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Network News is published to advance the mission of Keep America Beautiful. This newspaper seeks to highlight the work of Keep America Beautiful and its network of affiliates, and to increase awareness of community improvement issues including litter prevention, waste reduction, recycling and beautification. Keep America Beautiful encourages readers to contact us with your story suggestions, news updates, and inspiring stories that will be of interest to our affiliates and supporters in future Keep America Beautiful communications. Please write, call or email:  
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# NETWORK NEWS

ENGAGING INDIVIDUALS TO TAKE GREATER RESPONSIBILITY FOR THEIR COMMUNITY ENVIRONMENTS

## GREAT AMERICAN CLEANUP™ “Green Starts Here” Campaign Mobilizes Millions



Great American Cleanup Managing Director Gail Cunningham kicks off the 2009 Great American Cleanup in Waveland, Miss.

The City of Waveland, decimated by major hurricane damage in the past few years, is coming back strong thanks to Keep America Beautiful’s Great American Cleanup. The Great American Cleanup kicked off its 2009 campaign – “Green Starts Here” – with a resounding show of volunteer action and public-private partnership in this Gulf Coast town.

“This will be the single largest project that will enhance and beautify, lift people’s spirits and morale throughout our community,” Waveland Mayor Tommy Longo told WLOX-TV, which covers southern Mississippi.

The Waveland kickoff drew an estimated 1,300 volunteers from as far away as Mexico and the Netherlands, New England (40 volunteers from Waveland’s “sister city” Wayland, Mass.), the Mid-Atlantic states (90 volunteers from Virginia) and the Pacific Northwest. *(continued on page 2)*

### ITW Awarded the 2008 Vision for America Award

Keep America Beautiful awarded ITW with its 23rd annual Vision for America Award at a gala dinner at the Museum of Science & Industry in Chicago in October 2008. ITW Chairman and CEO David B. Speer accepted the award on behalf of ITW’s more than 60,000 employees worldwide. Keep America Beautiful recognized ITW because of the company’s commitment to the environment, which includes a wide array of recycling programs, employee volunteerism, and financial support of environmental organizations.

*(continued on page 14)*



ITW Chairman & CEO David B. Speer (left) with Keep America Beautiful President & CEO Matt McKenna.

### 55th National Conference

The 55th annual Keep America Beautiful National Conference took place in December at the Omni Shoreham Hotel in Washington, D.C., with Matt McKenna welcoming more than 250 community improvement executives from across the nation. Kim Jeffrey, CEO and President of Nestle Waters North America and a new member of KAB’s board of directors, delivered a keynote address outlining his company’s progressive approach to recycling, a perfect way to launch the “Green is the Theme” conference.

*(continued on page 6)*



### New Strategic Alliance Spotlights Recycling

Curbside Value Partnership grew its network of partner communities, expanded its suite of education resources, and found a new home with Keep American Beautiful.

*(Read more on the back cover)*

# 2008 GREAT AMERICAN CLEANUP™

**Volunteers Create Clean, Safe  
and Beautiful Communities**

## MEDIA

Media Impressions . . . . . 527,000,000

## EVENTS / VOLUNTEERS

Volunteers/Participants/Attendees\* . . . . . 3,000,000

Volunteer hours . . . . . 6,700,000

Communities involved/events . . . . . 17,000/30,000

## CLEANUPS

Pounds of litter & debris collected . . . . . 86,000,000

Miles of roads, street & highways cleaned . . . . . 144,000

Acres of parks & public lands cleaned . . . . . 91,000

Miles of hiking, biking & nature trails cleaned . . . . . 6,000

Playgrounds & community recreation areas  
cleaned/restored/constructed . . . . . 3,000

Miles of rivers, lakes & shoreline cleaned . . . . . 7,000

Underwater cleanups conducted . . . . . 69

Acres of wetlands cleaned & improved . . . . . 2,700

Illegal dump sites cleaned . . . . . 6,500

Junk cars removed . . . . . 15,200

## REDUCE, REUSE, RECYCLE

Pounds of clothing collected for reuse . . . . . 5,200,000

Pounds of aluminum & steel recycled . . . . . 10,200,000

Pounds of newspaper recycled . . . . . 37,100,000

Tires collected for recycling . . . . . 1,440,000

Batteries collected for recycling . . . . . 137,000

Pounds of electronics recycled . . . . . 5,300,000

PET (plastic) bottles collected for recycling . . . . . 189,000,000

## BEAUTIFICATION

Number of gardens, xeriscapes &  
green space areas created . . . . . 48,000

Trees planted . . . . . 107,000

Residential and commercial buildings  
painted/renovated/built . . . . . 1,670

Graffiti removal/sites abated . . . . . 37,000

## EDUCATION

Educational workshops held . . . . . 8,500

Educational workshop attendees . . . . . 630,000

a. Adults . . . . . 200,000

b. Children . . . . . 430,000

General awareness events held . . . . . 2,100

Attendees at general awareness events . . . . . 3,600,000

The Great American Cleanup is sponsored by Keep America Beautiful, Inc. and our National Sponsors. The 2008 figures were derived from reports obtained from participating organizations, and describe the extent of their extraordinary accomplishments.

\*Based on reports from 66% of organizations

(continued from cover)

The volunteer contingent included college students from Loyola College in Maryland who were participating in “spring break” service projects in Mississippi as well as members of AmeriCorps and local Bay High students, to name just a few of the volunteer organizations that were involved.

Keep Mississippi Beautiful/PAL, Harrison County Beautification Commission, the Mississippi Department of Transportation, and Great American Cleanup National Sponsors as well as local sponsors all provided great assistance from generating volunteers to pre-kickoff planning, overseeing on-site work to providing in-kind donations of products and services. And the celebration was highlighted with Keep America Beautiful’s certification of new affiliate Keep Waveland Beautiful, and a \$5,000 Waste Management Community Improvement Award and a \$1,000 ARM & HAMMER® Grant given to the Keep Waveland Beautiful restoration project.

It was a time of great civic pride and togetherness that started in the hurricane-ravaged town of Waveland on March 3 and is sweeping the nation through May 31 with additional national events in New York City on Earth Day and Nashville on May 14.

The outpouring of support for the Great American Cleanup Waveland national kickoff reminds individuals and families that a better environment starts in their own communities – and the volunteer work they do close to home makes a difference to us all. Millions of volunteers across the country are gathering to rid our streets, waterways and public spaces of litter and illegal dumpsites, greening up parks, schoolyards and other public spaces, holding recycling drives and educational events, and painting out graffiti, among other community improvement activities.

The work in Waveland included a variety of projects. The volunteers got right to work after the kickoff ceremonies at seven separate work sites, in addition to an eight-mile litter walk. Groups of enthusiastic civic leaders and volunteers were cleaning, planting, raking and shoveling, toting materials, hammering and drilling, and painting and sculpting throughout the eight-hour day at the beachside Veteran’s Memorial Park, Gex Park, the Civic Center, Elwood Bourgeois Ball Park, Martin Luther King, Jr., Park, and the Waveland Cemetery. At sundown, the American Legion raised the flag on the newly installed flagpole at the Veteran’s Memorial while the National Anthem played.

“Mayor Longo, the Aldermen, the Supervisors, and the residents said it was the most amazing day of community spirit and participation they had ever seen in Waveland,” said Keep America Beautiful Senior Vice President Gail Cunningham, who is also the managing director of the Great American Cleanup. “And they are

so proud to be a Keep America Beautiful affiliate.”

During the Great American Cleanup program period, an anticipated 3 million volunteers will be involved in nearly 30,000 events in 17,000 communities throughout the nation and beyond.

On April 22, Keep America Beautiful will again host its annual rally in New York’s Times Square with tributes gracing many of Times Square’s “big boards. This event is being co-hosted by Keep New York City Beautiful Coalition. In Nashville on May 14, the “Volunteer State” of Tennessee will showcase its spirit with a Great American Cleanup National Spotlight Celebration.

“My goal is to make Nashville the greenest city in the Southeast,” said Nashville Mayor Karl F. Dean. “As a national Spotlight City in this year’s Great American Cleanup, we have the opportunity to showcase to the rest of the country our commitment to clean streets and livable communities.”

Nashville has planned a day of community projects, volunteer cleanups and educational events in and around the Tennessee Bicentennial Mall State Park. Organizers are seeking to recruit 1,000 volunteers from all 95 counties in Tennessee.

Elsewhere around the country, KAB affiliates and Great American Cleanup participating organizations have big plans for 2009. For example, Keep the Midlands Beautiful in Columbia, S.C., encourages neighborhood groups, schools, civic/social clubs and others to conduct projects including plantings, community gardens, litter cleanups, dumpsite cleanups, and more, during its annual Midland Makeover, which takes place through May 15.

Shreveport Green in Louisiana kicked off its program on March 14 with nearly 1,200 volunteers participating in a citywide cleanup. Cash prizes are given out to the heaviest loads of trash collected in two categories as well as an award to the service group with the most volunteers.

The first 4,000 volunteers to register in Keep Austin Beautiful’s Clean Sweep on April 4 get a free event t-shirt; the event is followed by a Volunteer Party and Environmental Fair which includes lunch, live music, kids’ environmental activities, green art, door prizes, and more.

Indianapolis Mayor Greg Ballard will lead the Keep Indianapolis Beautiful (KIB) effort, along with 35 of his staff. For the 2008 Great Indy Cleanup event, KIB had 10,000 volunteers. This year, KIB anticipates that number will grow to 12,000, with volunteers involved in tree plantings and recycling efforts.

I Love a Clean San Diego is conducting its 7th annual Creek to Bay Cleanup – a countywide event with 60 cleanup locations, each staffed by trained volunteer site captains. The mission is to remove debris from





San Diego's beaches, waterways, canyons and parks, emphasizing the fact that almost 80 percent of marine debris originates inland. Last year, over 4,000 dedicated volunteers cleaned over 150 miles of shoreline and inland areas, removing a total of 170,806 pounds of debris.

America's leading companies support the campaign. The national sponsors of the 2009 Great American Cleanup are: American Honda Motor Co., Inc.; ARM & HAMMER®; Colgate-Palmolive Company; The Dow Chemical Company; GLAD® Trash Bags; Pepsi-Cola Company; The Scotts Miracle-Gro Company; Solo Cup Company; Troy-Bilt® Lawn and Garden Equipment; University of Phoenix; Waste Management, Inc.; Wm. Wrigley Jr. Co.; and Educational Partner: Rubber Manufacturers Association.

Great American Cleanup National Sponsors are also participating in new ways. The Scotts Miracle-Gro Company has launched GroGood, a new advocacy and support program to develop community gardens and benefit neighborhoods. The GroGood program is a combined effort of ScottsMiracle-Gro, Keep America Beautiful, the Garden Writers Association of America, Plant A Row for the Hungry, the National Gardening Association, Feeding America and the Franklin Park Conservatory to create showcase edible gardens in communities around the country. The first GroGood garden was launched in Los Angeles in mid-March with

others to be developed in Miami, Dallas, Washington, D.C. and Chicago during the Great American Cleanup.

New 2009 Great American Cleanup sponsors – ARM & HAMMER®, Colgate-Palmolive, Solo Cup Company and the University of Phoenix – are all involved in the program in unique ways.

ARM & HAMMER® Essentials Cleaners is awarding \$1,000 to a community that cleans the greatest number of community structures including office buildings, town centers, churches, daycare centers, schools and fire and police stations. ARM & HAMMER® will also award \$1,000 to the participating organization that cleans the greatest number of miles of rivers, lakes and shorelines through its ARM & HAMMER® Laundry Care group.

Colgate-Palmolive Company is providing in-kind work gloves for participants. The company will also feature a nationwide ad announcing its sponsorship of the Great American Cleanup to promote the effort. Solo Cup Company is providing selected participants with 20 percent post-consumer recycled plastic cups and plates made from renewable materials as a demonstration of its commitment to sustainability.

To help drive volunteer involvement, the University of Phoenix is working with KAB to engage both staff and students to help beautify communities across the country.

The Glad Products Company, a long-time national sponsor, will donate millions of GLAD® Trash Bags, the "Official Trash Bag" of the Great American Cleanup, to help volunteers collect tons of litter and debris. Pepsi-Cola Company provided the Great American Cleanup posters as well as Pepsi product for thirsty volunteers. Troy-Bilt Lawn and Garden Equipment will once again provide donated yard machinery to participating organizations nationwide.

American Honda is teaming up with Keep America Beautiful for Honda's "Road to a Cleaner America" campaign, which includes three \$4,000 grant awards based on the performance of each participant in three different categories. Select dealers will also be involved in the Honda "Road to a Cleaner America" program. Waste Management, in its sixth year of participation, is providing community improvement awards for local activities, in-school education programs, and is supplying manpower and waste collection infrastructure from its more than nearly 150 local offices.

The Dow Chemical Company employees will partake in numerous Great American Cleanup events and activities demonstrating their support for the program. For the ninth consecutive year, the Wm. Wrigley Jr. Company provided financial support and distributed gum to volunteers for their personal enjoyment during selected GAC events.

The 2008 Great American Cleanup inspired volunteers to recycle, pick up trash, plant flowers, trees and bulb, take care of roadways, highways and waterways, and build, restore and revitalize communities across the country. Here is a visual representation of what the Great American Cleanup is all about.

1. A volunteer picks up trash at an illegal dump site during the Great Truckee Meadows Community Cleanup in Reno, Nev.
2. Volunteers at Keep Martin (Fla.) Beautiful's Cleanupalooza celebration, underwritten by Waste Management.
3. The Great American Cleanup Hurricane Restoration Project took place in Long Beach, Miss., in 2008.
4. Scotts Miracle-Gro's Green Space program with Keep Orlando Beautiful drew a big crowd to Coloniatown Square Park.
5. Keep Nassau (Fla.) Beautiful's electronics recycling event.
6. Beach cleanups were as popular as ever with 7,000 miles of rivers, lakes and shorelines cleaned.
7. More than 1.4 million scrap tire were recycled with the help of recycling events like this one with Keep Plano (Texas) Beautiful.
8. Schoolchildren from Burbank Elementary School plant flowers as part of Hampton Clean City Commission's Great American Cleanup.

# Trek Against Trash

## Eco-Conscious Hiker Completes Appalachian Trail to Benefit KAB

Jordan Price is not your ordinary guy. Marching through rapids, trekking knee-deep in mud and rain, redirecting rainwater through hammocks, and stumbling across wild turkeys and bears...at the very least, Jordan has experienced some pretty uncommon



Jordan Price completes his "Trek Against Trash" at Mount Katahdin, the northern finishing point of the Appalachian Trail.

incidents. These encounters with nature were once only dreams, but they ultimately inspired Price to set out on a journey that would transform the relationship he had with nature.

On March 17, 2008, Price set out with friend Carlie Roberts to hike the Appalachian Trail, a distance that spans 2,174 miles of public lands from Georgia to Maine. His five-month excursion was a test of endurance, strength and, most importantly, purpose. With the aim of raising awareness about responsible consumerism, and raising funds for Keep America Beautiful, Price spent months in a vast range of climates and terrains, with the hope that his journey might teach others about our environment.

The hike to keep America beautiful, otherwise known as the "Trek Against Trash" quickly became a powerful example of what each one of us can do to

preserve our world. Price met with Keep America Beautiful affiliates and friends throughout the journey, sharing tidbits of his trek with them, and inspiring everyone who met him about living a more environmentally-conscious life. By working with communities throughout his travels and assisting with recycling drives, educational events and cleanup activities, Price blazed a trail of environmental stewardship for individuals and communities alike.

Documented in photos, audio/video clips and journal entries on his "Trek" blog, Price expressed the vivid experiences he had with nature and how it affected his everyday choices and relationships with friends and family. With each step, Price reflected on his life, writing at the conclusion of his journey, that "the past five months of my life has been dedicated to this project, my dream – helping to do my part to change the world, and learning what I am capable of." Through his efforts, nearly \$10,000 was raised to support Keep America Beautiful's educational activities.

It is this spirit, and this sense of personal dedication and responsibility, that made Jordan's trek all the more impressive: he firmly believes in slowing down, living in the moment and helping those in need. Indeed, Price did recognize just how capable each one of us really is in challenging and changing the remarkable world we live in through simple, daily choices and actions. As Price best said, "I've been able to get back into nature and talk to everyone about the impact they leave behind them from trash to life—it all makes a difference."

Jordan's journey will live on in 2009 as Phi Theta Kappa chapters in two-year colleges across the



**"I've been able to get back into nature and talk to everyone about the impact they leave behind them from trash to life—it all makes a difference."**

**- Jordan Price**

country engage students on their own "Treks" in local parks and public lands to raise awareness and clean up litter.

You can still contribute to the effort, read more about Jordan Price's "Trek Against Trash" travels on the Appalachian Trail, and view a Flickr slideshow on his "trek" blog at [trekagainsttrash.org](http://trekagainsttrash.org).

## Broken Windows Theory Receives Further Support

The "Broken Windows" theory, as put forth in the groundbreaking 1982 article published by George Kelling and James Q. Wilson in *The Atlantic Monthly*, has received a boost from a recent study out of the Netherlands.

The study, conducted by Kees Keizer, a graduate student of behavior and social sciences at the University of Groningen, reconfirmed some of the conclusions established by Wilson and Kelling, which suggested that in situations of disorder people are more likely to act unlawfully. This concept was put to the test and substantiated by several real-life experimental situations that proved just how detrimental graffiti and litter can be to a community.

In six different experiments, Keizer and his team of researchers tested human behavior. When in the presence of litter and graffiti, people were tempted to steal, trespass and ignore signs that instructed bystanders not to litter. Keizer and his fellow researchers recognized that in situations where laws or community standards had already been ignored, people felt less responsible to do the right thing. "When people think they can get away with it because other people already have, they do" Keizer noted.



This research is crucial to our understanding of why individuals disregard social responsibilities in situations of disorder. While Keizer recognized that maintaining a zero-tolerance policy was not always the best way of dealing with minor offenses such as littering and graffiti vandalism, he concluded that explicit signs clarifying laws and regulations are absolutely vital in sending a message to bystanders of how to properly behave within their neighborhoods. Indeed, this most recent study supported the notion that people view graffiti as an expression of disorder,

and when this sort of disorder is present or prevalent, people are more prone to act against the environmental standards and social conduct of their communities.

Closer to home, the Mayor of Erie, Penn., assembled a task force to respond to the city's graffiti problem. As part of that initiative, students of Erie's Mercyhurst College created the Erie Graffiti Strategic Analysis Team to identify best practices for reducing or eliminating graffiti vandalism.

Using open source information, students examined 32 cities similar in character to Erie and studied nine prevention strategies. Key findings released in late 2008 found that rapid removal was best for reducing graffiti vandalism. Also effective are murals, education, fines, barriers (including landscaping), lighting, and motion sensors. Regulating spray paint and legal walls were determined "highly unlikely" to be effective.

This research helped further shed light on the significance of the "Broken Windows" theory. Indeed these studies are among the growing set of tools for understanding the psychology of – and the relationship among – litter, graffiti and crime.

# Keep America Beautiful Partners with Well-Known Brands to Raise Awareness, Funds

Keep America Beautiful (KAB) is raising its awareness to young and old through a number of unique marketing partnerships that include some of America's best-known youth and adult brand marketers.

In the fall of 2008, KAB announced a partnership with leading publisher Simon & Schuster Children's Publishing to promote "Little Green Books," which is a new eco-friendly line of children's novelty and storybooks aimed at parents and children looking to learn more about the environment.



Under the partnership, KAB is promoting the series both online and through its network of affiliates. The inside back covers of "Little Green Books" include messages from Keep America Beautiful, stressing that "a greener world starts with kids who care." Both KAB and Simon & Schuster are collaborating to provide additional resources, tips, activities, and kid-friendly materials to their audiences.

"Educating the next generations of environmental stewards is critical to our mission to prevent litter, reduce waste, and beautify our nation's public spaces," said Matt McKenna, president and CEO of Keep America Beautiful. "We're thrilled to be allied with Simon and Schuster's 'Little Green Books,' empowering kids to preserve and protect the environment through their daily choices and actions."

The theme of "Little Green Books" focuses on improving the environment and preserving habitats, aiming to get young readers (and their parents) interested in going green. From recycling and replanting to creating an awareness of endangered animals and much more, "Little Green Books" plant the seeds for earth-friendly living at an early age. Each book in the series is made out of recycled materials and printed with soy ink, and will include tips for kids on what they can do to become more "green."

Titles that have been published in 2008 and early 2009, include:

- ***I Can Save the Earth!: One Little Monster Learns to Reduce, Reuse and Recycle.*** The story of Max, a little green monster, and his journey from being a wasteful "environmental nightmare" to environmental awareness.
- ***The Polar Bears' Home: A Story About Global Warming.*** A father and daughter learn about polar bears, and how they can reduce global warming through conservation.
- ***Little Panda and Little Monkey.*** Little ones will love to cuddle with these super soft fleece cloth books that are made out of cotton and recycled Polartec® fleece.
- ***The Adventures of a Plastic Bottle: A Story about Recycling.*** This diary follows a plastic bottle as it goes on a journey from the refinery plant, to the manufacturing line, to the store shelf, to a garbage can, and finally to a recycling plant where it emerges as a fleece jacket.
- ***Easy to be Green: Simple Activities You Can Do to Save the Earth.*** This coloring and activity book is filled with Earth-saving tips, fun facts, and easy activities.

Bulk orders for affiliates receive special pricing: 25 to 50 books are \$3.00 each (plus shipping) for orders of 51 to 100, the cost is \$2.75 each (plus shipping); and for orders of more than 100 books, the cost is \$2.25 (plus shipping). To place a bulk order or to ask any questions about the series, email Rob Wallace (rwallace@kab.org). Under KAB's agreement with Simon & Schuster, affiliates are permitted to sell the books as a fundraiser for the full cover price of \$3.99 each. Individual books can be ordered for \$3.99 through KAB's Web site.

## SMITH & HAWKEN'S CELEBRI-TREES

Garden lifestyle retailer Smith & Hawken held an online fundraising auction of Christmas trees designed by actresses Julianne Moore, Brooke Shields, Angie Harmon and celebrity couple Eva Longoria Parker and Tony Parker to benefit Keep America Beautiful prior to the Christmas holiday.

Smith & Hawken enlisted celebrity stylist Robert Verdi to work closely with each celebrity to come up with their own individual designs using Smith & Hawken ornaments, garlands, light strings and garden gear. "Each celebrity was very eager to participate in this fundraiser for Keep America Beautiful," stated Verdi. "They put a lot of time and thought into their tree's design and wanted to share their personal design inspirations at the holidays."

Keep America Beautiful President and CEO Matt McKenna was thrilled to be the nonprofit chosen as the beneficiary of this holiday season fundraiser. "The funds generated by this auction will help us



in fulfilling our grassroots mission to build cleaner, greener, stronger communities nationwide," he said.

Each tree had a starting bid of \$2,000, with bidding increments of \$100. Bidders went to the Smith & Hawken Web site to pick their favorite tree and place their bid via CharityBuzz.com, the auction partner. A listing of all products used on each tree was viewable online, so consumers could see their favorite celebrity-designed tree.

## LUCKY BRAND RETRO T-SHIRTS

Lucky Brand Jeans, a national retailer of uber-hip casual wear, will launch a new line of t-shirts this year featuring retro Keep America Beautiful images. The two shirt designs feature a stylized treatment of Iron Eyes Cody, the "Crying Indian" from the famous 1971 PSA ad, and a classic American eagle design inspired by a pen and ink illustration in a 1976 KAB brochure. The shirts also feature an attractive hangtag describing Keep America Beautiful's modern-day mission, and a promotion of the kab.org Web site on the inside back collar.

In-store and online promotions will further tell the Keep America Beautiful story through vintage advertising images, and Lucky Brand will donate 8 percent of all sales to further KAB's mission. Look for the shirts in summer of 2009 in Lucky's 170 company-owned stores nationwide, and in national retailers Bloomingdales, Macy's, Lord & Taylor, Nordstrom and Dillard's. The shirts will also be available for sale through KAB's Web site (kab.org), where 20 percent of all sales benefit the organization.



# 55th National Conference: Green is the Theme



1. Keep Great Milwaukee Beautiful's Joe Wilson discussing one of KGMB many programs in a conference breakout session.
2. Keep Houston Beautiful Executive Director Robin Blut (left) spends time with Great American Cleanup Managing Director Gail Cunningham and KAB's President & CEO Matt McKenna.
3. Keep America Beautiful board member John Rosenow, CEO of the Arbor Day Foundation, discusses the Nature Explore program and partnership with KAB.

Photos by Pam Pisor, Riedon Photography, and Jim Smith, KAB

(continued from cover)

Jeffrey, who oversees the largest bottled water company in the U.S., shared his insights on the importance of bottled water from an environmentally conscious standpoint. Setting the tone for the rest of the conference, Jeffrey noted that only one in four plastic containers are recycled, an alarming statistic that further underscored America's need to develop improved systems for community recycling programs. The notion of going green was heralded in by Jeffrey's opening remarks, and the conference sessions continued the theme.

Affiliates had the opportunity to listen to a number of presentations and seminars, one of which was conducted by Dr. Peter Tarlow, a founder and President of Tourism & More. Tarlow helped to shed light on the significant relationship that exists between community neglect and tourism. Among the key points he raised were how essential beautiful gateways are to making positive first impressions for visitors. Beautification should be a key component of a community's economic development package, and local police and security professionals should be involved in community beautification projects and planning.

William Blackburn of William Blackburn Consulting, Ltd., articulated the significance of establishing sustainable programs and initiatives. Recognizing the potential power of corporate sustainability, Blackburn asked affiliates to think about how Keep America

Beautiful and its mission relate to business organizations and what affiliates can do to better collaborate and create partnerships with local companies.

A number of sessions during the conference addressed the needs of KAB affiliates with particular attention paid to measuring progress and implementing successful community programs. A New Executive Directors Workshop was sponsored by the Godwin Family in order to further inform affiliates about the importance of maintaining their good standing. Pranav Kothari, director of Mission Measurement, spoke about establishing a set of metrics in order to assess degrees of progress, and Robert Ponce, President and Creative Director of Ponce Publicidad, addressed the issue of developing messages that target multicultural audiences. As always, Keep America Beautiful programs were important topics to highlight at the conference with particular attention paid to the Cigarette Litter Prevention Program and the Great American Cleanup. A special address was given by the Ocean Conservancy's Dianne Sherman, who spoke about the 500,000 volunteers in 90 countries who worked to clean up beaches and coastlines this past year through the International Coastal Cleanup.

Perhaps one of the biggest surprises occurred when EVIE, a two-year old Labrador Retriever trotted on to the stage during the Steel This session, sponsored by the Steel Recycling Institute, and, on command, picked up anything and everything that resembled garbage or litter. EVIE, who represented Keep Evansville (Ind.) Beautiful, has spread the message that "Every Volunteer Is Essential" to nearly 2,500 Evansville students with the help of Susan Harp, a long-time volunteer and kindergarten teacher. Harp had written a full-color children's book "Retrieving with EVIE" and, ultimately, took the campaign a step further by adopting a real-life EVIE, who impressed attendees with her passion for litter prevention.

When affiliates weren't in meetings, sessions or lectures they had the opportunity to attend Keep America Beautiful festivities, one of which included a reception at the National Zoo. KAB guests and friends had the chance to examine live tarantulas, look through microscopes and examine earthquake monitors. The interactive displays provided an amusing backdrop to the delicious barbeque sponsored by Anheuser-Busch Companies, Inc.

Another highlight of the conference was listening to Jordan Price, who spoke at the President's Circle Award

luncheon and described the unique and profound journey he took on the Appalachian Trail during his "Trek Against Trash." (See story on page 4.) Sharing pieces of his online diary with the audience, Jordan's deeply personal and touching story influenced everyone who had the opportunity to hear him speak.

During the conference, McKenna announced various new Keep America Beautiful programs and partnerships, including a key alliance with Curbside Value Partnership (CVP), an organization that helps to bolster curbside recycling programs. (See story on page 16.) Steve Thompson, Program Director of CVP, spoke to affiliates about organizing recycling programs within their community.

Another memorable session was conducted by Jeff Young, a Washington Correspondent on Public Radio International's "Living on Earth." Young left attendees with some closing thoughts on the last day of the conference by highlighting the goals of the new Obama Administration. Stressing that "going green" is an opportunity for KAB to seize, Young noted that, more than ever, young people are conscious of the environment and are engaged and interested in changing the world they live in.

Of course, the conference would not be complete without the National Awards luncheon in which affiliates, their partners and volunteers were honored for their dedication, hard work and environmental stewardship. Russell Bauman Brecheen Jr. of Nashville, Tenn., was honored with the Iron Eyes Cody Award and Stephanie Hutchins of Natchez, Miss., was given the Mrs. Lyndon B. Johnson Award. Their achievements have had overwhelming positive effects on the communities where they live and work, and the environments they help to beautify.

EVIE, the litter-scavenging mascot of Keep Evansville Beautiful, made a special conference appearance.



## LEARN MORE ONLINE: KAB OFFERS WEBINARS IN 2009

In an effort to expand its educational outreach, KAB is offering the "KAB Webinar Series" with monthly topics covering a wide range of topics of interest to affiliates, community organizers, civic leaders, and more.



**KAB  
WEBINAR  
SERIES**

Replacing the former Midyear Affiliates Forum, the KAB Webinar Series provides a free, engaging and flexible way for affiliates to fulfill their annual training requirement to remain in "good standing."

A listing of sessions for KAB affiliates are posted in the calendar section of the KAB Affiliates Online Network ([www.kabforums.org](http://www.kabforums.org)). Sessions offered to the general public will be listed on KAB's Web site ([www.kab.org/webinars](http://www.kab.org/webinars)). Whenever possible, downloadable archives of past webinars will also be made available.

# Embracing New Partnerships Moves KAB Forward

New partner relationships announced at the National Conference will play a central role in the Keep America Beautiful's evolution, addressing issues as diverse as youth development, recycling, ocean debris, and community greening.

Research shows that when children have regular contact with nature they learn and grow better – both physically and emotionally. Yet a 2002 study indicated that 34 percent of American children lack local access to even a playground or basic green space.

In response to this troubling reality, the Arbor Day Foundation, led by its president and KAB board member John Rosenow, developed the Nature Explore program in conjunction with Dimensions Educational Research Foundation. The program provides educators, designers, and families with resources to connect children with the natural world on a daily basis. Nature Explore provides research-based, field-tested design principles for creating outdoor play and learning spaces wherever a school, early childhood center, or park might have a traditional playground.

Keep America Beautiful is creating a Nature Explore Classroom program kit that will inform, recruit and assist affiliates in developing a Nature Explore Classroom. Training sessions at state affiliate meetings as well as “train the trainer” sessions will engage affiliates in rolling out this program.

Another partnership announced at the conference was with Earth911, a pre-eminent Web-based source

of recycling and environmental stewardship information. As a strategic partner of Earth911, KAB will provide access to the extensive Earth911.com database of local recycling options, provide educational content on Earth911.com, and connect affiliate activities and recycling programs to the Earth911.com database. In turn, both organizations will seek further opportunities that increase consumer access to recycling programs,

**“Greening helps establish a platform for developing more economically vital communities with smaller carbon footprints and happier, healthier residents.”**

–Matt McKenna

President & CEO of Keep America Beautiful

and help increase the rate of recycling nationwide.

KAB President and CEO Matt McKenna also announced a partnership with the Pennsylvania Horticultural Society (PHS) targeted to further KAB's focus on community beautification.

“Greening urban landscapes and rural centers results in a cleaner, more beautiful environment,” said McKenna. “Equally important, however, is that green-

ing helps establish a platform for developing more economically vital communities with smaller carbon footprints and happier, healthier residents.”

PHS will support KAB affiliates by offering workshops and training via conferences and Webinars. It will also share its research and technical expertise through the PHS McLean Library, publications and website.

The Society will also offer training in community engagement, accessing local resources, selecting appropriate plant species, and other areas of expertise developed through Philadelphia Green, the PHS urban revitalization program that has served as a model for cities around the country.

Keep America Beautiful also forged a relationship with the Ocean Conservancy. “When it comes to keeping our oceans alive and healthy, the Ocean Conservancy's work is among the most highly-respected in the nonprofit world,” McKenna stated.

The organizations will share relevant data, including one jointly-produced Webinar; participate in each organization's annual conference; and develop a coalition approach to preventing litter.

“The Ocean Conservancy's President & CEO Vikki Spruill and I are both excited to bring together our organizations to address our mutual concerns and to provide greater service to all communities – both coastal and otherwise – where water issues are of key concern,” McKenna added.

## Walls or Windmills? Strategic Vision for Keep America Beautiful

I don't have to tell you that times are getting tough. This year, we all entered into a volatile financial period that will be studied for generations to come.

Of course this economy puts a new strain on your fundraising, but the larger affects of the downturn could be felt even more deeply in your communities. The coming months – and perhaps years – will see financial realities that affect the entire nation, and ultimately trickle down to your communities. There will certainly be more layoffs. More plant closings. More foreclosures. Declining property values... all of these things will cumulatively take a toll on our communities.

But there is reason for hope.

Thomas Friedman, in his book “Hot, Flat, and Crowded,” reminds us that there is a Chinese proverb that says: “When the wind changes direction, there are those who build walls and those who build windmills.”

And yes. The wind has changed direction. The era we are heading into will be an era in which our lives, our ecosystems, our economies, our politics and communities



These remarks by Keep America Beautiful President & CEO Matt McKenna are excerpted from his 2008 National Conference Address.

will be constrained if we do not find a better way, a greener way, a more sustainable way to live. We must find better ways to protect our natural world.

So I say, let's build some windmills. Let's take the lead.

My first responsibility as incoming President was to work with our board and national staff to develop a strategic plan to guide us in the coming years.

Our vision for the organization – and for you – is threefold.

First, we will be increasing our focus on recycling and taking this portion of our mission to new levels of sophistication and intensity. Why is recycling a wonderful “windmill” for us? Simply put, it just makes good sense.

From an environmental standpoint, recycling protects our natural resources, conserves energy, and ultimately has a huge effect on the carbon footprint of businesses, individuals, government, and households.

From a corporate standpoint, recycling makes good financial sense and provides an important platform for social responsibility efforts that affect bottom lines.

From a financial standpoint, recycling helps our communities, notwithstanding the current downturn in commodities markets, to find new streams for revenue and

to avoid the costs of inefficient disposal.

From a consumer standpoint, recycling is the simple, everyday action that anyone can do to help the environment. Some say that it is a “gateway” to deeper environmental involvement and concern that engages individuals in even greater sustainable behaviors.

And thus, recycling is central to our brand and our future. Along with Curbside Value Partnership, we will be introducing many new programs that reinvigorate our connection to all of the “three R's.”

Second, we will be expanding our outreach to the next generation of environmental stewards, the future champions of Keep America Beautiful that will guide and shape our organization well into the future. Recycling plays a large part in that, but on a larger scale, we have to make sure that our brand, our programs, our “touchpoints,” our language, our look...and our promise...continue to be relevant to our nation's young people. Keep America Beautiful is committed to this – it is absolutely vital to our future.

Third, we will be expanding our partnerships with other organizations – both for profit and nonprofit – whose visions complement our own. In this day and age, everything is interconnected, and nobody can go it alone. By forging strong relationships, looking beyond our traditional partnerships, and thinking strategically, our mission is amplified, our credibility is bolstered, and...simply put... more gets done.

## Russell Bauman Brecheen Jr., Receives Iron Eyes Cody Award

Russell Bauman Brecheen Jr., has always been devoted to keeping America beautiful. As a native of Nashville, Tenn., Brecheen has been dedicated to the mission of environmental stewardship in his home state. From his commitment to community involvement to his personal enthusiasm to clean up Nashville, Brecheen has been practicing what he preaches for more than 40 years as an exceptional and inspirational community leader.

In recognition for his outstanding involvement and participation in Nashville community improvement activities, Keep America Beautiful awarded Brecheen the Iron Eyes Cody Award at the 2008 KAB National Conference.



Keep America Beautiful President & CEO Matt McKenna presents the Iron Eyes Cody Award to Russell Brecheen Jr.

The Iron Eyes Cody Award commemorates the star of the legendary 'Crying Indian' campaign's exceptional leadership in raising public awareness about litter prevention, community beautification, solid waste issues, and the need for citizens to participate in activities that preserve and enhance natural resources and public lands.

Not surprisingly, this is not Brecheen's first award. In August of 1990, Brecheen, who served in the Army from 1953 to 1957, received a Certificate of Appreciation from Fort Campbell after he volunteered to transport Pepsi products to the 3rd Battalion, 502nd Infantry during the pre-deployment phase of Operation Desert Shield. After serving in the military himself, Brecheen joined Beam Pepsi Cola Bottling Company where he worked for 35 years in the sales and marketing departments. He continued with the Pepsi Bottling Group from 1993 to 1997 before retiring. During his career at Pepsi Cola Bottling, Brecheen raised nearly \$45,000 in scholarship money through the TN Grocers Education Association for employees and children.

One of Brecheen's main environmental passions is removing illegal signs from telephone poles. This past year alone, Brecheen personally removed 7,366 signs and recycled them at local convenience centers only to donate the proceeds of this recycled content to the Nashville Alliance for Public Schools. Having formed a partnership with the management of WalMart Neighborhood Market in his district, Brecheen also opened a Recycling Drop-Off site and helped to facilitate the donation of 10 recycling bins to neighboring school communities.

Brecheen works with the Nashville Metro Government agencies to keep the public informed about the importance of beautifying communities, and especially about eliminating unsightly litter and illegal signs posted throughout towns and cities. In 2003, Brecheen was appointed to the Metropolitan Beautification and Environment Commission (MBEC). He now serves as the Chairman of the MBEC.

**One of Brecheen's main environmental passions is removing illegal signs from telephone poles. This past year alone, Brecheen personally removed 7,366 signs and recycled them at local convenience centers.**

Brecheen, who has been married to his wife Ruby for 43 years, continues to make a difference, encouraging schools to participate in environmental stewardship activities and motivating individuals to change their habits.

A tree at Whitfield Park in Nashville has been planted in his honor, and his participation is continually recognized in Nashville and by schools and organizations.

Brecheen is active in every aspect of his community from teaching elementary school children about the importance of recycling to working with the government and civic groups to holding major cleanups each year. Indeed, he is a beloved and irreplaceable member of the greater Nashville community.

## Natchez's Hutchins Awarded with the Mrs. Lyndon B. Johnson Award



Stephanie Hutchins receives the Mrs. Lyndon B. Johnson Award from Keep America Beautiful President & CEO Matt McKenna.

The recipient of Keep America Beautiful's 2008 Mrs. Lyndon B. Johnson Award is Stephanie Hutchins. An active community member of Natchez, Miss., Hutchins' continual dedication and enthusiasm for environmental stewardship have made her an essential and irreplaceable member of her community and the Keep America Beautiful network of affiliates.

The Mrs. Lyndon B. Johnson Award, which commemorates the former first lady's leadership in beautification, is given for exceptional leadership in litter prevention and beautification activities. Since 1968, more than 50 outstanding women have received this special award.

After having graduated from the University of Arkansas, Hutchins moved to Natchez and immediately became involved in

various civic and community organizations. Because of her skills as a leader and her concern for the environment, Hutchins quickly established a beautification committee recognizing just how important it was for her to activate and engage fellow community members in beautifying Natchez.

Hutchins focused on two key areas: education and enforcement. First, by instructing others about rules, regulations and transgression penalties associated with litter and then by enforcing these standards, Hutchins was able to initiate change and inspire community members to adopt these same policies. The contributions she made were only the beginning in a series of steps Hutchins took to further challenge the actions and alter the practices of those in Natchez and more largely in Mississippi.

Hutchins lobbied to add more money to her city's budget so that she could further institute environmental beautification programs; her efforts were successful and in 2005, \$10,500 was added to the city budget to maintain tree wells and develop planting activities. Concerned by the amount of cigarette litter in downtown Natchez, Hutchins petitioned to add ash receptacles to certain locations. Eventually, 16 receptacles were placed within the city and civic organization members were given pocket ashtrays. As the Chairman of the Mayor's Beautification Committee, Hutchins has successfully instituted a Keep America Beautiful Cigarette Litter Prevention Program in Natchez, led the community to form the Keep Natchez-Adams County Beautiful affiliate organization, and worked with state leaders in Mississippi to establish incentives for residents to take part in beautification activities.

As a state director for the National Beer Wholesalers Association, the secretary of the Mississippi Malt Beverage

Association, an owner of Southwest Distributors (an Anheuser-Busch distributorship), Chairman of the board for Keep Mississippi Beautiful/PAL, and a lead organizer in the Great America Cleanup, Hutchins continues to demonstrate an engaged concern for the environment. She has always encouraged people to recycle and even more importantly to take part in any and all activities

**As the Chairman of the Mayor's Beautification Committee, Hutchins has successfully instituted a Keep America Beautiful Cigarette Litter Prevention Program in Natchez, led the community to form the Keep Natchez-Adams County Beautiful affiliate organization, and worked with state leaders in Mississippi.**

that will beautify America.

In 2001, the Natchez-Adams County Chamber selected Hutchins to receive the Athena Award for her work in the community. In 2005, Hutchins was awarded with the Louise Godwin Award for excellence in beautification by Keep Mississippi Beautiful/PAL, and in 2007 she was honored by Keep America Beautiful with the Volunteer Leadership Award.

Her activism and commitment to environmental stewardship are exceptional and in 2008 Keep America Beautiful recognized her as the 53rd woman to receive the Mrs. Lyndon B. Johnson Award.

# 2008 Affiliate Award Winners

## AFFILIATE AWARDS

Recognizing outstanding Keep America Beautiful affiliates and their successful initiatives to educate the public about litter prevention and encourage grassroots volunteer efforts to clean and beautify communities, thereby improving the quality of life.

### FIRST PLACE

- Keep Cobb Beautiful, Marietta, Ga.  
– Previously recognized (>200,000)
- Keep Hillsborough County Beautiful, Inc., Tampa, Fla. – Previously unrecognized (>200,000)
- Shreveport Green, Shreveport, La.  
– Previously recognized (50,001-200,000)
- Keep McAllen Beautiful, Inc., McAllen, Texas – Previously unrecognized (50,001-200,000)
- Keep Smyrna Beautiful, Smyrna, Ga.  
– Previously recognized (50,000 or less)
- Keep Georgetown Beautiful, St. George, S.C. – Previously unrecognized (50,000 or less)

### SECOND PLACE

- Keep Cincinnati Beautiful, Cincinnati, Ohio – Previously recognized (>200,000)
- Keep Indianapolis Beautiful, Indianapolis, Ind. – Previously unrecognized (>200,000)
- KAB of Anderson County, Anderson, S.C.  
– Previously recognized (50,001-200,000)
- Keep Troup Beautiful, LaGrange, Ga.  
– Previously unrecognized (50,001-200,000)
- Keep Beatrice Beautiful, Beatrice, Neb.  
– Previously recognized (50,000 or less)
- Keep North Platte & Lincoln County Beautiful, North Platte, Neb.  
– Previously unrecognized (50,000 or less)

### DISTINGUISHED SERVICE CITATION

- Keep Glendale Beautiful, Glendale, Calif.  
– Previously recognized (>200,000)
- Brightside, Louisville, Ky.  
– Previously unrecognized (>200,000)
- Keep Albany-Dougherty Beautiful, Albany, Ga. – Previously recognized (50,001-200,000)
- Keep Warner Robins Beautiful, Warner Robins, Ga. – Previously unrecognized (50,001-200,000)
- Keep Kingsport Beautiful, Kingsport, Tenn. – Previously recognized (50,000 or less)
- Keep Katy Beautiful, Katy, Texas  
– Previously unrecognized (50,000 or less)

## STATE AFFILIATE RECOGNITION AWARDS

### DIAMOND LEVEL

- Keep Georgia Beautiful
- Keep Mississippi Beautiful
- Keep Nebraska Beautiful
- Keep Tennessee Beautiful
- Keep Texas Beautiful
- New Mexico Clean & Beautiful

### GOLD LEVEL

- Keep Arkansas Beautiful
- Keep Pennsylvania Beautiful
- Keep South Carolina Beautiful

### SILVER LEVEL

- Keep Illinois Beautiful
- Keep Louisiana Beautiful
- Keep Ohio Beautiful

## INNOVATION AWARDS

Honoring innovative partnerships and programs in the areas of litter prevention, beautification, waste reduction and community improvement that support KAB affiliates and their missions. These awards are chosen by the affiliates.

### BEAUTIFICATION AND COMMUNITY IMPROVEMENT

- Keep Ouachita Parish Beautiful, Monroe, La.

### LITTER PREVENTION

- Keep Mobile Beautiful, Mobile, Ala.

### WASTE REDUCTION

- Keep Pine Bluff/Jefferson County Clean & Beautiful, Pine Bluff, Ark.

## STATEWIDE INNOVATION AWARDS

This award honors innovative partnerships and programs that support KAB state affiliates and their missions.

### PROGRAM

- Keep Georgia Beautiful

### PARTNERSHIP

- Keep Ohio Beautiful

## NATIONAL AWARDS - BEAUTIFICATION & COMMUNITY IMPROVEMENT

### FIRST PLACE

- Eli Lilly and Company, Indianapolis, Ind. (Business/Professional Organization)
- Keep Columbus Beautiful, Columbus, Ohio (Government Agency)
- Keep Athens-Clarke County Beautiful, Athens, Ga. (Nonprofit/Civic/Community Organization)
- Boys & Girls Club of Alachua County, Gainesville, Fla. (Youth Group/School)
- Alpha Tau Epsilon, Media, Pa. (PTK Service Chapter)

### SECOND PLACE

- Keep Tupelo Beautiful, Tupelo, Miss. (Government Agency)
- Keep Muenster Beautiful, Muenster, Texas (Nonprofit/Civic/Community Organization)
- Grand Prairie High School A.P.E.S., Grand Prairie, Texas (Youth Group/School)
- Keep Evansville Beautiful and Vectren, Evansville, Ind. (Business/Professional Organization)

### DISTINGUISHED SERVICE CITATION

- Diane Cook - Natural Resources Specialist/Park Ranger, Monroe, La. (Government Agency)
- Keep McAllen Beautiful, McAllen, Texas (Nonprofit/Civic/Community Organization)
- Take Pride Winnipeg! and Ecole Leila North, Winnipeg, CAN (Youth Group/School)
- KTKA 49 ABC Making A Difference, Topeka, Kan. (Business/Professional Organizations)

## NATIONAL AWARDS - LITTER PREVENTION

### FIRST PLACE

- Mississippi Power Company, Renew Our Rivers, Gulfport, Miss. (Business/Professional Organizations)
- Keep Liberty County Beautiful, Hinesville, Ga. (Government Agency)
- Retrieving w EVIE, Keep Evansville Beautiful, Fifth Third Bank, Evansville,

- Ind. (Nonprofit/Civic/Community Organization)
- Daniels Elementary, Grand Prairie, Texas (Youth Group/Schools)
- Eta Omega, Wesson, Miss. (PTK Service Chapter)

### SECOND PLACE

- City of Chesapeake, Chesapeake, Va. (Government Agency)
- Cut-Out-Cops on Patrol, Mobile, Ala. (Nonprofit/Civic/Community Organization)
- Northlich, Cincinnati, Ohio (Business/Professional Organization)
- Lake Jackson Youth Advisory Commission, Lake Jackson, Texas (Youth Group/School)

### DISTINGUISHED SERVICE CITATION

- Topeka Housing and Neighborhood Development, Topeka, Kan. (Government Agency)
- Brightside, Louisville, Ky. (Nonprofit/Civic/Community Organization)
- BRB Contractors, Inc., Topeka, Kan. (Business/Professional Organization)
- Kentuck Elementary School Litter, Ringgold, Va. (Youth Group/School)

## NATIONAL AWARDS FOR WASTE REDUCTION

### FIRST PLACE

- Giant Food Stores, LLC, Carlisle, Pa. (Business/Professional Organizations)
- Keep Dorchester County Beautiful, St. George, S.C. (Government Agency)
- Keep Troup Beautiful, LaGrange, Ga. (Nonprofit/Civic/Community Organization)
- Dickinson Elementary, Lake Jackson, Texas (Youth Group/School)

### SECOND PLACE

- Waste Management, Cobb County, Ga. (Business/Professional Organizations)
- Keep Cobb Beautiful, Marietta, Ga. (Government Agency)
- Keep America Beautiful - Topeka/Shawnee Co., Topeka, Kan. (Nonprofit/Civic/Community Organization)
- Spalding Academy, Grand Island, Neb. (Youth Group/School)

### DISTINGUISHED SERVICE CITATION

- JTEKT Automotive Tennessee - Vonore Company, Morristown, Tenn. (Business/Professional Organization)
- Laurens Co. Solid Waste Management Authority, Dublin, Ga. (Government Agency)
- Virginia's Assign-A-Highway Program, Abingdon, Ga. (Nonprofit/Civic/Community Organization)
- St. Isidore NEED Group, Columbus, Neb. (Youth Group/School)

## ROGERS AWARDS

Recognizing KAB affiliates and their partners' outstanding public service advertisements that advance the local and national goals of KAB.

### FIRST PLACE:

- Keep Miami Gardens Beautiful, Miami Gardens, Fla. (Radio Advertising)
- Keep Jacksonville Beautiful, Jacksonville, Fla. (Local TV Advertising)
- Keep Mississippi Beautiful, Jackson, Miss. (Statewide TV Advertising)

### SECOND PLACE:

- Keep Greater Milwaukee Beautiful,

- Milwaukee, Wis. (Radio Advertising)
- Keep Glendale Beautiful, Glendale, Calif. (Local TV Advertising)
- Keep Philadelphia Beautiful, Philadelphia, Pa. (Local TV Advertising)
- Keep Texas Beautiful, Austin, Texas (Statewide TV Advertising)

### DISTINGUISHED SERVICE CITATION:

- Keep Tennessee Beautiful, Memphis, Tenn. (Radio Advertising)
- Keep Mobile Beautiful, Mobile, Ala. (Local TV Advertising)

## CIGARETTE LITTER PREVENTION PROGRAM AWARDS

### FIRST-TIME IMPLEMENTATION

- First Place: Keep Katy Beautiful, Katy, Texas

### EXPANDED IMPLEMENTATION

- First Place: Keep Corinth Beautiful, Corinth, Miss.
- Second Place (tied): Keep Athens-Clarke Beautiful, Athens, Ga., and Keep Dorchester County Beautiful, St. George, S.C.
- Third Place: Hot Springs/Garland Beautification Commission, Hot Springs, Ark.

## KEEP AMERICA BEAUTIFUL/US STATE DEPARTMENT OF TRANSPORTATION PARTNER AWARDS

- California Department of Transportation
- Indiana Department of Transportation
- Mississippi Department of Transportation
- New Mexico Department of Transportation
- Ohio Department of Transportation
- Pennsylvania Department of Transportation
- Tennessee Department of Transportation
- Texas Department of Transportation

## GREAT AMERICAN CLEANUP™ NATIONAL AWARDS

### BEST DOCUMENTED CLEANUP

- New Mexico Clean & Beautiful

### BEST PROMOTION CAMPAIGN

- Keep Tennessee Beautiful

### OUTSTANDING SPONSOR SUPPORT

- Keep Centralia Beautiful, Centralia, Ill.
- Keep Columbus Beautiful, Columbus, Ohio
- Keep Dorchester County Beautiful, St. George, S.C.
- Keep Douglasville Beautiful, Douglasville, Ga.
- Keep Evansville Beautiful, Evansville, Ind.
- Keep Greater Milwaukee Beautiful, Milwaukee, Wis.
- Keep Lake Jackson Beautiful, Lake Jackson, Texas
- Keep Meridian/Lauderdale County Beautiful, Meridian, Miss.
- Keep Taylor County Beautiful, Perry, Fla.
- Keep Vermilion County Beautiful, Danville, Ill.
- Operation Green Team - Keep Huntsville Beautiful, Huntsville, Ala.

## GREAT AMERICAN CLEANUP™/US STATE DEPARTMENT OF TRANSPORTATION PARTNERSHIP AWARDS

- California Department of Transportation
- Mississippi Department of Transportation

- North Carolina Department of Transportation
- Ohio Department of Transportation
- Pennsylvania Department of Transportation
- Tennessee Department of Transportation
- Texas Department of Transportation

## MRS. LYNDON B. JOHNSON AWARD

This award was named in honor of the former First Lady, to recognize her numerous litter prevention and beautification activities. This award is given to a woman who is an outstanding leader in promoting Keep America Beautiful's mission.

STEPHANIE HUTCHINS, Natchez, Miss.

## IRON EYES CODY AWARD

This award was named in honor of KAB's landmark public service campaign of the 1970s, which is credited with awakening the environmental consciousness of an entire generation of Americans. This award is given to a man who is an outstanding leader in promotion KAB's mission.

RUSSELL BAUMAN BRECHEEN, JR., Nashville, Tenn.

## THE WILLIAM NASH AWARD

Named in honor of a man who helped to build the Keep America Beautiful Affiliate Network, this award recognizes a new Keep America Beautiful Affiliate (certified in the last three years) for outstanding achievement in implementing the Keep America Beautiful System.

KEEP SLIDELL BEAUTIFUL, Slidell, La.

## PROFESSIONAL LEADERSHIP AWARD

The highest professional honor given by Keep America Beautiful, this award is presented annually to one or more Keep America Beautiful Affiliate directors who have built and sustained a local or state program with exceptional success. Those honored have also furthered the goals of Keep America Beautiful by their contributions to the national Affiliate Network, including training initiatives and the establishment of model programs and long-term partnerships between the public and private sectors. Over the past 20 years, more than 40 exemplary local and state leaders have received the Professional Leadership Award.

CAROLYN TOMLINSON,

- Keep Dorchester County Beautiful, St. George, S.C., and STACEE FARRELL, Keep Athens-Clarke County Beautiful, Athens, Ga.

## VOLUNTEER LEADERSHIP AWARD

The ability of Keep America Beautiful Affiliates to execute their mission is directly connected to the level of commitment given by their volunteers. A volunteer's impact makes a lasting impression on our nation's communities. To be a volunteer take a person who is willing to put their self before others. To take a leadership position takes much more, appropriately, Keep America Beautiful has created this Volunteer Leadership Award to honor those volunteers who have gone above and beyond in a leadership position and given of themselves to improve and beautify their communities. This award is dedicated to board members and other leadership volunteers across our great nation.

LARRY TROWEL, Keep Cenla Beautiful, Alexandria, La.



# Local Affiliates Set World Records

The world's longest paint-by-number mural was created during the Keep Indianapolis Beautiful/Eli Lilly Global Day of Service program.

Photos by Kris Arnold, Kris Arnold Photography



Fame comes in all shapes and sizes, and for Keep Liberty County Beautiful it came as a giant crayon. Both Keep Liberty County Beautiful (Hinesville, Ga.) and Keep Indianapolis Beautiful set Guinness World Records through distinctive ways of engaging individuals in community improvement activities.

Keep Liberty County Beautiful created a record-setting 605.5 lb. crayon made from 119,646 locally recycled crayons. Built with the intention of bringing a diverse community together for one purpose, the plum colored crayon, named "Liberty," towered over students in the Lyman Hall Elementary School gymnasium and symbolized the many ethnicities and cultures that make up Liberty County's "melting pot." The 9-foot, 8-inch crayon is the world's largest crayon and one of the most colorful ways, to date, of celebrating communities and recycling.

Keep Indianapolis Beautiful (KIB), in partnership with Eli Lilly and Company as well as 50 other local community organizations, also received worldwide attention for the creation of a mural that spans 1,230 feet of Indianapolis' Madison Ave. The mural is now the world's largest paint-by-number mural, a record formerly held in China.

Showcasing local attractions and landmarks in Indianapolis, the mural (designed by Patrick Viles, a former Manual High School/Art Institute of Indianapolis student) is a charming and engaging example of how organizations and communities can come together to beautify their neighborhoods. The mural was part of Lilly's Global Day of Service in which 20,000 employees worldwide took part.

"We've seen first-hand the impact that Lilly's Global Day of Service has had on our Indianapolis community," said David Forsell, president of KIB. "In addition to donating the equivalent of more



Another Guinness World Record was set by Keep Liberty County Beautiful with the largest recycled crayon. (Photo courtesy of Keep Liberty County Beautiful)

than 38,000 hours of service on one single day, Lilly's employees have also inspired others in the community to become involved. That's a benefit to our community that is truly immeasurable."

Without question, the collaboration between KIB and Lilly was a remarkable success – a record achievement that will be enjoyed by generations. Lilly is in the midst of planning its next global day of service... and quite possibly breaking another record!

## Community Roots Portrayed Through Mosaic Tiles

Telling a story through mosaics, Justin Alaya and Valeri Lambert worked with 18 students from the South Allison Hill area of Harrisburg, Penn., to create a mosaic that will beautify their neighborhood and help to encourage the reduction of waste and litter.

The mosaics, which have been placed near two tree wells, were designed with the concept of "roots" and diversity in mind. With the shared theme of flags representing the nationalities found throughout the community, each of the two mosaics surrounding the tree wells draw upon the notion of "roots" in two different ways. The first of the mosaics was inspired by the lifecycle of a tree and depicts the way in which a tree grows. The second mosaic, a more symbolic one, represents a global depiction of roots.

By looking closer and closer at the mosaic, the viewer sees Pennsylvania, then Harrisburg, then the city and eventually an ant. Made of broken ceramic and mirrors, the mosaics were created by young members of the community with the idea of fostering pride and value in community and self.

The project was made possible through a partnership with Keep Pennsylvania Beautiful, in conjunction with Tri-County Housing Development Corporation, City of Harrisburg and Harrisburg Weed & Seed.



# The Race to Go Green

Keep Austin Beautiful helped to pave the path for runners who want to be that much closer to going green. The Austin Marathon, the “greenest” marathon to date, encouraged participants and attendees to support environmentally friendly practices by employing “green” alternatives throughout the event.

Registration for the event was carried out online to eliminate paper usage, and public transportation and carpooling were encouraged by the Austin Marathon event organizers. Official race vehicles and trucks were powered by bio-diesel fuel and a farmer’s market that supported local and organic produce stood at the finish line.

Keep Austin Beautiful provided attendees with recycling bins, which were filled with more than 13,000 plastic water bottles and amounted to 4,375 pounds of plastic recycled on that day. *Runner’s World* named the event the “Greenest Race in North America” with “Green Team leaders” from every industry contributing to the success of the event.

Austin is known to be one of the most environmentally progressive cities in the United States and Keep Austin Beautiful has been instrumental in helping to initiate green practices and encourage environmental stewardship throughout the Austin community.



Keep Austin Beautiful provided recycling bins at The Austin Marathon.

Photos courtesy of Keep Austin Beautiful

# Changes in Latitudes



Far from home, Elizabeth Eubanks, a science teacher and volunteer for Keep Palm Beach County (Fla.) Beautiful (KPBCB), helped to organize a community cleanup in Barrow, Alaska. Elizabeth spent time teaching children in Alaska about the detrimental effects of littering and pollution, and spoke to adults about cigarette litter prevention, while doing field research on the role of carbon in arctic tundra ecosystems. By educating communities, organizing cleanups and bringing KPBCB promotional materials with her, Elizabeth has helped to keep the spirit and mission of Keep America Beautiful alive both at home in Florida and across the continent in Alaska.



# Twenty-Five Years of History Celebrated in Tennessee

At the cornerstone of Keep America Beautiful’s mission is education. Not only does Keep America Beautiful (KAB) seek to educate the public about litter and other community improvement issues, KAB affiliates at the state and local levels often gather to learn from one another.

In February, Tennessee celebrated 25 years of community improvement with its Tennessee Department of Transportation (TDOT)/Keep Tennessee Beautiful (KTnB) Biennial State Conference in Nashville. The theme of the conference was “Twenty Five Years of Improving the World Around Us,” as speakers reflected on the history of KTnB and also looked toward the future of the nonprofit organization.

Keep Tennessee Beautiful State Leader Edith Heller kicked off the event by showing a historical video, “Voices of Change,” to attendees. The video featured the words of Heller, The Honorable Judge Larry E. Potter, Virginia “Happy” Birdsong and 2008 Iron Eyes Cody recipient Russell Brecheen Jr. and showed a visual timeline of important events from KTnB’s inception in 1983 to the present.

That evening, TDOT Commissioner Gerald F. Nicely presented Awards of Excellence plaques and \$40,000 in grant checks to the 24 winners from around the state, honoring the environmental achievements and legacies of people and organizations who work to improve their community’s appearance through public education programs.

While this gathering was going on in Tennessee, Keep South Carolina Beautiful was conducting its own statewide conference. These state conferences followed in the wake of a number of other meetings conducted by Keep America Beautiful affiliates.

For example, affiliates from Alabama and Mississippi convened in January in Birmingham, Ala., to talk about the successes of their organizations. Each affiliate coordinator was encouraged to bring with them information regarding a successful past project or program that can translate to other communities.

Keep Arkansas Beautiful hosted its Clean & Green Annual Symposium in November, which featured nationally-renowned experts who offered insight and real-world solutions on emerging challenges that threaten community environmental quality and impact economic viability.

“People want to live, work, play and invest in communities that are clean, safe, healthy and vibrant,” said Robert Phelps, director of Keep Arkansas Beautiful. “Communities grow through the realization that economic and environmental interests make dollars and sense for the future.”

Phelps described the Clean & Green Symposium as “a blueprint for constructive community change that city councils, quorum courts, chambers of commerce, law enforcement agencies, and civic and business leaders across the state can use to create practical responses to issues that impact a community’s environmental quality, such as litter, recycling, code enforcement, economic development, public health and safety, and sustainability.”

Keep Iowa Beautiful is hosting its Fifth annual First Impressions Symposium – “Spring Cleaning Your Community” – in late March, and Keep Texas Beautiful’s annual conference will take place in Houston from June 8-11. Each of the state meetings is different depending on the needs of the individual affiliates and their respective organizations.

Keep America Beautiful’s Director of Affiliate Certification Cecile Carson and Director of Education & Training Sue Smith, who travel throughout the country to participate in these conferences, educate affiliates about the importance of being in “Good Standing” and the significance of a strong state-affiliate relationship. The connections made during these conferences are vital to building stronger local programs, and are a true testament to one of the guiding principles of Keep America Beautiful, which is education.



Keep America Beautiful President & CEO Matt McKenna presents a recognition award to Arkansas Governor Mike Beebe.

Photo courtesy of Keep Arkansas Beautiful

# CANS FOR CASH RECYCLING CHALLENGE '08

## U.S. Cities Recycle Over 115 Million Aluminum Cans during National Challenge

Keep America Beautiful, the U.S. Conference of Mayors and Novelis Inc. announced the winners in the fifth annual "Cans for Cash: City Recycling Challenge" at the U.S. Conference of Mayors 77th Winter Meeting in Washington, D.C. To encourage recycling, the program challenges like-sized cities to compete against each other in aluminum can collection for monetary awards. During October 2008, more than 40 cities collected over 115 million used beverage cans.



"Recycling plays a critical role in maintaining the aluminum can as an environmentally sustainable package," said Jean-Marc Germain, president of Novelis North America. "Every can that is recovered is turned back into a new beverage can, saving energy, reducing greenhouse gas emissions and decreasing the use of natural resources. Plus, the aluminum beverage can is the only packaging material that more than covers the cost of collection and re-processing for itself and subsidizes other containers."

Keep America Beautiful affiliates that partnered with their cities were awarded \$2,500 for their winning efforts in the following population categories:

- **Division One** (population 250,000+): \*Louisville, Ky., Mayor Jerry E. Abramson (Brightside)
- **Division Two** (population 100,000-249,999): Newport News, Va., Mayor Joseph Frank (Newport News Public Works Recycling)

- **Division Three** (population 50,000-99,999): Gastonia, N.C., Mayor Jennie Stultz (Keep Gastonia Beautiful)
- **Division Four** (population below 50,000): \*LaGrange, Ga., Mayor Jeff Lukken (Keep Troup Beautiful)

(\* Note: 2007 Winners in Division Category)

The winners of the \$5,000 awards for the most aluminum cans recycled are:

- **Division One:** \*Milwaukee, Wis. – 1,750,595 pounds, Mayor Tom Barrett
- **Division Two:** \*Fontana, Calif. – 266,271 pounds, Mayor Mark Nuami
- **Division Three:** Hesperia, Calif. – 1,120,660 pounds, Mayor Mike Leonard
- **Division Four:** University City, Mo. – 56,211 pounds, Mayor Joseph L. Adams

(\* Note: 2007 Winners in Division Category)

To help mayors engage their communities in recycling and raise awareness about its importance over the long term, cities submitted innovative education and marketing ideas for an additional \$5,000 award. The cities being recognized for the most innovative campaigns are as follows:

- **Division One:** Lexington, KY, Mayor Jim Newberry
- **Division Two:** Irvine, CA, Mayor Sukhee Kong
- **Division Three:** North Miami, FL, Mayor Kevin Burns
- **Division Four:** Troy, OH, Mayor Mike Beamish

"Keep America Beautiful encourages individuals and communities to increase their recycling rates, thus saving energy and reducing carbon emissions," said Keep America Beautiful President & CEO Matt McKenna. "With partners Novelis and the U.S. Conference of Mayors – as well as Keep America Beautiful affiliate winners in Louisville, Ky., Newport News Va., Gastonia, N.C. and LaGrange, Ga. – we believe Cans for Cash is helping to heighten awareness of aluminum can recycling, and helping recycling to flourish in cities across the nation."

For a complete list of cities that participated in the 2008 Cans for Cash program, please visit: [www.cans4cash.com](http://www.cans4cash.com).



## KEEP AMERICA BEAUTIFUL WELCOMES NEW AFFILIATES



Keep America Beautiful's Sue Smith presents KAB Certification plaques to (top) Milliken, Colo., Mayor Janie Lichtfuss and (bottom) Moline, Ill., Mayor Don Welvaert.

As Keep Tennessee Beautiful commemorated 25 years of affiliation in February, a number of new programs across the country celebrated recent Keep America Beautiful affiliation.

Keep Waveland (Miss.) Beautiful was certified as a KAB affiliate on March 3 as part of the Great American Cleanup National Kickoff festivities. Keep Waveland Beautiful will focus on revitalizing Waveland and the surrounding communities that were devastated by hurricanes in past years. Keep Iberville (La.) Beautiful recently became an affiliate, promising to inspire and engage individuals to beautify their neighborhoods and initiate environmentally-friendly local practices.

In February, Keep Milliken (Colo.) Beautiful became the seventh affiliate in Colorado, as leaders from the other Colorado organizations shared useful tips on how to be a successful program. Also in February, Keep Miami (Fla.) Beautiful became Keep America Beautiful's newest Florida affiliate. The new affiliate leaders of Keep Miami Beautiful spoke of plans to establish a vegetable garden at a local technical school, to work closely with the solid waste department, and to concentrate on helping to develop local neighborhoods with their diverse needs.

Illinois' new affiliate – Keep Moline Beautiful – became a Keep America Beautiful affiliate in record time. It took only

60 days for Moline to go through the pre-certification and certification processes. Moline has already developed a very successful recycling team, The Blue Can Group, coined of course after the hit performing group, the Blue Man Group.



Keep Milliken Beautiful celebrates its birth as a KAB affiliate with a cake.

Among the other new KAB affiliates in the past nine months are Keep the Hawaiian Islands Beautiful, Keep Terra Haute (Ind.) Beautiful, Keep Thomas County (Ga.) Beautiful, Keep Evangeline Parish (La.) Beautiful, Keep

Jefferson Parish (La.) Beautiful, Keep Washington Parish (La.) Beautiful, Keep Fayetteville (N.C.) Beautiful, Keep St. Mary Parish (La.) Beautiful, Keep Summerton (S.C.) Beautiful, Keep McIntosh (Ga.) Beautiful, Keep Peachtree City (Ga.) Beautiful, Inc., Keep Camden County (Ga.) Beautiful, Keep Tularosa (N.M.) Beautiful and Keep City of Lake Dallas (Texas) Beautiful. With the addition of all these affiliates, 2009 is sure to be an exciting new year for Keep America Beautiful.

# Partnership Grant Opportunities Strengthen KAB Affiliate Communities

A series of grant opportunities, funded by corporate partners of Keep America Beautiful, are strengthening the national network by helping KAB affiliates to address local issues, expand services, and develop new programs. These grants are not only providing crucial funding in difficult economic times, but also building strong new partnerships between affiliates, local governments, their community residents, and the companies that support them.

## Waste Management, Inc. Think Green Grants

Now in its third year, the Think Green grants program, sponsored by Waste Management, awarded affiliates a total of \$150,000 in the form of 15 \$10,000 grants. Selecting grant recipients from a field of 61 worthy entries was not easy, but the winning applications were chosen based on the overall impact of their proposal as well as their long-term viability and sustainability. All affiliates applying for the 2008 Think Green grants proposed focused programs addressing issues ranging from hands-on activities to environmental education and community outreach.

## UPS Foundation Grants

The UPS Foundation announced grants totaling \$220,000 in 2008 to support KAB's environmental education initiatives, including the creation of KAB affiliate organizations on college campuses, support for a community volunteer initiative, and a partnership for the UPS Global Volunteer Month to encourage employee volunteerism. The grants, which include funds for planting trees, conservation, youth education and volunteerism, reflect the establishment of environmental stewardship as a new focus area by The UPS Foundation.

Seven KAB affiliates received awards for their fall 2008 UPS Global Volunteer Month initiatives, with programs ranging from shoe and electronics recycling to community cleanup efforts to tree and flowerbed planting projects. In 2009, eight Community Volunteer Grants will be awarded through a competitive application process.

## Anheuser-Busch Environmental Grants

Anheuser-Busch, a long-time supporter of KAB, continues to help affiliates through the Anheuser-Busch Environmental Grants program, which recently awarded six affiliates with a total of \$50,000 in grants. Now in its fourth year of the grants program, Anheuser-Busch has deepened the relationship between its wholesalers and KAB affiliates to help inspire environmental stewardship in affiliate communities by promoting sustainable community improvement and recycling efforts.

## Nestle Waters North America Recycle on the Go Grants

In 2009, Nestle Waters North America, will award eight affiliates with significant grants. The Recycle on the Go Grants will be used by affiliates who have developed plans to encourage community recycling activity, particularly in public places or "out of home" events. Undoubtedly, the Recycle on the Go Grants will help to raise awareness about the significance of community recycling and encourage individuals to recycle items at larger public venues.

## Sherwin-Williams Graffiti Hurts® Grants

The Sherwin-Williams Company is proudly sponsoring the Keep America Beautiful Graffiti Hurts® National Grant Program again in 2009. Since its debut in 2007, this grant program has helped raise awareness about the blight of graffiti, and engage and educate communities about the social costs of graffiti vandalism. Nearly 100 applicants applied in 2008, with the Kent (Wash.) Police Department, ASPIRA, Inc. of New Jersey and the Corcoran (Minn.)



Neighborhood Organization receiving awards to help implement programs to address the growing concern of graffiti in their communities. The 2009 grants applications will be available in April.

## Philip Morris USA, an Altria Company, Cigarette Litter Prevention Program Grants

Keep America Beautiful affiliates again have the opportunity to effectively address the problem of cigarette butts, the most commonly-littered item in America. The Cigarette Litter Prevention Program grants are awarded to affiliates in good standing who commit to implement the program by reviewing and supporting litter laws, placing PSA's to educate the public, installing ash receptacles, and distributing pocket ashtrays to adult smokers, as well as reporting data per KAB's requirements. Program grants range from \$500 to \$1500 and include 400 pocket ashtrays per grant program. To learn more about implementing the CLPP, please visit [www.PreventCigaretteLitter.org](http://www.PreventCigaretteLitter.org).

The success of KAB and its affiliates is due in large part to the ongoing support the organization receives from corporations investing in affiliate communities. Because of these partnerships, Keep America Beautiful has provided a voice and continues to find solutions for the environmental challenges of diverse communities across the nation. The grants awarded in 2008 and 2009 offer significant opportunities to change the way communities respond to the growing need for Americans to find ways to prevent litter, improve public spaces, reduce, reuse and recycle.

1. A number of the more than 40 volunteers from the UPS I Southeast Region gathered after working on Greensboro Beautiful's invasive plant removal project at Keeley Park in Greensboro, N.C.
2. Students from the Hampton (Va.) City Schools participated in the Hampton Schools Recycle! program. The Hampton Clean City Commission received support for the program through a Waste Management Think Green grant.
3. UPS Desert Mountain District volunteers helped Keep Phoenix

Beautiful with its Pueblo Grande Museum Archaeological Park beautification project.

4. A Waste Management Think Green grant helped support Keep Pennsylvania Beautiful/Southeast's "Don't Trash that TV" recycling event.
5. UPS Austin joined Keep Austin Beautiful for a waterway cleanup of Lady Bird Lake.
6. Keep Brevard Beautiful will be using its Waste Management Think Green grant to keep its local beaches clean.

# Keep America Beautiful Awards ITW 2008 Vision for America Award

(continued from cover)



David B. Speer,  
Chairman and CEO of ITW

The *Vision for America* Award is presented annually to distinguished leaders of honored corporations, whose personal and corporate commitment have significantly enhanced civic, environmental and social stewardship throughout the United States.

“ITW and Keep America Beautiful share a similar approach to community service,” said Speer, in accepting the award. “In fact, KAB’s four guiding principles – education, individual responsibility, partnership and volunteer action – are representative of ITW’s goals for improving our communities.

“Partnership is critical to any organization’s philanthropic endeavors, and Keep America Beautiful is one of the best organizations in the country at facilitating meaningful relationships between companies and their desire to achieve sustainable community improvement,” Speer added.

“With a focus on education, the arts, health and human services, social welfare, housing, environment and youth issues, ITW has exemplified Keep America Beautiful’s holistic approach to strengthening communities by encouraging greater citizen engagement and participation,” said James Skinner, vice chairman and CEO of McDonald’s Corporation, who was joined by Susan Crown, vice president of Henry Crown and Company, in presenting the award to Speer.

“ITW provides a wonderful example of corporate citizenship and social responsibility,” said Keep America Beautiful President & CEO Matt McKenna. “We are proud to have had them as our partner for over two decades.”



A FORTUNE 200 company, ITW is comprised of over 825 business units in 52 countries. ITW, with nearly 100 years of history, today designs and manufactures fasteners and components, equipment and consumable systems and a variety of specialty products and equipment for customers around the world.

ITW takes a minimal packaging approach across all of its business units, and its commitment to sustainable packaging solutions for itself and its customers. Reducing packaging waste, and selecting sustainable materials

**“ITW provides a wonderful example of corporate citizenship and social responsibility.”**

—Matt McKenna, President & CEO of Keep America Beautiful

has not only helped to protect the environment, but helped ITW customers to save money through reduced shipping costs, streamlined operations, and materials recovery through recycling and reuse.

With this award Keep America Beautiful also salutes the ITW Foundation, which in 2007 alone gave \$14 million in financial support to organizations in the communities where its companies operate. Since 1996, ITW has contributed more than \$75 million to over 100 different organizations.



1. (From left) James Skinner, McDonald’s Corporation; Scott Nehs, PepsiAmericas, Inc.; David Speer, ITW; Susan Crown, Henry Crown and Company; James Farrell, ITW; Heinz Haller, The Dow Chemical Company; and Matt McKenna, Keep America Beautiful.
2. ITW Chairman & CEO David Speer accepting the Vision for America Award.
3. (From left) Barb Hastings, Troy Bilt Lawn and Garden Equipment; Joe Wilson, Keep Greater Milwaukee Beautiful; Su Lok, The Scotts Miracle-Gro Company.
4. The Museum of Science & Industry in Chicago, scene of the Award dinner and reception.
5. (From left) Keep America Beautiful board member Tom Brasco of Goldman Sachs & Co.; Nancy McKenna; Hondi Brasco; Matt McKenna, KAB; and KAB board chairman Barry Caldwell of Waste Management, Inc.



## 2008 *Vision for America* Award Dinner Committee

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Vice Chairman and CEO  
McDonald's Corporation



W. JAMES FARRELL  
Retired Chairman  
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## KAB ADDS TO NATIONAL STAFF

Keep America Beautiful (KAB) welcomes new staff members and applauds those who have received staff promotions.

John G. Byrne recently joined KAB to lead its fundraising and development activities as the Vice President of Development. As a key member of KAB's senior management team, Byrne will help guide the organization's comprehensive development agenda by identifying and implementing targeted fundraising activities and initiating new sources of funding through foundations, individuals and corporations. Moreover, Byrne will manage all development activities including restricted grant solicitation, unrestricted corporate grants, individual support, conference sponsorships and KAB's annual fundraising dinner, the *Vision for America* Award.

Keep America Beautiful's new alliance with Curbside Value Partnership (see related story on page 16) has allowed KAB to add Curbside Value Partnership Program Director Steve Thompson to the KAB staff as well, providing KAB with additional expertise in all things recycling. In addition, KAB has added a new member to its communications team with Kate Brasco joining the organization as a Communications Specialist.

Keep America Beautiful is also proud to recognize the achievements of two long-time staffers – Becky Lyons and Carrie Gallagher. Lyons, who has served KAB as its Senior Vice President, Training & Affiliate Services, will now be KAB's Chief Operating Officer. In addition to overseeing

the affiliate services department, Lyons will also oversee all KAB programs and work toward more fully integrating all areas of the organization. She will also manage new and developing partnerships – for example, the new partnership with

### KAB's Phone Numbers Have Changed!

Keep America Beautiful has a new telephone system. The new main phone number is **(203) 659-3000**. Each staff member has a direct dial phone and fax number. For a complete staff listing of phone numbers and faxes, go to [www.kab.org/contacts](http://www.kab.org/contacts)

the Pennsylvania Horticulture Society – and will be responsible for hosting the KAB Webinar Series. She will continue to oversee KAB's work with the State Leaders Council and the Affiliate Services Department.

Gallagher, who has served as Program Director for the Cigarette Litter Prevention Program, will now broaden her portfolio as Vice President, Programs and Strategic Outreach. She will grow and strengthen KAB's programs by developing strategic alliances and public/private partnerships with non-governmental and governmental organizations, businesses and individuals.

## *Vision for America* Award

Since 1986, Keep America Beautiful's *Vision for America* Award has been presented annually to distinguished leaders of honored corporations, whose personal and corporate commitment have significantly enhanced civic, environmental and social stewardship throughout the United States. For the first time in 1997, a special *Vision for America* Award also was presented for lifetime achievement.

The *Vision for America* Award is a limited-edition piece in which the design of the crystal pays tribute to America and our country's beautiful red, white and blue banner. The 13 facets on the massive vertical cylinder symbolize the 13 stripes of the American flag and remind us of our historical beginnings, as a new nation of 13 former colonies. On the top slanted surface of the crystal are etched 50 miniature stars, symbolizing the union of the 50 states.



# Keep America Beautiful Forges New Strategic Alliance

## Curbside Value Partnership to Increase KAB's Focus on Recycling



Steve Thompson,  
CVP Program Director

Keep America Beautiful (KAB) has formed a strategic alliance with the Curbside Value Partnership (CVP) that will help improve KAB's focus on recycling. Curbside Value Partnership was formed in 2005 by The Aluminum Association and the Can Manufacturers Institute to help communities grow and sustain their residential curbside recycling programs. Keep America Beautiful plans on integrating the resources

of CVP with the reach of the KAB network of affiliates to generate a greater level of community involvement in curbside recycling.

The goal of CVP is to help communities grow participation in their programs and help them measure this growth to make better decisions. On average, partnering communities have seen an increase of 22 percent in recycling volume and a 20 percent increase in participation, successes that caught the attention of KAB.

This alliance further highlights KAB's commitment to waste reduction. Curbside Value Partnership represents a successful approach to increasing recycling participation, thereby helping communities realize the environmental and financial benefits of recycling and helping to fight the global war on climate change.

Recycling is an effective and easy way for Americans to help improve the environment. If all of the materials that could have been recycled last year were, there would have been an offset of more than 99 million metric tons of CO<sub>2</sub>, emissions that are harmful to our climate. That equates to 505,000 rail car loads of

coal, enough to stretch from Atlanta, Ga., to Fairbanks, Alaska. The impact of recycling cannot be overstated. Moving forward CVP will work closely with KAB and its affiliates, operating as a KAB program. One in three KAB affiliate executive directors happen to serve as their communities' recycling coordinators, and are responsible for increasing recycling access and participation rates—reinforcing why the alliance is a natural fit.

Under the terms of the strategic alliance, KAB has assumed operational, fundraising and development responsibilities for the program. Steve Thompson, the founding program director, will continue as CVP's Program Director. Thompson will work closely with KAB and its affiliate network to continue to launch and test new education programs.

To date, more than 40 communities are CVP partners, including the state of Georgia as well as Arlington County, Va.; Brevard County, Fla.; Burlington County, N.J.; Denver, Colo.; Kansas City, Mo.; Indian River, Fla.; Lancaster and York counties in Pennsylvania, Mecklenburg County, N.C., McLeod and St. Louis counties in Minnesota, Omaha, Neb.; Baton Rouge, L.A., and Orlando, Fla., among others.



The Curbside Value Partnership developed a toolkit that contains resources and information around ramping up recycling education efforts. It can be downloaded for free at [www.RecycleCurbside.org](http://www.RecycleCurbside.org).

Each year CVP partners with three to five communities and works closely with them on a one-on-one basis to increase and measure their education efforts.

Many of these partnerships have already taken place in communities with KAB affiliates. Moving forward, CVP will continue to look for opportunities to engage

affiliates. Additionally, CVP will be providing training opportunities for affiliates to benefit from the past learning of CVP. In the meantime, KAB encourages affiliates to check out the CVP Web site at [www.RecycleCurbside.org](http://www.RecycleCurbside.org). It contains many resources and best practices on recycling.



The CVP Web site [www.RecycleCurbside.org](http://www.RecycleCurbside.org) is a great resource for all things recycling.

Look for more information about CVP and how your affiliate can benefit in upcoming KAB communications.

### Here are some things the Curbside Value Partnership has learned when it comes to educating residents about recycling.



branching out  
CURBSIDE RECYCLING FOR A NEW CONYERS

For more tips check out [www.RecycleCurbside.org](http://www.RecycleCurbside.org)

- Communications must be ongoing and consistent.** If you only communicate with your residents once a year or through one medium, you cannot expect your program to be visible.
- Participation must be promoted.** CVP encourages communities to evaluate who is already recycling, and who is not and why. Reach out to the lowest hanging fruit first and get them to begin recycling or become more diligent. Encouraging participation (new bins on the curb) will lead to increased recyclables collected.
- Touch on the basics such as how, when and where to recycle.** Make sure that basic information about your program is easy to find. People should not have to search your Web site for a long time to find out how to get a bin, information about collection schedules or what can be recycled.
- Visually get away from the expected.** Your communications efforts do not need to show recycling bins and/or the things that should go in them. That's what everyone expects to see and has seen for decades. People already know that recycling is a good thing to do. Education needs to motivate people to recycle via your curbside program. Use visuals that emotionally grab people.
- Web sites are often the most overlooked, under-utilized marketing tool.** The Web is often the first place people go to learn about your recycling program. It can help them shape their impression of your program. Don't ignore it!

