


THE KEEPSAKE



Volume 3
Issue 3

Keeping You Informed to Help Keep Arkansas Beautiful

2003 Keep Arkansas Beautiful Awards Program

This year's Keep Arkansas Beautiful Awards brought in more entries than ever before, and the competition was tough. We would like to commend each of these finalists for their outstanding efforts in helping keep Arkansas beautiful.

During February and March, KArB staff and commissioners will host a news conference in each finalist's community to recognize their important contributions to the environmental protection and beautification of the state.

All this activity leads up to the 2003 KArB Statewide Awards Luncheon,

which will be held at the DoubleTree Hotel in downtown Little Rock at 12:30 on April 30. At this event, finalists' projects will be recognized by Governor Mike Huckabee, as well as Keep America Beautiful President Ray Empson, the media, peers and other community groups that are working toward the common goal of beautifying the state.

Additionally, two representatives of each finalist group are invited to be honored guests at a special reception at the Governor's Mansion. First lady Janet Huckabee will be on hand at this event to greet finalists and provide an opportunity for photographs.

Each finalist group will receive two complimentary tickets to the luncheon. Additional tickets may be purchased at \$30 each; or, if individuals are attending the 2003 KArB Affiliate Conference April 29-30, the tickets are available at \$20 each. Additionally, tables of 10 are available for \$250 for groups wishing to be seated together. To reserve your seat or table at the event, call 1-888-742-8701 or (501) 682-3507, e-mail info@keeparkansasbeautiful.com, or fill out the registration form in this newsletter and follow the mailing instructions.

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Congratulations to the following Awards finalists:

BEAUTIFICATION AND COMMUNITY IMPROVEMENT – NOT-FOR-PROFIT

Clayton House Gardens, River Valley Master Gardeners, Fort Smith
Pinnacle Mountain State Park, Master Gardener Committee, Little Rock
Montgomery County Master Gardeners
Botanical Garden of the Ozarks, Fayetteville



BEAUTIFICATION AND COMMUNITY IMPROVEMENT – GOVERNMENT

sponsored by the Electric Cooperatives of Arkansas
Pulaski County Extension Center, Master Gardeners, Little Rock
City of Junction City
University of Arkansas Extension Service, Baxter County Master Gardeners

BEAUTIFICATION AND COMMUNITY IMPROVEMENT – BUSINESS

Arkansas Best Corporation, Fort Smith
Russell & Roberts, Ltd., Cathedral School, Little Rock



BEAUTIFICATION AND COMMUNITY IMPROVEMENT – SCHOOL/YOUTH GROUP

Black Rock High School
Junior Master Gardener Earth Enablers, Norman
Oakbrooke Elementary Green Team Project, Sherwood

LITTER PREVENTION AND CONTROL – NOT-FOR-PROFIT

Keep Cherokee Village Beautiful
Keep Faulkner County Beautiful, Conway
Bayou Bartholomew Alliance, Pine Bluff



LITTER PREVENTION AND CONTROL – GOVERNMENT

City of Camden Community Appearance Committee
U.S. Army Corps of Engineers – DeGray Lake Field Office
City of Fort Smith Solid Waste Task Force

LITTER PREVENTION AND CONTROL – BUSINESS

Nucor-Yamato Steel and Broadway Community Services, Blytheville
Conway County Cleanup and Beautification Project, Morrilton

LITTER PREVENTION AND CONTROL – SCHOOL/YOUTH GROUP

Little River County
Franklin County Cleanup
The Clear Spring School, Eureka Springs

WASTE REDUCTION AND RECYCLING – NOT-FOR-PROFIT

Keep Cherokee Village Beautiful
Conway County Community Center, Morrilton
Greers Ferry Lake/Little Red River Association



WASTE REDUCTION AND RECYCLING – GOVERNMENT

sponsored by Peggy Weidman
Jefferson County Recycling, Pine Bluff
Town of St. Charles
Independence County



WASTE REDUCTION AND RECYCLING – BUSINESS

sponsored by Cricket Communications
Lockheed Martin Missiles and Fire Control – Camden Operations
Delta Plastics of the South, LLC, Stuttgart

WASTE REDUCTION AND RECYCLING – SCHOOL/YOUTH GROUP

Cabot Public Schools
Darby Junior High School, Fort Smith
Sulphur Rock High School

It's a Car, it's a Truck, No it's ... a Lawnmower?

In celebration of Keep America Beautiful's 50th anniversary, Brad Hauter, aka "Mower Man," will attempt to break his Guinness World Record on a 77-day journey from San Francisco to New York City on a Yard-Man riding lawnmower. Brad set the record for the first "Mow Across America" transcontinental journey on a lawnmower in 1999, and has hopes of beating that record in celebration of KAB's 50th anniversary as he rides across the United States from March 19 – June 3. The trip will include stops in 17 cities along the way, including **Bentonville, Ark., on May 3**. In Bentonville, Brad will spend the day helping members of the community clean up and plant flowers at the intersection of I-540 and Highway 72. Judge Gary Black and a committee of local people are working with KArB to help plan this countywide event.

Along the way, Brad will spread the word about environmental responsibility and the importance of keeping America beautiful and raise funding for KAB and the local communities that help organize projects at each of his stops.

At the heart of the Yard-Man Mow Across America event is a pledge to benefit the Keep America Beautiful Great American Cleanup. The Great American Cleanup is the largest nationwide organized cleanup and beautification program, involving more than 500 U.S. communities.



Keep America Beautiful Celebrates its 50th Anniversary



Keep America Beautiful (KAB) is marking its 50th year of improving communities nationwide by setting ambitious goals for the future and issuing a call for all Americans to step forward to help meet those goals. To spark this volunteer spirit, KAB recently announced a bold new initiative for the future: the "50 by 50 Plan." Over the next 50 months, KAB and its network of affiliates and volunteers will strive to accomplish these goals:

- Increase the number of volunteers nationwide by 50 percent
- Increase the number of young people educated about environmental responsibility by 50 percent
- Increase the number of community cleanup, greenup and fixup activities by 50 percent
- Increase the cleanup and prevention of graffiti-marred sites by 50 percent
- Increase renovation and restoration of parks, playgrounds and community recreation areas by 50 percent
- Increase roadway, shoreline and waterway cleanups by 50 percent

To get involved in local Keep America Beautiful events, call the Keep Arkansas Beautiful office at 1-888-742-8701. For more information on KAB's 50th Anniversary activities, visit the Keep America Beautiful website at www.kab.org.

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We're looking forward to seeing you at this year's luncheon, where finalists' entries will be on display to give other organizations and the media an opportunity to see the positive difference they have made in their communities.

Nucor Makes \$6,000 Cash Contribution to KArB Award of Excellence Recipients

At this year's KArB Awards Luncheon, one Award of Excellence in each category will be presented and the recipient will also receive a \$500 cash prize!* These cash awards, a first for our program, are provided by Nucor Corporation as a way of rewarding demonstrated success and are to be used by the receiving organizations to stimulate further community environmental improvements. We are very grateful to Nucor Corporation for this generous contribution to our awards recognition, as well as their continuing demonstration of recycling excellence in our state.

*The Award of Excellence recipients will be determined by a distinguished panel of five independent judges representing the business, government and not-for-profit sectors who share a common commitment to promoting and preserving a clean, healthy and beautiful environment.

2004 KArB Awards Reminder

With the change in our Affiliate Program's fiscal year, please remember that projects for the **2004 KArB Awards** must be completed by **June 30, 2003**. Look for more information on the 2004 Awards in future editions of *The Keepsake*.

Register Today for our 2003 KArB Affiliate Conference!

In order to make training and professional development a top priority, you don't want to miss the 2003 KArB Affiliate Conference. The conference will help you "take back" great recycling, litter prevention and beautification ideas to use in your community. It will also help you network with colleagues and get the background and understanding you need to deal with problems. Attending the conference will not only help keep your members informed, it will also help your program thrive in the future.

If you haven't already registered, we have made registration this year easier than ever. You can fill out the registration form below and mail it to us, or visit www.KeepArkansasBeautiful.com, fill out the online registration form and submit.

Don't forget that Keep Arkansas Beautiful also has **grants available**, so apply today and attend the conference at **minimal charge to your group!** (For more information on obtaining a KArB grant, see information below.)

Apply for a Grant to Attend the 2003 KArB Affiliate Conference

Certified KArB Affiliates in good standing are eligible to receive a grant to help defray expenses in attending the KArB Statewide Affiliate Conference. Grants are available for up to two attendees representing an affiliate to pay for registration fees, subject to fund availability. Funds will be approved only for those attending the conference, and reimbursement will be made in the name of the person or organization paying the registration fees upon presentation of a receipt for conference registration.

For more information or to apply for a grant, visit www.KeepArkansasBeautiful.com or contact Robert Phelps at 1-888-742-8701 or (501) 682-3507.

2003 Keep Arkansas Beautiful Statewide Affiliate Conference and Awards Program Registration Form

Registration Information:

Name _____

Organization _____

Address _____

City, State, ZIP _____

Phone _____ Fax _____

E-mail _____

Please check appropriate box(es) below:

FULL REGISTRATION:

(Includes three meals: lunch and dinner on April 29 and breakfast on April 30)

Registration Received by 4/10/03

\$85 Members*

\$95 Non-Members

Registration Received after 4/10/03

\$100 Members

\$110 Non-Members

ONE DAY ONLY:

(Includes one meal: Lunch on April 29 or breakfast on April 30)

\$65 Members

I plan to attend April 29 only

\$75 Non-Members

I plan to attend April 30 only

I want additional ticket(s) for my spouse/guests for dinner on April 29.

\$35 each, Number of tickets: _____

I also want to attend the 2003 KArB Awards Luncheon on April 30.

\$20 with Conference Registration, Number of tickets: _____

\$30 without Conference Registration, Number of tickets: _____

I would like to sponsor a table of 10 at the KArB Awards Luncheon for \$250.

My check/money order payable to the KArB Foundation is enclosed in the amount of \$ _____.

Mail this form with your check or money order to:

Keep Arkansas Beautiful Foundation

P.O. Box 7582

Little Rock, AR 72217

*Members include all persons representing a KArB Certified Affiliate community.

You can also register to attend the 2003 KArB Affiliate Conference online at www.KeepArkansasBeautiful.com.

To guarantee your room(s), don't forget to make your reservations by calling 1-800-222-TREE (8733) or (501) 372-4371 or visiting Doubletree.com.

Mention the Keep Arkansas Beautiful Affiliate Conference to receive the special discounted room rates of \$72 single, \$82 double, \$92 triple, \$102 quadruple.

To guarantee these special rates, make your reservations by April 1.

Let's Do Our Part to Show Arkansas Pride

Join President Bush in The Great American Cleanup

It's not too late to get your group involved in Keep America Beautiful's 2003 Great American Cleanup this spring. With President George W. Bush serving as this year's honorary chair, the cleanup efforts are expected to attract more than 2 million volunteers nationwide working to clean, beautify and improve the quality of life in communities across America. Joining in the cleanup, which runs from March 1 – May 31, is a great way to help Keep America Beautiful celebrate its 50th anniversary. It's also a great way for you to show your dedication to keeping America – and Arkansas – a beautiful place to live, work and play.

Great American Cleanup activities include: litter cleanups; reduce, reuse, recycle; graffiti removal; building restoration; school and community playground renovation/construction; community improvement and beautification (e.g., Adopt-A-Spot); park cleanup, construction and renewal; roadway cleanup and beautification; river, lake and seashore cleanups; youth education; litter-free events; and

special promotions, tours, parades, concerts, etc.

Supplies such as Ruffies trash bags, banners and drop cloths are available to you at no charge. For more information on obtaining supplies or coordinating a cleanup in your community, contact KArB Volunteer Services Coordinator Jack Singleton at 1-888-742-8701 or jack.singleton@mail.state.ar.us.



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Published by Keep Arkansas Beautiful
A Division of Arkansas Department of Parks and Tourism
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