School, Carlin
- Grand Prize -Scenic Blight \$150: Blair Empey, 11th grade Centennial high School, LV
- First Place: Grades 5 through 8 \$100: Julie Brower, 8th grade Incline Middle School, Incline Village
- Second Place: Grades 5 through 8 \$50: Zachary Dyer, 5th grade Mable Hoggard Elementary School, LV
- Third Place: Grades 5 through 8 \$25: Neal Smith, 7th grade Meadow Valley Middle School, Caliente
- Honorable Mention: 5 – 8 Certificate: Stephanie Rosales, 5th grade Ira S. Earl Elementary School, LV
- Honorable Mention: 5 – 8 Certificate: Yvette Dodge, 5th grade Ira S. Earl Elementary School, LV
- First Place: Grades 9 through 12 \$100: Christopher D. Taylor, 12th grade Coronado High School, Henderson
- Second Place: Grades 9 through 12 \$50: Sheila Toy Brown, 12th grade Coronado High School, Henderson
- Third Place: Grades 9 through 12 \$25: Sean Cottle, 10th Grade Churchill County high School, Fallon
- Honorable Mention: 9 – 12 Certificate: Amber Foley, 12th grade Coronado High School, Henderson
- Honorable Mention: 9 – 12 Certificate: Devon Lambrix, 12th grade Coronado High School, Henderson

Heroes/ U.S. Senator Reid Honored

which is also a fund raising event. He also was instrumental in provid-



From left Peter Chase and Renate Neumann receive award from Bill Young .

ing an accurate billboard inventory by using the Global Position System to pinpoint the location of billboards throughout the region.

Chairman Doug Smith was honored for his leadership role since 2000, when he founded the Citizens for Scenic Reno, the predecessor organization to Scenic Nevada. Doug helped lead the local initiative petition drive known as R1 to stop new bill-

boards within Reno city limits. The petition drive was successful and the approval by Reno voters led to a new ordinance, curtailing billboard advertising in the Truckee Meadows. Since that time, Doug has served as Chairman of Scenic Nevada, leading, monitoring and advising on several ongoing and new Scenic projects such as "InSNC," the smart growth proposal advocating ways to stop urban sprawl.

The President's Award is presented to an individual or organiza-



At the event were Scenic members from left Warren and Diane Ronsheimer, Chuck Swezey, Marilyn Melton and Chip Latham. Photos by Aline Barber



Sunny Minedew accepts award from Neal Cobb

tion, which exemplifies the group's mission statement – to preserve, protect and enhance the scenic character of Nevada. Senator Reid was honored for his work towards protecting Nevada's environment, including the establishment of programs to preserve clean air and water, especially at Lake Tahoe.

Chairman Doug Smith presented the award, citing Senator Reid's many accomplishments among them a 92 percent rating from the National Environmental Scorecard of the League of Conservation Voters for the first session of the 108th Congress. Accepting the award was Mary Connelly, state director and northern Nevada regional manager for Senator Reid.

Scenics Spruce up Mt. Rose HWY

All in a Days Work

A contingent of Scenic Nevadans sporting orange vests and armed with plastic trash bags trudged up Mt. Rose Highway recently cleaning debris from the scenic highway as part of an ongoing effort to keep Nevada's byways beautiful.

About nine Scenic members worked a recent Saturday in June from morning to late afternoon collecting trash. Close to 30 bags of debris ranging from bottles and cans to truck tires were removed. The work was halted eventually for a hotdog barbecue near the end of the day.

Every year the group spends one day on the clean up as part of the Nevada Department of Transportation's Adopt A Highway program. Scenic Nevada is responsi-



Work party members of Scenic Nevada pose during the annual clean up of Mt. Rose Highway.

ble for 1.8 miles of the Mt. Rose National Scenic Byway (State Route 431). The highway climbs up to Mt. Rose Summit, an 8,911-foot pass and then descends into the Tahoe Basin.

Scenic work party included Bill Young, Patty Melton, Cynthia Newburg, Chip Latham, Marilyn Melton, Warren Ronsheimer, Doug Smith, Chuck Swezey and Neal Cobb.

Wicker named to Scenic America Board

Reno attorney Chris Wicker was named recently to the executive board of Scenic America.

Wicker also serves on Scenic Nevada's honorary board and as its legal counsel, successfully defending Scenic Nevada in a lawsuit brought by the billboard industry in 2000. Wicker also represents numerous clients statewide and na-



Chris Wicker

tionally on environmental, commercial and corporate matters. He has been an attorney at the Reno law firm of Woodburn & Wedge since 1983.

Quickdraw Auction; on your mark, get set, draw

On your mark , get set, draw. A group of 10 artists gathered in Reno recently to participate in Scenic Nevada's first Quick Draw Artists Auction.

The event, a fund raiser, was part of Scenic Nevada's annual Heroes awards celebration held at the



Reno artist Renate Neumann adds final touches to her painting. Photos by Aline Barber

home of Diane and Warren Ronsheimer June 19.

All the artists were given one hour to complete their work , which was auctioned off later that day. All the proceeds were donated to Scenic Nevada.

Working in the Ronsheimer's backyard, artists chose various subjects, including a fish pond, mountain views and flowers.

Artists chose various mediums to work in as well, from oil, acrylics, water colors or pen and ink.

Washoe County Assessor Bob McGowan was the auctioneer during lively bidding in which every piece was sold.

The event was well attended by Scenic members and community supporters including Reno City Council members Toni Harsh and



While guests watch, local Reno artists spread out in the Ronsheimers' backyard working on their projects.

Jessica Sferrazza.

Artists participating were Fritz Michel, Gini Campbell, Luverne Lightfoot, Marilyn Melton, Renate Neumann, Chris Atcheson, Betty Mills, Patty Melton, Joyce Rossi and Linda Walker. Artist Eric Holland donated two of his paintings for the event.

Growth task force nets award; Slide show hits the road

A \$3,500 grant was awarded recently to Scenic Nevada for work completed by its task force on growth in the Truckee Meadows.

The grant was part of an \$11,000 award bestowed jointly on Scenic Nevada and the Nevada American Planning Association, Northern Section. The Nevada APA will receive \$7,500.

The award was made by the John Ben Snow Memorial Trust, a philanthropic organization headquartered in New York that annually donates more than \$300,000 to projects in the state of Nevada.

A presentation for the shared grant was made in June to Nevada trustees Marilyn Melton and Emilie Melton Williams. The two groups were notified about the award in September.

Scenic's portion will cover costs for a new computer and projector used in the "road show" production of its smart growth platform, called InSNC, the Initiative for Scenic Nevada Com-

munities. APA's portion will fund a 2005 lecture series concerning livability, sprawl and planning issues, called "Livable Communities Lecture Series."

InSNC committee members are Reno architect Stacey Lomer, Reno civil engineer Scott Gibson, and Scenic Nevada Chairman Doug Smith. Jenny Brekhus, a Reno city planner and director of the Nevada APA, Northern Section worked closely with the committee on the grant application.

The InSNC road show made its debut at the annual membership meeting of Scenic Nevada. Called "Sprawl in the Truckee Meadows," the power point presentation identifies issues on urban sprawl.

The purpose of the road show is to educate the public about sprawl, as well as suggest alternatives and encourage public support to stop it.

Both the road show and APA's lecture series are free and open to the public. The InSNC committee pre-

sented the road show locally at the Reno Neighborhood Advisory Board, Ward 1 meeting Oct. 6 and the will be at the Sierra Club meeting at Bartley Ranch Nov. 11. The APA lecture series will be held over five consecutive weeks beginning this winter.

Affiliate status granted

Scenic Nevada recently became the latest organization to join Scenic America as an affiliate.

Scenic America works closely with those at the local level interested in policies that protect a state's scenic beauty. Scenic Nevada joins nine other affiliates located in California, Florida, Kentucky, Michigan, Missouri, Ohio Tennessee, Texas and Wisconsin.

Scenic America's goal is to build a "citizens" movement in every state to reduce visual pollution and enhance scenic character," according to Scenic America's affiliate development program goals.