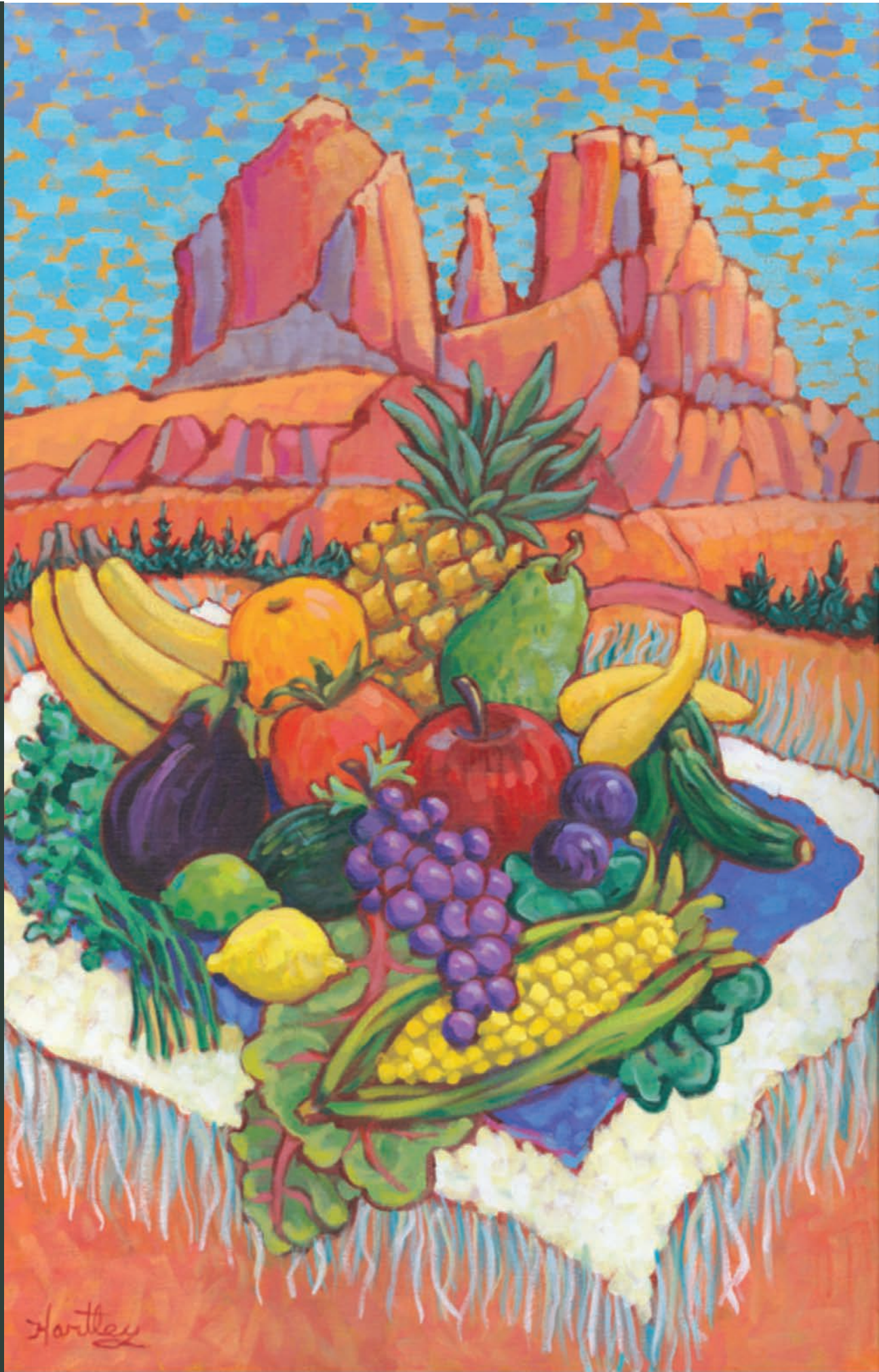


SEDONA VEGFEST JANUARY 14-15, 2017



Greetings from Healthy World Sedona!



Sedona VegFest Planning Committee (l-r): Bev Bow, Don Fries, Juliana O'Brien, Jon Thompson, Chris Kalinich

On behalf of the incredibly dedicated VegFest planning team and all members and volunteers of Healthy World Sedona, welcome to our first annual Sedona VegFest—a two-day learning adventure and culinary experience!

We are so glad that you have joined us. Together with our expert speakers, we will explore both the science and compassion that support the adoption of a whole food plant-based (WFPB) lifestyle for human, environmental, and animal health and well-being. The benefits that flow naturally from this intentional way of living include the building of sustainable, caring communities at the local, national and international levels.

This VegFest will emerge each January, a time of year that speaks strongly to renewal. Let's embrace the spirit of renewal together as we explore physical and emotional wellness, ethical alignment with our fellow terrestrial and marine animals, and vibrant planetary health.

- Don Fries, Chair, Health World Sedona



**Proud Partner of
Sedona VegFest**
Supporting Healthy Lifestyles

Thank you to the Sedona VegFest for bringing the latest in healthy living alternatives, helping move us toward a bright future of which we can all be proud. Partnerships like these are why Sedona is the Most Beautiful Place on Earth in So Many Ways.

VisitSedona.com





Image courtesy of Beverly Roffey Davis.

Healthy, Humane, Sustainable

What used to be a small, niche movement has exploded all over the globe, and especially in the U.S., as a mainstream social shift. People from all walks of life, but especially the young, educated, and open-minded, are turning to a whole-foods, plant-based (WFPB) diet and lifestyle.

Their reasons?

- **Healthy.** The medical evidence is overwhelming that a WFPB diet provides all the nutrition necessary for a longer and much healthier life.
- **Humane.** By eliminating meat, dairy, and eggs, they are rejecting the cruel and unethical treatment and slaughter of animals.
- **Sustainable.** They realize that animal agriculture is the number one cause of greenhouse gases and that by returning to a WFPB lifestyle the world's population will not only slow the effects of climate change but can even reverse the damage already done and achieve a sustainable future for all life on the planet.

The irresistible force of this movement has created a desire for those curious about a WFPB lifestyle to gather at VegFest events all over the world for focused education, support, and celebration. And now there's a VegFest in Sedona, which is already known for its emphasis on healthy minds and bodies, respect for life in all its forms, and reverence for the natural world.

It's the perfect place for such a life-changing experience!



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4 - Sedona VegFest

Your VegFest Master of Ceremonies

I'm Josh Lajaunie, an unabashed WhoDat, a registered coonass, and a plant-based running advocate. I grew up on, and still live on the banks of Bayou Lafourche in Thibodaux, LA. There, they "live to eat!" yet, ironically, they, I realized as I embarked on my transformation journey, are doing the opposite; they are dying at an alarming rate due to what we eat. Heart disease alone is responsible for tens of thousands of deaths per year in Louisiana, and I now realize I was well on my way to a probable similar fate at a fairly young age. I found myself weighing in at 400 lbs. by the time I was in my early 30's.

However, in the past few years I have lost over 200 lbs. and turned the tide on my health trajectory via the power of eating plants and



Josh Lajaunie, Sedona VegFest 2017 Master of Ceremonies. Before and after.



running miles. And now I spend most of my waking moments trying to pound the drum of plants and running as a way to achieve a natural, non-diseased, fulfilling human existence; and swinging a giant sledge hammer at the current health/nutrition paradigms.

Granted, I may be a layman, but I am also the product of my own primary research.

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Sherab "Shey" Khandro

VegFest Speakers

[Note, see other pages in this program for bios of our Master of Ceremonies Josh LaJaunie and our Keynote Speakers Dr. Joel Fuhrman and Dr. Richard Oppenlander.]



Ken Beller

Ken is an award-winning author, speaker, and workshop facilitator. From a cattle ranching family (Ken's grandfather homesteaded a cattle ranch in Northeastern New Mexico),

he grew up as an avid hunter, fisherman, and meat eater, who turned enthusiastic vegan and animal rights advocate over 15 years ago. Ken is CEO of Near Bridge, Inc., which specializes in helping people get along better, and is lead author of *The Consistent Consumer* and *Great Peacemakers*, which was the winner of more than 30 awards and has been endorsed by three presidents and three Nobel Peace Prize winners.



Gene Baur

Gene is currently Farm Sanctuary's president. With shelters in New York and California, Farm Sanctuary provides rescue, refuge, and adoption for hundreds of farm animals each

year. He has been hailed as "the conscience of the food movement" by *Time* magazine. He has traveled extensively around the country, campaigning to raise awareness about the abuses of industrialized factory farming and our current food system. In 2008, Gene's book, *Farm Sanctuary: Changing Hearts and Minds About Animals and Food*, became a national bestseller.

See more at farmsanctuary.org



Andrea Chilcote

Andrea, the founder and CEO of Morningstar Ventures, is an accomplished author, speaker, and executive coach. She has extensive experience in assisting teams and organiza-

tions to communicate effectively to achieve

desired results. She received a BS degree from Millikin University, her Consulting Practices Certification from the Meridian Institute, and has completed graduate studies at University of Kentucky, Lexington. Andrea resides near Phoenix.



Ted Crawford, DO

"The #1 Killer of Americans is the Food they elect to consume!"

"The medicine should be on your plate." –Ted Crawford

Ted Crawford is a board-certified family practice physician who believes that most of our health problems are caused by what we choose to put into our bodies. He also believes that even if you have been treating your body horribly for years, you can reverse most, if not all, of the deleterious effects you have caused by poor lifestyle choices. Dr. Crawford practices family medicine in Tucson, AZ. He is featured in the film "Eating You Alive," which is about to be released nationwide. See more at drherbivore.com.



Hugh Dorigo

Hugh became a documentary filmmaker in 2005 while researching farmed animal welfare, prompted by his family's involvement in pig farming in New Jersey since the mid-1900's. The

synthesis of his research became the 2007 documentary film "Beyond Closed Doors." It received a number of accolades, including Best Film in Animal Advocacy at the 2007 Artist Film Festival. His next film, "Dogs, Cats and Scapegoats," aims to explore the often ignored root causes of companion animal homelessness. Both films draw from the principle that solutions to the problems that affect animals originate from our collective attitudes about them.

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Julieanna Hever, MS, RD, CPT

Author of *The Vegetarian Diet* and *The Complete Idiot's Guide to Plant-Based Nutrition*. Nutrition columnist for *VegNews Magazine* and co-author of *The Complete Idiot's*

Guide to Gluten-Free Vegan Cooking. Host of Z Living Network's "What Would Julieanna Do?" Julieanna received her Masters of Science in Nutrition at California State University, Northridge, where she also completed her Dietetic Internship. She has taught as part of Dr. T. Colin Campbell's eCornell Plant-Based Nutrition Certification Program, worked as a clinical dietitian at Century City Doctors Hospital, and has consulted for numerous businesses.



Renee King-Sonnen

Renee is a native Houstonian and the Executive Director and Founder of Rowdy Girl Sanctuary in Angleton, Texas. She remarried her husband Tommy Sonnen, a multi-generational

cattle rancher, in 2009 and moved to the ranch. She fell in love with farm animals, having no idea her life was about to transform. After witnessing time and again the baby calves going to the sale barn, she became extremely depressed. So in October 2014, she went vegan and began transforming a beef cattle operation in the heart of cattle country into Rowdy Girl Sanctuary. She has appeared on several national news shows and was profiled in the movie "Vegan: Everyday Stories."



Craig McDougall, MD

Dr. McDougall was instrumental in developing ZOOM Prime, a primary care model in Portland, Oregon featuring personalized health coaching to help patients get off medications

for conditions such as diabetes and high cholesterol. ZOOM Prime prevents and reverses chronic disease using food, movement, and relationships as medicine. It in-

cludes health coaching and classes at a Health Training Center and, in addition to in-person care, provides medical care via video and email. McDougall is a board-certified internist and formerly worked as a primary care doctor at Kaiser Permanente in Portland, where he developed a Healthy Living Program.



Victoria Moran

Victoria is a vegan of over three decades, an obesity survivor, and the new winner of the "Peta's Sexiest Vegan Over 50" competition. Listed by *VegNews* among the Top

10 Living Vegetarian Authors, she has written twelve books, including *The Love-Powered Diet*, *The Good Karma Diet*, and *Main Street Vegan*, with fans ranging from Bill Clinton to Ellen Degeneres. Victoria hosts the award-winning Main Street Vegan podcast and directs Main Street Vegan Academy, the exciting in-person program in NYC that trains and certifies Vegan Lifestyle Coaches and Educators. She is also producer of the upcoming documentary film, "The Compassion Project," introducing veganism to people of faith. See more at www.mainstreetvegan.net.



Kari Nienstedt

Kari was born and raised in Arizona and has been working on animal issues since 1993. Her volunteer experience includes more than ten years of grassroots outreach and fundraising

for Farm Sanctuary through annual walk-a-thon benefits and silent auctions. In 2006, Kari served as the campaign manager for a statewide ballot initiative that successfully banned the use of veal crates and gestation crates in Arizona. From 2007–2014, she acted as the Arizona State Director for The Humane Society of the United States, where she worked to help animals through legislation, citizen advocacy, coalition building, hands-on care, and other projects.



Richard H. Pitcairn, DVM, PhD

Author, with Susan Pitcairn, of *Dr. Pitcairn's Complete Guide to Natural Health for Dogs and Cats*, now in 4th edition. Dr. Pitcairn has been active in the veterinary field

since graduating from UC Davis in 1965. His experience has spanned large, small, and exotic animal medicine and research in immunology. As he gained experience, his focus in practice became nutrition and use of homeopathy as primary modalities. The success in this approach led to the establishment of a year-long training program, which has been completed by 500 veterinarians. In 1995, Dr. Pitcairn co-founded The Academy of Veterinary Homeopathy.



Susan Pitcairn, MS

Susan is passionate about the emerging vegan vision for our world, to which she is currently dedicating her life. Co-author with her husband Dr. Richard Pitcairn of *Dr. Pitcairn's Complete Guide to Natural Health for Dogs and Cats*,

"a classic in its field since 1981, Susan has been responsible for the careful formulation and analysis of the book's popular fresh food recipe, advocating for a plant-based diet for the book's 2017 major update. Susan is also an accomplished, award-winning artist and will illustrate the book's update. Her 2013 volume of paintings and poetry, *Spirit of the Earth*, is the fruit of a rich and varied life of meaning and purpose.

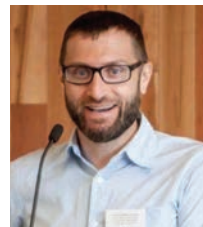


Sailesh Rao, PhD

An electrical engineer by training, with a PhD from Stanford University, Sailesh left a successful technology career when moved to action to address the global climate challenge. He founded Climate

Healers (www.climatehealers.org) in 2007, dedicated to reforesting one-sixth of the

ice-free land area of the earth to neutralize human carbon dioxide emissions temporarily. Among its projects, Climate Healers partners with NGOs, tribal villages, and school clubs to help low-income areas in India use solar rather than wood-burning stoves. Sailesh is the author of *Carbon Dharma: The Occupation of Butterflies* and *Carbon Yoga: The Vegan Metamorphosis*.



Matt Ruscigno, MPH, RD

Matt is professionally credentialed as a Registered Dietitian and has two degrees in nutrition, including graduate training at Loma Linda University, one of the only accredited

universities to promote a plant-based diet. He is the co-author of *No Meat Athlete* and *Appetite for Reduction* and the lead author of the Amazon #1 Best Seller, *Superfoods for Life, Cacao*. Through his private practice he works closely with vegan athletes and is a recreational athlete himself who competes in marathons, ironmans, ultraruns, and 24-hour mountain bike races. He is a 3-time solo finisher of the Furnace Creek 508, a 500-mile non-stop bike race across Death Valley.



Jason Wyrick

Jason is the executive chef of The Vegan Taste, the author of *Vegan Tacos: Authentic and Inspired Recipes for Mexico's Favorite Street Food*, and co-author with Neal Barnard of NY Times Bestseller *21-Day*

Weight Loss Kickstart. In his mid-20s, Jason was diagnosed with diabetes and told he would have to be on medication for the rest of his life. Instead, he became vegan, reversed his diabetes in eight months, and lost over 100 pounds over the course of two years. He left his job as a computer company marketing director to become a chef and help others learn how to eat healthfully, compassionately, and well. Jason was the first vegan culinary instructor in the world-famous Le Cordon Bleu program.

Lunch at VegFest

At Sedona VegFest, we want you to learn about the joys of whole-food, plant-based eating, but we also want you to experience these joys firsthand! Our Executive Chef, Jason Wyrick, will be demonstrating two delicious and intriguing meals that you can make at home. And immediately following the cooking demonstrations each day, you can enjoy that same meal for lunch!

Lunch tickets for these meals are \$18 and may be purchased when you buy your VegFest ticket online or purchased separately at healthyworldsedona-com.3dcartstores.com. A limited number of these lunch tickets will also be sold at VegFest, but *advance purchase guarantees that you'll be able to experience these meals.*

Saturday Lunch: Authentic Mexican Street Tacos

Come experience the exciting flavor explosion of authentic Mexican street tacos, vegan style! Your lunch plate includes Tacos Veracruz, a taco made from potatoes and pinto beans in a tangy tomato caper sauce topped with wilted greens in an orange garlic sauce, and Tacos with Pintos and Rajas, a taco made from

stewed pinto beans, peanuts, and roasted pasilla chile strips. Your tacos come fully garnished, including avocado, pickled onions, radish, cabbage, salsa, and limes and are served with a side of smoked paprika rice. Your meal is gluten-free, soy-free, and vegan.

Sunday Lunch: Time for Thai

A taste of Thai awaits you. Today's lunch features a perfectly balanced Thai stew of red lentils in a coconut, lime, and lemongrass sauce with a hint of Thai red curry, and a side of roasted sweet potatoes with Thai basil, shallots, peanuts, and a Chiang Mai salsa on the side. Spicy and non-spicy options for the salsa are available. Your meal is gluten-free, soy-free, and vegan.

Concessions

In addition to the above lunches, our concession partner, ChocolaTree Organic Oasis, will have a whole-food, plant-based lunch option in the Performing Arts Center lobby that you can pre-order each morning at VegFest, with all profits going to HWS.

Lunchtime Entertainment



Saturday: Renee King-Sonnen

Renee not only operates Rowdy Girl Animal Sanctuary,

she is also a professional singer, songwriter, and recording artist. In her life before Rowdy Girl Sanctuary, Renee traveled extensively with her band, Renee King & Wildcard.



Sunday: JAM

JAM is an inspiring singer/songwriter from Phoenix, AZ and has

been playing music since he was 11 years old. He has won Alice Cooper's talent search competition twice and he plays out almost every night. JAM describes himself as an activist of love.

Program Schedule

Saturday, January 14

8:00 a.m.	Registration and Exhibits Open
9:00-9:30	Welcome – Don Fries, Bev Bow, Josh LaJaunie
9:30-11:00	Dr. Richard Oppenlander – <i>Food Choice and Sustainability: Tipping Point Realities</i>
11:00-11:15	Break
11:15-12:00	Chef Jason Wyrick and Dietitian Julieanna Hever – Cooking Demonstration – <i>Tacos Veracruz</i>
12:00-1:30 p.m.	Lunch
1:30-2:30	Dr. Craig McDougall – <i>Creating a Path Towards Health: Making the Transition to Plant-Based Eating</i>
2:30-2:45	Break
2:45-3:45	Victoria Moran – One Woman Show: <i>The Making of a Main Street Vegan</i>
3:45-4:00	Break
4:00-5:00	Matt Ruscigno, MPH, RD – <i>The Vegan Athlete</i>
6:00 p.m.	Exhibits Close

Sunday, January 15

8:00 a.m.	Doors and Exhibits Open
8:30–9:30	Dr. Ted Crawford – <i>A Better Way</i>
9:30–9:45	Break
9:45-10:45	Julieanna Hever, MS, RD, CPT – <i>Let the Myths Stop Here</i>
10:45–11:00	Break
11:00–11:45	Chef Jason Wyrick – Cooking Demonstration – <i>Thai Coconut Lime Red Lentils</i>
11:45–1:00 p.m.	Lunch
1:00–2:00	Dr. Joel Fuhrman – <i>Scientific Principles of Superior Nutrition</i>
2:00–2:15	Break
2:15–3:00	Dr. Sailesh Rao – <i>Carbon Yoga: The Vegan Metamorphosis</i>
3:00–3:15	Break
3:15–4:00	Gene Baur – <i>How We Treat the Animals People Eat</i>
4:00–5:30	Renee King-Sonnen, Ken Beller, Susan & Richard Pitcairn, Kari Neinstedt, Hugh Dorigo, Gene Baur with Andrea Chilcote, Moderator – Panel/audience dialogue on <i>The Relationship Between Human and Other Animals</i>
6:00 p.m.	Exhibits Close

Saturday Keynote

Richard Oppenlander, DDS, is a sustainability consultant, researcher, and author. His award-winning book, *Comfortably Unaware*, has been endorsed as a must-read by Ellen DeGeneres and Dr. Jane Goodall, among others. Dr. Oppenlander's most recent book, *Food Choice and Sustainability*, has won numerous awards, including the 2014 International Book Award and the 2014 Green Book Festival Award, and is being used by think tanks and strategists for developing initiatives to advance change. Dr. Oppenlander is a much sought after international lecturer on the topic of food choice and how it relates to sustainability, speaking most recently to the European Parliament, and served as the lead consultant for two full-length environmental documentary films. Dr. Oppenlander has spent the past 40 years studying the effects food choices have on our planet and on



Dr. Richard Oppenlander,
Saturday Keynote Speaker

us. He started an organic plant-based food production company, operates an animal rescue sanctuary (with his wife Jill), and is the founder and president of the nonprofit organization, Inspire Awareness Now.

Food Choice and Sustainability: Tipping Point Realities

Dr. Oppenlander guides his audience through a fact filled journey of critical time lines regarding the food choice-animal agriculture-environment connection, revealing why humanity is currently on a path of pseudo-sustainability...with time running out for us. Along the way, Dr. Oppenlander provides unique perspectives, shocking statistics, and re-definitions of key terms and words, while offering creative, never seen before insights and, of course, solutions—all wrapped in an entertaining, engaging, and compelling lecture.

An advertisement for ChocolaTree restaurant. The background is a lush green field. On the left, a large grey and white husky-like dog stands looking towards the right. In the foreground, three young children are sitting on the grass. The child on the left is a girl in a colorful patterned dress, the middle child is a girl in a colorful patterned dress, and the child on the right is a boy in a black shirt. The text is overlaid on the image.

WE SEE A WORLD OF NATURAL BEAUTY WHERE EVERY CHILD IS BORN INTO A DOMAIN WITH CLEAN AIR, PURE WATER & THEIR VERY OWN GARDEN GROWING FRESH FOODS IN A SPLENDID PARADISE

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The Art of VegFest

Place a bid now for “Plant Yourself in the Red Rocks,” this year’s gorgeous poster art donated by Claudia Hartley of Bonner David Galleries, Scottsdale! The original acrylic oil painting is on display at the entrance to the Sedona Performing Arts Center and is reproduced on this program’s cover and in the ad below. The top bidder for this exciting, expressive, one of a kind work will also have the pleasure of supporting Healthy World Sedona’s mission to improve human, planetary, and animal health and welfare through a whole-food, plant-based lifestyle.

In addition, we invite you to stroll around the exhibit area and enjoy additional special artworks at Sedona VegFest 2017 by other talented local artists, all expressing the beauty of plant-based foods and compassion for all animals. You can purchase these works at the Healthy World Sedona table near the entrance



“Kinder World,” 30 x 36 oil, Susan Pitcairn, \$2000

of the Sedona Performing Arts Center, and the outstanding artists are contributing half the proceeds to HWS!



THANK YOU, Claudia, for imagining, creating, and donating your painting, “Plant Yourself in the Red Rocks” to Sedona VegFest 2017. May we all live someday in the Sedona you see!

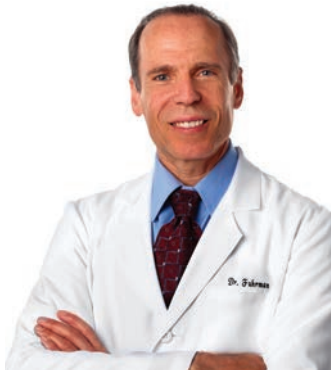
- Healthy World Sedona



Claudia Hartley, “Plant Yourself in the Red Rocks,” acrylic on canvas, 2016.

Sunday Keynote

Joel Fuhrman, MD, is a board-certified family physician with over 25 years experience in nutritional medicine. He is the author of *The End of Heart Disease*, *The End of Dieting*, *Eat to Live*, *The End of Diabetes*, and *Super Immunity*. Through his medical practice, as well as his New York Times best-selling books and PBS specials, Dr. Fuhrman has helped thousands of people lose weight permanently and reverse chronic diseases. Dr. Fuhrman is the President of the Nutritional Research Foundation and is a frequent guest on The Dr. Oz Show, for which he serves on the medical advisory board. See more at drfuhrman.com.



Dr. Joel Fuhrman,
Sunday Keynote Speaker

prevent cancer? Dr. Fuhrman coined the term “Nutritarian” to describe a diet-style that is nutrient-dense and plant-rich (NDPR) and includes a full portfolio of anti-cancer super-foods. The inclusion and balance of these foods supply the optimal amount and variety of micronutrients (vitamins, phytochemicals and minerals) that unleashes the body’s incredible power to heal itself and slow the aging process, giving the body renewed vitality. Dr. Fuhrman’s approach to

nutrition is based on his health equation: Health = Nutrients per Calorie, or $H=N/C$. Simply stated, your long-term Health is predicted by the Nutrient density of your diet, specifically the quantity and diversity of micronutrients per Calorie of the foods you eat. The more micronutrient dense your overall food intake, with the inclusion of a wide variety of protective plant-derived phytochemicals, the better your health outcome and longevity potential will be.

Scientific Principles of Superior Nutrition

What is the healthiest way to eat? Can superior nutrition enable us to reverse chronic disease and avoid dementia and cancer in later life? What are the most powerful foods to include in one’s diet to



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Thank You, Sponsors!

Healthy World Sedona is incredibly grateful to the many individuals and organizations that provided financial and in-kind support for Sedona VegFest in its very first year. Talk about trust!

Blossoms (\$1500 plus). **The Sedona Chamber of Commerce & Tourism Bureau**, our Official Nonprofit Organization Sponsor, was the first to believe in us, helped us in so many ways, and led the charge in rallying support in the community and beyond; thank you Jennifer and team! Thanks also to our Official Retreat Sponsor, the beautiful, all-vegan **Stanford Inn** in Mendocino; as soon as VegFest is over, we're heading your way! Our Official Uptown Sedona Sponsor, the luxurious **L'Auberge de Sedona Resort and Spa**, and our Official West Sedona Sponsor, the relaxing and rejuvenating **Sedona Rouge Resort and Spa** provided deluxe accommodations for several of our speakers; thank you for taking such good care of our dear friends! And to our Official Individual Sponsor, Claudia Hartley of **Hartley Art Studio**, words can't express the inspiration we drew from the donation of your gorgeous acrylic painting, "Plant Yourself in the Red Rocks"!

Stems (\$1000 plus). The Goldenstein Gallery not only donated to VegFest but also gave their exhibit space benefit to the Yavapai Food Council. The Sedona Real Inn and Suites provided sweet lodging for two VegFest speakers the entire weekend. And Verde Valley School delivered scores of enthusiastic student volunteer hours to help VegFest succeed. We love your amazing generosity!

Roots (\$350-500 plus). We also send our love to the following, who provided substantial support for VegFest: Arizona Public Service, El Portal Sedona Hotel, Great Peacemakers, Mark & Kali Thatcher, Picazzo's Organic Italian Kitchen, Sedona Lodging Council, Thrivent Financial, Vegan Health & Fitness Magazine, Veterinary Association for the Protection of Animals, and Vortex Creative Media. You rock!

We're also grateful to Sedona Water Works for their contribution to VegFest lunches and to the student volunteers from Sedona Red Rock High School. And finally, a special thank you to ChocolaTree Organic Oasis for providing delicious plant-based concessions for VegFest.



Verde Valley School

Sedona's iconic red rocks may be its best-known attraction, but do you know its best-kept secret? It's the #15 best-ranked boarding school in the US: Verde Valley School—where sustainability is just one of our guiding principles that we connect with every day in every way. Come check us out, visit our beyond-organic farm, or inquire about our tuition assistance for AZ residents.

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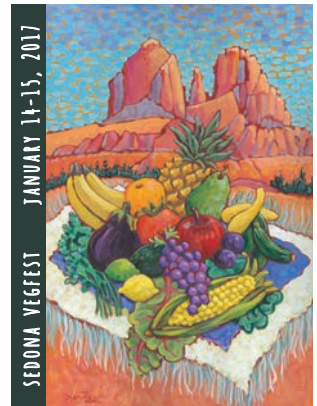
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Remember VegFest...

... all year long with your own Sedona VegFest 2017 poster! This 18" x 24" poster, based on the stunning original by Arizona artist Claudia Hartley, is number one in our Sedona VegFest Series. Each year we will select a different artist to create the VegFest poster art. Don't miss this opportunity to collect the first! Supplies are limited. You can purchase yours at VegFest or online at healthyworldsedona.com/vegfest2017.

\$10 at VegFest, or \$12 shipped.



Zero Waste



We are proud to announce that, with the help of Sedona Recycles, VegFest will be a "Zero Waste" event. All of our food service items will be recyclable or compostable, and we're asking that attendees use refillable water bottles, not the disposable plastic kind. Best of all, you can purchase an official Sedona VegFest stainless steel water bottle at VegFest, or on the Healthy World Sedona website. This high quality bottle includes the VegFest and Healthy World Sedona logos, and will keep you hydrated without the chemicals in plastic, or adding more plastic to the waste stream. You can purchase yours at VegFest or online at healthyworldsedona.com/vegfest2017.

\$10 at VegFest, or \$14 shipped.



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The all new L'Auberge de Sedona offers exceptional experiences in a place of extraordinary beauty. Nestled along the banks of Oak Creek in Sedona's enchanting Red Rock region, this luxury creekside resort is a place where magical moments happen — offering the best in scenery, luxury accommodations, fine dining, romance and wellness.

Resources

Here is some of the latest peer-reviewed, scientific information for a whole-foods plant-based diet and lifestyle. Most are available (in print/audio/DVD) at amazon.com, or listed websites or Netflix.

Books on the WFPB Lifestyle:

The Healthiest Diet on the Planet by John McDougall, MD, 2016
The China Study Solution by Thomas Campbell, MD, 2016
The End Of Heart Disease by Joel Fuhrman, MD, 2016
How Not To Die by Michael Greger, MD, 2015
The Forks Over Knives Plan by Alona Pulde, MD and Mathew Lederman, MD, 2014
Whole by T. Colin Campbell, PhD, 2014
The Vegiterranean Diet by Julianna Hever, 2014
Power Foods For the Brain by Neal Barnard, MD (prevent Alzheimers), 2014
Food Choice and Sustainability by Dr. Richard Oppenlander, 2013
The Starch Solution by John McDougall, MD, 2013
Main Street Vegan by Victoria Moran, 2012
Farm Sanctuary: Changing Hearts and Minds About Animals and Food by Gene Baur, 2008
Prevent and Reverse Heart Disease by Caldwell Esselstyn, Jr, MD, 2008
Healthy at 100 by John Robbins (of Baskin-Robbins heritage), 2007
The China Study by T. Colin Campbell, PhD, Cornell, 2004

Great Cookbooks (to supplement the recipes found in many of the books above).

Note: The latest science (Esselstyn, Campbell, Greger) shows that no added oil is optimal for all plant-based recipes.

The Plant Pure Nation Cookbook by Kim Campbell
The China Study Cookbook by LeAnne Campbell
The Forks Over Knives Cookbook by Gene Stone

Must-watch DVDs or Films (all URL links at healthyworldsedona.com/resources/)

“Eating You Alive” (available January, 2017): www.eatingyoualive.com
“Plant Pure Nation”: plantpurenation.com/the-film/#trailer, 2015
“Cowspiracy”: www.cowspiracy.com, 2014
“Forks Over Knives”: www.forksoverknives.com/the-film, 2011

Must-watch Video Presentations on Internet:

“The Mad Cowboy” www.youtube.com/watch?v=2soVjLHxbQc, 2016

Newsletters by Michael Greger, MD

nutritionfacts.org

Newsletters by T. Colin Campbell, PhD

nutritionstudies.org/newsletters/

Newsletters by John McDougall, MD

www.drmcDougall.com/health/education/newsletter/



Sedona VegFest

Presented by

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Saturday, January 14

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