

The 2003 Iowa State Fair . . . *Thanks to the Volunteers*

A special thanks to Anderson Erickson and Diamond Vogel Paint for the daily gift of a gallon of ice cream and a gallon of paint. One winner was selected each day of the fair who was the closest to answering the question of how much does it cost public schools annually to clean up litter? The answer is \$3.3 million.

We sold dozens of pins, handed out more than 7,000 litter bags (sponsored by Waste Management), passed out information to hundreds of Iowans, sold more than 200 of the orange litter grabbers (Orang-U-Tongs) and promoted the purchase of Casey's Pizzas on Monday nights in October and also the purchase of Acrylic Paint during the last week of August and the first couple of days of September. Both events will provide a return to Keep Iowa Beautiful for products sold. Sixty-eight volunteers helped staff the booth in the Varied Industries Building and about 50 made up the "OK Clean Up Crew."

The partnership with the Iowa State Fair and Waste Management has resulted in one of the cleanest State Fairs on record. It is a great way to help build pride in one of Iowa's greatest events.



Left: Cheryl and Ron Davidson from Clive volunteer at the Keep Iowa Beautiful booth in the Varied Industries Building.

Right: Gerry Schnepf, Executive Director of KIB, talks to the 'OK Cleanup Crew.' The crew picked up litter during the Iowa State Fair.



Paint Iowa Beautiful . . . *Guidelines for the 2004 Grant Program*

Grant Request Process: Submit a signed letter or e-mail (preferred) request describing the project, number of gallons desired, government or nonprofit status, volunteer involvement or paid staff, tentative schedule for the project and plans for media or news involvement to give recognition to Diamond Vogel and Keep Iowa Beautiful.

DEADLINE: Due in the Keep Iowa Beautiful office by February 27, 2004. Awards announced March 20.

[CLICK HERE](#) for more details about the Paint Iowa Beautiful Grants.



Pictured at the left is the Goose Creek Country School at the Hardin County Farm Museum, one of this year's winners of Diamond Vogel's Paint Iowa Beautiful Program.

Make Your Commitment Today . . . Become an Annual Supporter

Your dollars are needed to support our education programs, our affiliates program, web site and this newsletter.

KIB is a charitable organization under Section 501 (c) (3) of the IRS code and your donation is tax-deductible.

FOR A \$25 CONTRIBUTION, WE WILL SEND YOU A BEAUTIFUL WILD ROSE LAPEL PIN.

[Individual Pledge Form](#)

[Business Pledge Form](#)

Hy-Vee & Wrigley Co . . . Donate to Keep Iowa Beautiful

Hy-Vee and The Wm. Wrigley Jr. Co. donated \$25,000 to Keep Iowa Beautiful, Keep America Beautiful and its local organizations in support of the **Great American Cleanup™** program and its mission of motivating citizens to take individual responsibility for maintaining healthy, clean communities.



The check presentation was made at an Iowa Cubs baseball game. Mike Tetmeyer, V.P. Marketing, Hy Vee (right) presented the check to Gov. Robert Ray (left), Co-Chairman of Keep Iowa Beautiful.

Awards For Law Officers . . . Two \$1,000 for Litter Enforcement

Through the generosity and support of John and Judy Schneller of Des Moines Keep Iowa Beautiful has established two \$1,000 awards for enforcement officers in Iowa that are doing the most outstanding job at litter prevention and illegal dumping abatement through citations or community involvement.

The selected enforcement officers will designate the community or project of their choice that reduces litter or illegal dumping and/or improves the beauty of the area to receive the \$1,000 award.

Letters of recommendation outlining the officer's efforts need to be submitted by December 31, 2003 by the officer's supervisor and sent to Enforcement Awards, Keep Iowa Beautiful, 300 East Locust-Suite 100, Des Moines, Iowa 50309.

New Iowa Affiliate . . . Linn County

Keep Linn County Beautiful (KLCB) is the newest community affiliate in the Keep America Beautiful national network. Under the leadership of Teresa Kurtz, Education Coordinator for the Bluestem Solid Waste Agency, KLCB is now working on a series of pre-certification organizational procedures.

"We are proud to join the commendable history of Keep Iowa Beautiful and Keep America Beautiful," Cedar Rapids Mayor Paul D. Pate said. "We believe Cedar Rapids and Linn County bring responsible beautification efforts to our new affiliate membership and look forward to continuing to move towards the goals of reducing litter, improving waste management, promoting recycling and encouraging beautification efforts."

If you live in Linn County and want to become involved contact Teresa Kurtz at 319-398-1278 or e-mail tkurtz@bluestem.org

State Income Tax Check-off . . . Grant Deadline

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

This year nearly \$39,000 was awarded to ten projects around the state. Applications are available online at: www.dot.state.ia.us/forms/index.htm#funding The deadline for submitting applications to the Iowa Department of Transportation, 800 Lincoln Way, Ames, Iowa 50010 is **December 31, 2003**.



Wells Blue Bunny gave away ice cream at the kickoff of MotorIoway's 1,000 mile tour in Johnston. Keep Iowa Beautiful is the charitable riding partner for MotorIoway. To learn more about MotorIoway's 500 and 1,000 mile classic car tours of the Midwest, check out their website www.motormemories.com

MWA Partners With Chambers . . . to Keep Central Iowa Beautiful

At a time when city budgets are being crunched, Metro Waste Authority (MWA) in Des Moines is working with business leaders through area Chambers of Commerce and community volunteers to maintain beautification projects and improve upon a program the agency spearheaded three years ago. Keep Central Iowa Beautiful (KCIB) was implemented by MWA to organize community volunteers that focused on litter prevention, beautification and waste reduction efforts. In its original form, MWA provided funding for these types of projects directly to the cities.

“Throughout the life of this program, we have found that those communities most successful at changing behavior and accomplishing their goals have included business leaders and school officials,” explained Tom Hadden, MWA executive director. With new enthusiasm and goals for the future of the program, MWA has developed a different approach that is available to all of its 17 member communities. “We are still calling the program ‘KCIB’ and asking participating communities to focus efforts toward civic responsibility and neighborhood pride among all residents and business leaders,” said Hadden. “By shifting the way the funding is distributed and enhancing our training program, we’re hoping that we will have more success in long-term positive change,” he explained.

The renewed program is still very much focused at a grassroots level. It provides participating communities with 15 cents per capita for at least three years. Criteria for participation is simple: each community must submit a plan outlining how the business, neighborhoods, schools and city plan to work together to accomplish their goals. To assist the communities with implementing their plans, MWA is planning four training

sessions throughout the year. These sessions will focus on Adopt-A-Highway programs, volunteer recruitment, hosting litter-free events and promoting the mission of KCIB.

Carl Metzger, Ankeny city manager, applauded the new approach. “Ankeny has used the model MWA is proposing since they first introduced Keep Central Iowa Beautiful, and we have found that the combination of business leaders working with city officials and neighborhood volunteers has gained more recognition for the program and more participation from the community,” he said.

For three years, MWA has worked with volunteer groups and city employees in its member communities to organize clean-up events and plantings. While successful, Hadden acknowledges that “unless we continue to focus on changed behavior, all we will ever do is pick up after other people.” For more information on KCIB or MWA please contact Amber Wagner, Commercial Services Coordinator, at 515-323-6514 or at awa@mwatoday.com.

Tee Off On Trash . . . Inaugural Golf Outing

Keep Iowa Beautiful and the Iowa Society of Solid Waste Operations (ISOSWO) sponsored the first annual Golf Outing at the Terrace Hills Golf Course in Altoona on Saturday, September 20th.

Perfect weather brought 32 golfers together for the fundraiser to benefit efforts to reduce litter and illegal dumping in Iowa. First place with a score of 61 was the Metro Waste Authority team of Mark Dembinski, Mike Fairchild, James Wells and Jim Wallace. Second place with 68 was Larry’s Window Service team of Dean and Carl O’Conner, Travis Herman and Tom Hadden.

The day concluded with a steak dinner and awards program at the Terrace Hills club house. Next years event is scheduled for Thursday, September 2, 2004.



Left: Tee off for Trash golf foresome (L to R) Jerry Fleagle, Bill Curoe, Don Lamberti and Ken Haynie.

Right: Putting through trash on the 18th green.



Left: Dinner