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### 2006 Calendar

**June 16**—First Impressions Symposium II—Des Moines Botanical Center.

**August 10-20**—Iowa State Fair—Volunteers needed for the KIB booth.

**December 29**—Income tax check-off grant deadline.

**December 29**—Law Enforcement Litter Award deadline

**February 23, 2007**—Paint Iowa Beautiful application deadline.

### New Keep Iowa Beautiful Board Member...

We are very pleased that the director of the Iowa Department of Transportation has joined the Board of Directors," said Donald Lamberti, Co-Chair of the KIB Board. "Her experiences working in state government will assist us as we build pride in Iowa through our beautification and litter prevention programs."

Governor Tom Vilsack appointed Decorah native Nancy Richardson as director of the DOT in October 2005. Prior to this appointment, Richardson served as director of the DOT's Operations and Finance Division. She also served as director of the Administration Division and director of the Air and Transit Division.

Prior to joining DOT she was with the Iowa Department of Social Services. Richardson has a bachelor's degree from the University of Iowa.

### Nancy Richardson



## FIRST IMPRESSIONS SYMPOSIUM II—REGISTER TODAY—\$40

**Des Moines Botanical Center—Friday, June 16—Program begins at 9AM—Refreshments at 8AM**

A one-day symposium open to Iowa community leaders, elected and public officials on policies, methods, techniques and ideas for advancing the quality of life and image of Iowa communities. (limited to 125)

Your Name \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Return this registration & your \$40 check:  
*(registration after May 26 is \$50)*  
TO: Keep Iowa Beautiful  
300 E. Locust-Suite 100  
Des Moines, IA 50309



Visit us at: [www.KeepIowaBeautiful.com](http://www.KeepIowaBeautiful.com)  
Contact us at: Gerald F. Schnepf [gschnepf@keepiowabeautiful.com](mailto:gschnepf@keepiowabeautiful.com)  
515-323-6507  
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Quarterly Newsletter

SPRING



### Keep Iowa Beautiful Board of Directors / Staff

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#### STAFF

**Gerald F. Schnepf**  
Executive Director

**William H. Jackson**  
Executive Assistant



### Illegal Dumping Prevention Proves Successful...

#### Best Practices Guide Available for Communities

Three Iowa counties are reporting success at the conclusion of a pilot program to reduce illegal dumping. The program, led by the Iowa Department of Natural Resources (DNR) and Keep Iowa Beautiful (KIB), resulted in an increase in public awareness of the problem, as well as an increase in illegal dumping reports and convictions. Best practices from the program are now available at [iowadnr.com/waste/sw/illdump](http://iowadnr.com/waste/sw/illdump) or [keepiowabeautiful.com](http://keepiowabeautiful.com) for communities that want to develop their own illegal dumping programs.

The pilot counties, Linn, Boone and Appanoose, developed and implemented strategies to reduce illegal dumping, the disposal of waste in unpermitted public or private areas, in rural and urban neighborhoods. Activities included newspaper and radio ads, bumper stickers and windshield decals, news articles, posters, brochures, displays at fairs and community events and more. The counties also developed illegal dumping tracking/monitoring databases to be used by investigating agencies including law enforcement, secondary roads, county public health departments, etc.



"The Take a Stand for Your Land campaign empowers residents to take action to prevent and reduce illegal dumping," says Gerald Schnepf, Executive Director, Keep Iowa Beautiful. "In addition to harming the environment and diminishing the beauty of our state, illegal dumping costs taxpayers thousands of dollars every year to clean up. All Iowans have a vested

interest in helping solve the problem."

"The DNR encourages Iowa cities and/or counties to develop a task force and implement their own illegal dumping programs," says Tom Anderson, Environmental Specialist Senior with the Iowa DNR. "The DNR investigates complaints and provides assistance when it's possible, however, the vast responsibility of investigating, enforcing and ultimately reducing illegal dumping rests at the local level."

## PAINT IOWA BEAUTIFUL

Diamond Vogel Paint and Keep Iowa Beautiful announced the grant awards for the "Paint Iowa Beautiful" program. The program provides free paint to a wide variety of public service projects throughout the State. The program is administered through Keep Iowa Beautiful with the paint provided by the Diamond Vogel Paint Company.

"Diamond Vogel Paint has long been a supporter and donor to various paint projects within the state and we are pleased to partner for the fourth year with Keep Iowa Beautiful," said Drew Vogel, President and CEO of the Iowa based company. "This partnership allows us to focus our charitable donation of paint to projects that are more diverse in nature and that will effectively improve the beauty of Iowa, its countryside and its communities."

Gerald Schnepf, Executive Director of Keep Iowa Beautiful added, "The Paint Iowa Beautiful program helps us increase our assistance to neighborhoods, communities, historic projects and other public service organizations in improving the attractiveness and beauty of our home areas. We appreciate Diamond Vogel's generous contribution of paint and commitment to improving and enhancing the appearance of our state."

Keep Iowa Beautiful's Paint Iowa Beautiful program has provided over 2,000 gallons of Diamond Vogel paint to 105 projects around Iowa.

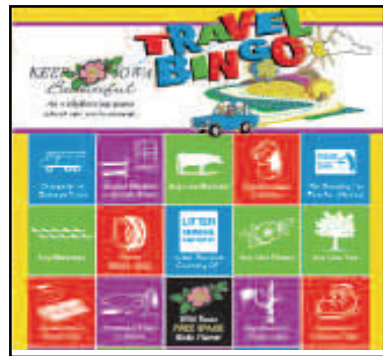
Diamond Vogel is an Iowa based, family owned company started in 1926 by Andrew Vogel. It serves 13 states with seven manufacturing facilities and over 80 service center outlets providing Architectural Finishes, Industrial and Original Equipment Finishes and Home Decorating Products.

Anamosa	50 Painted Banners for Downtown
Cherokee	Small Barn—Historic Village
College Springs	Downtown Buildings around Post Office
Corning	Five plus Homes
Creston	Civic Buildings
Davenport	JTAC Community Outreach Center
Eldora	Historic Dairy Barn
Fairfield	Two Small Homes
Green Mountain	Town Windmill, Cemetery Fence + houses
Grundy Center	20 Barn Quilts
Humboldt	Barn Quilts in Humboldt County
Linn Grove	Home Painting/Downtown Buildings
Lost Nation	Scenic Mural Downtown Buildings
Marshalltown	Central Iowa Fair Grounds Activity Bldg.
Mason City	Entrance to North Iowa Fairgrounds
Mason City	Exterior of the Kinney 4H Building
Mason City	Doors of All Season Building
Montrose	Berry Shed & Storage Tank Housing
Rolfe	Barn Quilts in Pocahontas County
Sac City	23 Large & 12 Small Quilts
Scranton	12 Barn Quilts
Waterloo	200 Waste Receptacle Barrels
Winterset	Barn Quilts in Madison County
Zearing	Barn Renovation

## Keep Iowa Beautiful...

### TRAVEL BINGO®

By Merle M. Rasmussen



**What is Keep Iowa Beautiful TRAVEL BINGO®?** This new KIB product is an easy to play, entertaining, and educational travel game for the whole family! The quirky instructions read, "As litter, eyesores, litter prevention, or natural objects are identified, each player places one litterbag over the litter, eyesore, litter prevention, or natural object on the card. The winner is the first player to cover five spaces in a row, column or diagonally." The game contains four individual bingo cards, 96 easy-to-use removable static cling markers, instructions and state symbol fun fact sheet. By purchasing this game, buyers support special beautification efforts throughout the Iowa carried out by KIB and its affiliates. The game is for sale on KIB's website and most casino gift shops.

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**Robert E. Byers**  
1939-2006

Thanks, Bob, for your many years of dedicated service to the education community in Northwest Iowa. Especially, for the development of Keep Iowa Beautiful's Litter Free School Campus Program. Bob, we will miss you. Iowan's are in your debt.

## For Sale-shirts, caps, tongs, etc...

### On KIB Website

The Keep Iowa Beautiful website has a page of products for sale. T-shirts, caps, vests, decals, litter bags, lapel pins, litter tongs and much, much more. Check out our opening page and click on product catalog. Download the order form. You can use your credit card, too.

## Volunteers Needed...

### at the Iowa State Fair

Keep Iowa Beautiful's booth will be in the air-conditioned Varied Industries Building at the Iowa State Fair grounds. August 10-20, 2006. KIB will pay your gate admission and provide you with a T-shirt. **SIGN UP NOW!** Contact Bill Jackson. (e-mail/phone listed below)

## Governor signs Executive Order enhancing litter prevention efforts... *Task Force to provide recommendations for improving neighborhoods, boosting community pride*



Governor Vilsack signed Executive Order Number 47 establishing the Keep Iowa Clean and Beautiful Task Force charged with developing recommendations for effective and innovative litter education programs

The Task Force will also examine the effectiveness of current enforcement and clean-up programs, pursue the usefulness of technological advances, and engage cities and towns in enhancement and beautification efforts.

"We have a responsibility to keep our communities clean and protect natural spaces for future generations," said Governor Vilsack. "Illegal dumping and littering depreciates our neighborhoods, reduces our community pride and hinders economic development. This Task Force will come up with innovative and creative ways to reduce the trash and other refuse found along our waterways and public lands so all Iowans can enjoy our state's landscapes."

The Task Force is comprised of industry leaders with a vested interest in the quality of Iowa's water and open spaces. Members include:

- Thomas Bredeweg, Executive Director of Iowa League of Cities
- Dawn Carlson, President -Petroleum Marketers/Convenience Stores
- Sheila Douglas, Executive Director-Iowa Wholesale Beer Distributors
- Jerry Fleagle, President of Iowa Grocery Industry Association
- Jim Henter, President of Iowa Retail Federation
- Dewayne Johnson, Executive Director-Iowa Recycling Association
- Julie Ketchum, Government Affairs, Waste Management
- Michelle Meinecke-Government Relations-Iowa Farm Bureau
- Roy Overton-Isaac Walton League
- Bill Peterson-Executive Director -Iowa State Association of Counties
- Sarah Rasmussen-Metro Waste Authority
- Scott Smith, President of Iowa Society of Solid Waste Operations
- Kirk Tyler, President of Atlantic Bottling Company.



Keep Iowa Beautiful affiliates met recently in Des Moines. Gerry Schnepf reviewed new programs. Many "best practices" were exchanged by affiliate leadership.

## 19 Iowa Communities...

### Receive Check-off Grants

According to Iowa Department of Transportation officials, 19 Iowa communities or nonprofit organizations have been awarded funds from the Keep Iowa Beautiful (KIB) program.

Funding for this program is generated through Iowa's state income tax check-off. This is the fourth year of funding for the program. Applications totaling more than \$170,000 were received, but during the 2004 tax year \$58,060 in check-off funding was received. Approximately 70 percent of those funds are allocated to local beautification efforts and 30 percent to KIB's statewide initiatives.

DOT Program Administrator Kathy Ridnour said, "We're pleased to be able to assist these communities in their efforts. The taxpayers of Iowa have generously donated to the Keep Iowa Beautiful initiative for four years and, as projects are completed, it becomes clear these generous contributions provide significant returns on the initial investment."

### Projects funded from the 2004 tax check-off are:

- Iowa Whitewater Coalition, Inc.
- Marshalltown Central Business District
- Guttenberg Riverfront Development
- City of Hawarden
- Greenfield Chamber/Main Street
- Bralks Haven, Inc. (Council Bluffs)
- Treynor Optimist Club
- Partners for Conservation (Burlington)
- West High School Student Council (Sioux City)
- Siouxland Historical Railroad Assoc. (Sioux City)
- Long Grove Park Board
- Operation Downtown (Des Moines)
- Iowa Recycling Association
- Cleghorn Area Senior Citizens
- City of West Point
- Iowa City - Project Green
- Sioux Trails Girl Scouts
- City of Correctionville
- Shenandoah Community School District

*The income tax check-off for KIB and the firefighters may soon end. Please contact your legislators to express your support for the check-off to continue.*

## First Impressions Symposium II...

### Friday, June 16, 2006

KIB has scheduled the second annual symposium at the Des Moines Botanical Center. It is open to Iowans interested in advancing the quality of life and image of their communities. The session is a must for community leaders, elected and public officials, those interested in beautification and growing tourism, chamber and economic development leaders. See page 4 of this newsletter for registration form or e-mail [bjackson@keepiowabeautiful.com](mailto:bjackson@keepiowabeautiful.com)



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