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Calendar

December 29—Income tax check-off grant deadline.

December 29—Law Enforcement Litter Award deadline

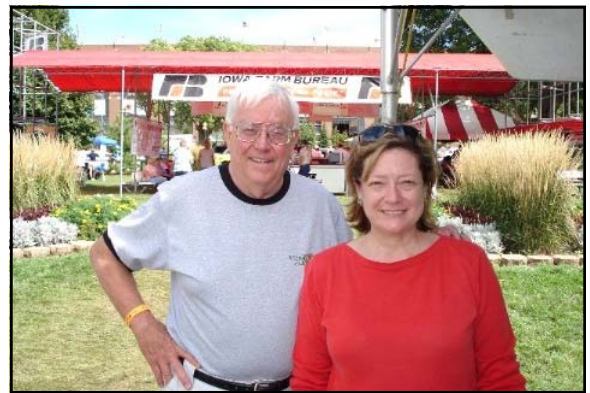
February 23, 2007—Paint Iowa Beautiful application deadline.

March 16-18, 2007—Iowa Flower, Lawn & Garden Show & Sale. Volunteers needed to work the KIB booth.

June 15, 2007—First Impressions Symposium III. DMACC Newton Conference Center.

**At the Iowa State Fair... Farm Bureau,
Keep America Beautiful &
Keep Iowa Beautiful**

Carrie Gallagher, Keep America Beautiful Program Director and Gerry Schnepf were invited to have a Keep Iowa Beautiful booth in the Farm Bureau area at the Iowa State Fair. The emphasis was on cigarette litter prevention. Pocket ashtrays were handed out to fair goers.



Litter Enforcement Awards...

Applications Due December 29, 2006

Two awards have been established to recognize enforcement and community officers in Iowa that are going the “extra mile” in litter prevention, enforcement and beautification efforts to help Keep Iowa Beautiful.

Award winners will receive recognition certificates. In addition the winners can designate a litter prevention, cleanup and / or beautification effort that will receive a \$1,000 cash award in their name.

Letters of recommendation outlining the officer’s efforts need to be submitted by the officer’s supervisor to the KIB office by Dec. 30, 2005.

State Income Tax Check-off...

Grant Deadline

Applications are being accepted for the fifth year of the KIB state income tax check-off program. Any public or private, nonprofit organization is eligible to apply for a community project. Projects related to litter removal and prevention, beautification, waste management or recycling, illegal dumping abatement and public nuisance abatement will be considered.

Applications are available online at: www.dot.state.ia.us/forms/index.htm#funding The deadline for submitting applications to the Department of Transportation is **December 29, 2006.**



Visit us at: www.KeepIowaBeautiful.com
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KEEP IOWASM Beautiful

Quarterly Newsletter

Fall 2006



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Keep Iowa Clean and Beautiful Task Force...

Report Presented to Lt. Governor Pederson

On February 7th Governor Tom Vilsack signed Executive Order 47 creating the 14-member Keep Iowa Clean and Beautiful Task Force. After six months of intensive work and research the Task Force presented the final report to Lt. Governor Pederson

The cost to Iowa taxpayers is over \$13.5 million per year for cleaning up littering and illegal dumping by others. It is estimated that the cost to the private sector is at least this high. Few of those dollars are spent on prevention with over \$13 million spent on clean up.

Co-chairs, Kirk Tyler, President of Atlantic Bottling Company, and Gerry Schnepf, Executive Director of KIB, said, "This report focuses on what government needs to do to help

solve the problem. In the short run that is critical. In the long run it is citizen pride and personal responsibility that are needed." They added, "We challenge every Iowan—young or old, new citizen or those with heritage, all social or income levels, corporate leaders or community activists—to make a personal commitment to intolerance of litter and those that litter."

3 of the 13 recommendations are:

- Two-year statewide mass media education campaign, including research
- Support litter prevention efforts with schools including KIB's Litter Free School Campus Program
- Provide a new focus strengthening and supporting community volunteer and enhancement efforts.



KIB Honorary Co-Chairs Don Lamberti and Bob Ray with Executive Director Gerry Schnepf present the Task Force report to Lt. Governor Sally Pederson.



Presenting the report to Lt. Governor Sally Pederson at the State Capitol.

The full report can be viewed and printed at: www.keepiowabeautiful.com

Iowa State Fair Volunteers...

Thanks to
the 62 that
worked the
KIB booth



THANKS
THANKS
THANKS



THANKS
THANKS



THANKS
THANKS
THANKS
THANKS



Just a few of the volunteers randomly pictured above: Terri & Ron Holmgren of Johnston, Andrea & Roger Beane of Oelwein, Ron &

Nancy Baldwin of Vinton, Pat & Bob Stump of Des Moines, Gale & Joe Rivas of Pleasant Hill, Keith & Mary Lou Graybill of Windsor Heights, Karen Wise & son Benjamin of Granger, Francis & Shirley Butikofer of Elgin, Elaine Anderson of Des Moines and Dorothy McClatchey of Des Moines.

Super-size me...

PLEASE !!!



By
Jim Gabriel
Education Consultant
KIB Litter Free School
Campus Program

Today, as we travel, every opportunity to grab a quick lunch or dinner is always accompanied with the all too common phrase.... "Would you like to super size that?" It seems that you can't get through a day without producing trash -- trash in our cars that must be disposed of trash in super size amounts!

Fast food, fast food drink cups, even bottled water all have increased in popularity due to their ability to go -- to provide food and drink that can be consumed as we travel. New cars, new trucks and new vans now even go as far as to advertise their multitude of cup holders incorporated into the interior design. It is now a fact of life -- we often eat in our vehicles, in some cases, we eat more in our vehicles than we do at the dining table at our homes. Occasionally the fast food baggie becomes a make shift trash bag. Even less occasionally, the half-filled bags are removed and properly disposed of.

Our challenge today is to collect all those bags, cups, cup lids and straws and the water containers before they become litter. This litter isn't just roadside trash either, it becomes litter in our parking lots, parks, gas stations lots or our neighborhoods. My approach now to that all-too-often question has now become "YES, could you please super-size my sack!!" If this confuses the server, I'll press even more by requesting fewer extras-- like 6-8 napkins, extra straws, three to five catsup packets -- anything that I don't need or plan to use with the carry-out meal. My thinking is if the bag is big enough, then the chance of litter is smaller! If all the trash makes it into the bag, the better the chances that it will be disposed of properly!

We can all do this. We can all ask for a larger bag than we need. We can all ask that the server not include those extras that almost always end up on our parking lots or roadsides. When it comes to eating on the run, my response is: **"Yes...Please DO super-size me!!!"**

Governor's Task Force Announces...

Litter Hotline

Iowans are frustrated with the frequent scene of litter being thrown from a vehicle. With support of the Iowa State Patrol, The Sheriffs' and Deputies; Association, The Iowa Police Executive Forum and KIB Iowans can now phone **1-888-No Littr (665-4887)** to report vehicle littering.



Visit us at: www.keeptowabeautiful.com

Keeping Iowa Beautiful...

Permanently

Through a partnership with the Greater Des Moines Community Foundation, Keep Iowa Beautiful has established an endowment fund. An endowment fund will provide our organization with long-term funding to carry out our mission year after year. Interest from the endowment will be used for organization needs while protecting the principal. We depend on a variety of funding sources, but support from individuals is critical. Individual support gifts help fund: basic operations, education and outreach efforts, development and printing of publications. These funds also help leverage corporate and government funding.

Long-time board Co-chair and supporter, Don Lamberti, has issued a challenge grant to Keep Iowa Beautiful's endowment fund over the next year. He will match every dollar raised up to \$50,000.

In addition, under the Foundation's "Endow Iowa" status, gifts to the Keep Iowa Beautiful endowment will generally cost donors \$0.47 for every dollar given. Iowa taxpayers are allowed to take a 20% Iowa tax credit in addition to the normal state and federal charitable income tax deductions.

Contribute today and help "plant the seed" for a more beautiful Iowa. Complete the annual appeal form in this newsletter. Checks can be made out to Keep Iowa Beautiful with "Endowment Fund" in the memo line. Please include your company's matching fund form, if applicable.

For more information on this new fund, contact Beth Hicks, Director of Advancement, at 515/277-4898 or bhicks@keepiowabeautiful.com.

Director of Advancement for...

Keep Iowa Beautiful

Keep Iowa Beautiful is pleased to announce the recent hire of Beth Hicks for the newly established position of Director of Advancement Services. She will focus on grant writing and fundraising.

"Hicks is an environmental consultant with over 15 years of experience in the private, public and nonprofit sectors," said Gerry Schnepf, "and her expertise will greatly assist KIB in raising funds and building partnerships for our beautification and litter prevention programs."

She has served in project & health/safety management positions for an environmental engineering firm, managed by recycled and pollution prevention industrial audit programs for the Iowa Department of Natural Resources. Recently, Hicks has served as Education Coordinator and Interim Executive Director for the Iowa Recycling Association.

She received her B.S. in Biology and M.P.A. from Drake University. Beth and her family (husband Lynn and daughters Elena, 8 and Olivia, 5) live in Des Moines.

Income Tax Check-off Grants...

Check Presentations



Des Moines' Operation Downtown receives \$4,000 for shade trees. (L-R) Gerry Schnepf, KIB, Bill Lusher, IDOT, Matt McCoy, VP of Community Development & Randy Minear, President of Operation Downtown.



Hawarden received \$2,950 for restoration of a main street building fire. Pictured are Tom Kane, Sharole Rens, Mike DeBruin, Chris Myres, Carol Bowden, Patty Anderson, Jason Metten and Gerry Schnepf.



The Sioux Trails Girl Scout Council in Sioux City received \$2,500. Gerry Schnepf and Iowa Department of Transportation representative Steve Botos (L-R) present the check to Manda Van Kalsbeek, Kim McCormick, Barb Kurtenbach, Christina Luther, Lisa Davis and Olga Arroyo.



Report littering (toll free) 1-888-No Littr (665-4887)