

VIEW OF IOWA

...Make This a Clean and Beautiful Year

For many readers this will be your first Keep Iowa Beautiful (KIB) newsletter. Please let us know if you enjoy it and if you wish to continue to receive it. Any comments on the content, design or special ideas that can make it better will be welcomed.

To facilitate your receipt of the newsletter and to help reduce our costs please let us know your e-mail address. With your e-mail address we can then send the newsletters to you electronically, which will help reduce expenses. Send your address to gschnepf@keepiowabeautiful.com. Which ever way we communicate we hope that you benefit from it.

We established the newsletter to keep you informed of the KIB efforts and others around the State that support the concepts in helping to Keep Iowa Beautiful.

All efforts of this nature begin with each of us as individuals. Make the pledge to do one simple thing a day to help improve the beauty of your home, neighborhood, community and State. Pick up a piece of litter as you take your walk or go to the office, praise someone in the neighborhood for fixing up or painting their property, cover your garbage container so items don't blow out, encourage your children not to litter or volunteer either as an individual or as a family to clean up an area or to improve a property. If each of us take the pledge we can reduce the cost to government (your tax dollars) spent in cleaning up after us and at the same time make our communities more attractive places to live and do business.

Help us to make 2002 a more beautiful year and Iowa a more beautiful State!!!

NEWS IN BRIEF

Iowa Department of Transportation (IDOT) Receives National Award - As a result of efforts of the IDOT to help reduce litter, improve the beauty of our State and in support of the Keep Iowa Beautiful (KIB) efforts, the organization received the U.S. State Departments of Transportation Partnerships Award from Keep America Beautiful. It was presented by KAB President, G. Raymond Empson. Gerry Schnepf accepted the award for IDOT.

2002 Iowa State Fair - KIB helped to support the 2001 State Fair in making this great event "Litter Free". The forty to fifty people in State Fair "O.K. Crew" combed the grounds in search of litter. They wore KIB T-shirts to let fairgoers know of the partnership with the State Fair. The crew did an excellent job of keeping the grounds clean. The most difficult problem remaining is cigarette litter. If the site is kept clean it will reduce additional littering - litter encourages litter! In addition KIB had a booth in the Varied Industries Building. It was staffed by volunteers from around the State - our thanks to every volunteer. Your support is truly appreciated. **Let the office know if you**

are interested in volunteering for 2002. The partnership with the State Fair will continue and watch for updates in future newsletters.

"Capitol Idea" - State General Services Department, KIB and the Des Moines Noon Rotary joined together to develop a clean up of the Capitol Grounds. In 2001 a general cleanup of the grounds and adjacent property was completed. Over 80 bags of litter and debris were collected. 2002 included a traditional cleanup, however additional efforts in the future will possibly include plantings, painting, facility improvements, etc. This partnership is appropriate as Des Moines was home of the first Rotary Club in Iowa. This partnership with the State Capitol in the Capitol City is a great fit for Rotary. If you would like to participate put it on your calendar for April 19th, 2003 and let us know.

If you can't participate - start a clean up day for the city square, downtown, courthouse, neighborhood or a park in your community or plan one with service clubs in your town.

Enforcing Litter Laws - One of the Rotarians that helped on the "Capitol Idea" cleanup in 2001, John C. Schneller of Des Moines, came back from the experience saying that "we have got to enforce the litter laws". He offered to help raise dollars to support an annual award program to recognize enforcement officers that are making a difference through litter education efforts, prevention programs, warning and other citations, etc. Representatives from the Iowa State Patrol, Iowa Sheriff and Deputy Sheriff's Association, Iowa Association of Chiefs of Police and Peace Officers, Inc. along with John C. Schneller and Gerry Schnepf have met and are developing a process and award that will recognize two officers a year that will receive recognition in front of their peers. In addition the two winners will have the right to designate a cash award to the project or community effort of their choice that is consistent with KIB objectives. This effort reinforces the new emphasis on "community policing" - becoming involved in the community. More progress in future newsletters.

NEWS FROM AFFILIATES / FRIENDS OF KIB

Keep Scott County Beautiful (KSCB)

Cleanup projects are continuing to grow and expand with the help of KSCB. Several groups and over 300 volunteers work with Chad Pregracke's Mississippi River waterfront clean up efforts. In addition over 250 volunteers were assisted in the United Neighbors Davenport Citywide Cleanup.

Another volunteer recognition day was held in July at the John-O'Donnell Stadium recognizing thousands for their efforts in flood relief and clean up programs.

Education efforts were undertaken at a variety of events including Palmer College of Chiropractic Kids Day, Vander Veer Park Fall Festival, Wapsi River Education Center Ecology Day, Bald Eagle Days, Girl Scouts Rally and Symphony in Bloom. "Waste in Place" curriculum workshops for local educators are being planned. Earth Day events are

scheduled. Staff also participated in the National Conference in Washington, D.C. and the Iowa / Nebraska Litter Summit.

Special efforts have been focused on assisting in the community entryway projects through staff assistance and in obtaining two grants to aid in financing the projects.

For More Information Contact: Roy DeWitt at KSVB, P.O. Box 563, Buffalo, Iowa 52728, 563/381-4383 or e-mail rdewitt@keepscttcountybeautiful.com.

Keep Boone County Beautiful (KBCB) - Under the leadership of Scott Smith and Lois Powers the KBCB group has had two meetings with great community involvement. KBCB is in the process of developing a two year business plan focusing of beautification efforts and litter reduction. Interest is high and the ideas are being generated for action efforts to enhance the beauty and build pride in Boone County. The group conducted the first "Litter Free Event" in December at a fund raising event for the Recreation Center. In addition the idea of promoting "Adopt-a-spot" efforts is being considered.

For More Information Contact: Lois Powers at Keep Boone County Beautiful, 1268 - 224th Lane, Boone, Iowa 50036, 515/433-0591 or e-mail booneelf@tdsi.net

Keep Richland Beautiful (KRB) - The local group with Bill Anderson and Denise Shoemaker's involvement have held several meetings with a key focus on strategies to clean up the half city block in the east central part of town. They are also expanding their vision to look at the community image as a whole and develop programs that will enhance the attractiveness of Richland. The group has submitted its affiliation material to KIB. Keep Richland Beautiful has asked Chris Bowers of the Area 15 Regional Planning Commission to help draft a two year beautification plan for the community.

Contact: Judith Hickey at Keep Richland Beautiful, 207 N. Walnut St., Richland, IA 52585, 319/456-3300.

Keep Central Iowa Beautiful (KCIB) - The 12 member communities have been meeting monthly to develop a regional organization plan and program. Initial efforts are targeted at developing a "teachers warehouse" to encourage donations of items / materials from business and corporations that will then be made available to teachers and non-profits in the region at periodic "free shopping days". In addition they are looking to conduct a regional litter survey to encompass each community. They will also be working to provide a recognition program for volunteers and communities. Leadership for the group is provided by Sarah Rasmussen of the Metro Waste Authority.

Contact: Sarah Rasmussen at Keep Central Iowa Beautiful, 521 East Locust St., Des Moines, IA 50309, 515/323-6519 or e-mail sra@metro-waste.com

Carroll County - Initial discussions will begin with the county early in 2002. Initial leadership is being provided by Mary Wittry, Assistant Director of the Carroll County Solid Waste Management Commission.

CALENDAR OF EVENTS

June 5 - 9: MotorIoway 500 Tour - KIB is the "charitable riding partner" for the tour. Official stops for the tour are: Le Mars, Akron, Sioux City, Mapleton, Denison, Moorehead, Desoto Refuge, Glenwood, Red Oak, Griswold, Walnut, Manning and Carroll.

June 7: Keep Central Iowa Beautiful Volunteer Day/Wells Blue Bunny Day at the IOWA CUBS.

June 19 - 21: Iowa / Nebraska Litter Summit at the Lied Center in Nebraska City

August 8 - 18, 2002 Iowa State Fair

LITTER SURVEY UPDATE

Contracts and Studies Initiated - "Gaining an Understanding of Litter in Iowa" is a key project of KIB. It represents one of the most comprehensive approaches in the United States. There are three parts to the project: 1) An attitudinal survey coordinated through KIB and conducted by IDOT (results being drafted). The survey was mailed to over 4,300 Iowan's - the return rate was 46.7% - an unbelievable return clearly indicating the interest by Iowans. 2) A background survey of government at all levels on what it costs to clean up after those that litter - under contract with Franklin and Associates (scheduled for completion in May, 2002). 3) A sampling of 150 sites around the State along all types of roadways both urban and rural - under contract to Barker Lemar Engineering Firm (scheduled for completion in April, 2002). Based on the three studies a comprehensive report will be developed and will serve as a basis for the development of public education and awareness efforts that will help to change behavior patterns. Financial sponsors are the Iowa DNR and the IDOT along with additional support from the ISOSWA organization. More updates in future newsletters.

SPONSOR NEWS

Annual Support Program: KIB is a 501c3 charitable organization totally dependent on contributions of support. Individual and corporate "seed money" support has provided for initial financial needs (listed as follows). KIB will be initiating an annual support program in 2002 in which individuals, families, organizations and corporations can establish an annual level of financial support that they can sustain over the next few years. The Iowa income tax checkoff for Keep Iowa Beautiful is not scheduled for administrative costs of KIB so the need for an aggressive annual support program is essential.

Our Thanks to the Initial Seed Money Sponsors (Great Friends and Partners): Donald F. Lamberti, Anderson Erickson Dairy, Artistic Waste Services, Inc., Casey's General

Stores, Inc., Hy Vee Corporation, Principal Financial Group, Robert & Kevin Schlutz (KFC), Waste Management, Inc. and Wells Blue Bunny.

Special Project Support: Our thanks to Prairie Meadows Racetrack & Casino for initial support for the establishment of the Keep Central Iowa Beautiful affiliate group.

In-Kind Support: Thanks to Casey's General Stores for the sale of KIB pins and the KIB decals on waste receptacles at Iowa stores, Waste Management for placing KIB decals on their trucks, Charlie Card, CPA for accounting assistance, Capitol Sanitary Supply for clean up materials, Bill Fultz for logo design for KIB, Metro Waste Authority for office, marketing and administrative support, Iowa State Fair for assistance at the 2001 State Fair, Pizza Hut for refreshments for the June Cubs Club Kick-off event, Anderson Erickson for refreshments at that event and others, Iowa Department of Transportation for marketing / promotion of KIB and the Litter Attitudinal Survey, Barker Lemar for assistance in developing and maintaining the litter survey on a Global Information System (GIS) and making it internet accessible, Wells Blue Bunny for products on the MotorIoway Tour (donations benefited KIB).

NEW PART TIME CONSULTANT

William H. Jackson has joined KIB to assist with special projects, grant writing and office assistance.

Bill is a native of Atlantic, Iowa, and a graduate of Drake University. He was administrative assistant to former Governor Robert D. Ray for more than nine years, and was Program Director and Station Manager of television station WHO in Des Moines. In 1986, Bill was named by Governor Terry E. Branstad to direct the Iowa Department of Cultural Affairs. Along with working part time for KIB, Bill currently is consulting arts, cultural and non-profit organizations.