



“Wildflowers Forever” Handbook a Success

Since its introduction at the Keep Arkansas Beautiful Statewide Affiliate Conference in February, more than 1,500 copies of the “Wildflowers Forever” handbook have been distributed throughout the state. Following the distribution of a statewide news release announcing the booklet, more than 700 copies were distributed during a three-week period. Attendees of the Little Rock Flower and Garden Show and the Governor’s Conference also received copies.

To receive a free copy of the brochure, mail a self-addressed, stamped envelope (6" x 9" or larger) with 83¢ postage to: Keep Arkansas Beautiful, One Capitol Mall, Little Rock, AR 72201, or you can buy one at any Arkansas State Park for \$1.50.

Gelene MacDowell Becomes Newest Member of KARB Commission

Gov. Mike Huckabee has appointed Gelene MacDowell of Fort Smith to the Keep Arkansas Beautiful Commission. Gelene, originally from Fort Worth, Texas, also serves as co-chair of the Wildflower Committee and is the past president of the Fort Smith Art Center. She serves on the Committee of 100 (Herb Committee) and is active in the River Valley Master Gardeners, the Fort Smith Garden Club, the Sparks Hospital Guild, St. John’s Episcopal Church and the Scottish Club of Fort Smith.



Gelene MacDowell

Gelene replaces former commissioner Peggy Weidman. We would like to thank Peggy for all she has done for the commission during her tenure.

THE KEEPSAKE

Published by Keep Arkansas Beautiful
A Division of Arkansas Department of Parks and Tourism
One Capitol Mall/Suite 4A-109
Little Rock, AR 72201
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THE KEEPSAKE

Volume 3
Issue 1

Keeping You Informed to Help Keep Arkansas Beautiful

Great Arkansas Cleanup to Fight 'Horror' of Litter

An estimated 14,000 volunteers are gearing up for the start of the 2002 Great Arkansas Cleanup, when they will begin picking up litter at lakes, streams, parks, roadways, businesses and neighborhoods across Arkansas. Last year's Cleanup effort produced about 30,000 bags of litter.



The Great Arkansas Cleanup is an annual fall statewide anti-litter campaign – now in its 33rd year – coordinated by the Keep Arkansas Beautiful Commission in cooperation with the Arkansas State Highway and Transportation Department. The cleanup begins Sept. 7 and continues through October, with various local cleanup projects occurring just about every weekend. Once again, Glad Manufacturing is donating all of the trash bags that will be used in the Cleanup.



This year, the Great Arkansas Cleanup is addressing the horrifying problem of litter with a creative, professionally produced television public service announcement designed to mimic a trailer for a horror film. Titled "Take it Back," the tongue-in-cheek movie trailer/PSA features a cameo role by University of Arkansas Head Football Coach Houston Nutt, who is entering his fourth year as spokesperson for the Great Arkansas Cleanup. A special "movie poster" featuring an inspiring scene from the trailer will be

distributed throughout the state to encourage volunteers to participate in Cleanup efforts.



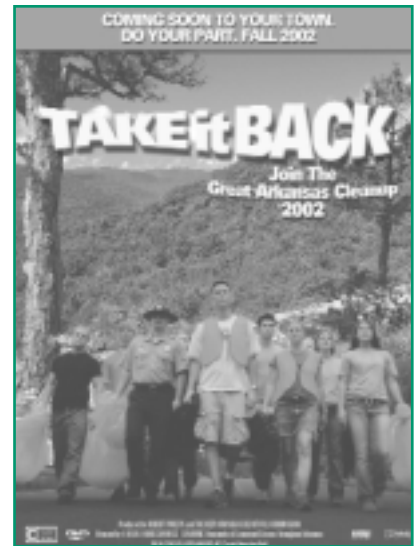
"This year, Keep Arkansas Beautiful is hoping that volunteer groups will make additional efforts to clean up state highways during the Great Arkansas Cleanup," says Teresa Elkins Caveness, state coordinator for the event. "In 2001, the Arkansas State Highway and Transportation Department spent 4,929 manhours cleaning up the highways, spending more than \$2 million to collect 22,673 cubic yards of trash."



The Great Arkansas Cleanup began in 1969 as the Greers Ferry Lake and Little Red River Cleanup. In 1985, U.S. Sen. Dale Bumpers guided legislation that required an annual pick-up event during the weekend after Labor Day on all federal lands. This law,



"Houston, we have a problem." Coach Houston Nutt gets the call that the Great Arkansas Cleanup is on its way.



The "Movie" Poster available for local efforts.

the Carl Garner Federal Lands Cleanup Act, honors the founder of the event. Mr. Garner continues his advocacy for a clean and litter-free environment as a member of the Keep Arkansas Beautiful Commission.



To date, this year's Cleanup has more than 69 coordinators representing approximately 50 counties to help organize the event, with more coordinators enlisting every day.



If you are interested in becoming a sponsor or volunteering for a Cleanup in your area, contact Teresa Elkins Caveness, Great Arkansas Cleanup state coordinator, at 1-888-PICUP-01 (1-888-742-8701) or (501) 954-7588.

Affiliate Profile: Hot Springs/Garland County Beautification Commission

Like a number of Keep Arkansas Beautiful affiliates across the state, the Hot Springs/Garland County Beautification Commission – the very first KARB Affiliate – was recently recognized again for its tireless efforts to improve and beautify the environment.

KARB presented the Beautification Commission, along with 17 other community groups across the state, with a Distinguished Service Award for contributions it has made to help keep Arkansas beautiful. The Commission was recognized in the

waste reduction/recycling category for its many environmental education programs. The motivation for these school programs is to reduce the amount of waste going into landfills, promote recycling and educate youth about the natural scenic beauty that surrounds them. The Commission hopes to impress upon children the importance of being environmentally friendly – a mindset they will hopefully carry into adulthood.

The Commission was busy during the past year, racking up impressive

volunteer numbers: the value of total volunteer hours translated to more than \$106,000, and the total reduction in government costs exceeded \$318,000. The 6,412 volunteers planted 3,395 trees and 30,000 flowers and conducted 94 classroom presentations!

Thanks to Program Director Julie Dickson for her leadership, to Darla Kelsay and to everyone else responsible for making the Hot Springs/Garland County Beautification Commission such a success.



Julie Dickson

Title

Program Director of the Hot Springs/Garland County Beautification Commission

Background

Began association with the Commission as a volunteer on the Recycling Committee

Graduate of Benton High School, attended Henderson State University
Garland County resident for 30 years

Board member and past treasurer of the Arkansas Urban Forestry Council

Past board member of Friends of the Parks

Member of the Hot Springs Emblem Club

Hobbies

Gardening, music, reading and volunteering

Awards

Named Outstanding Volunteer of the Year in 2002 at the Arkansas Urban Forestry Council Conference

Commission honored by Keep Arkansas Beautiful with Distinguished Service Award in Waste Reduction/Recycling Category

Personal

Spouse: Keith

Children: Donald, Amber and Gabrielle



Julie proudly displays the Distinguished Service Award.



Kay Foshee (far right), GEAR UP director, and Julie Dickson (far left) publicize Liberty Garden with a television interview.



Students from Hot Springs Middle School prepare the flower beds at Hazel and Woodbine, one of the two sites slated for the Liberty Garden.



Commission members, Parks & Recreation staff and Master Gardeners break ground on the Xeriscape Garden located on the Greenway near Hollywood Park.



KArB Recognizes White River Planning and Development District

The Keep Arkansas Beautiful Commission recently awarded the White River Planning and Development District with the 2002 Distinguished Service Award for waste reduction and recycling efforts.

KArB Commissioner Carl Garner presented the award to Sarah Sexton at the district's quarterly board of directors meeting, which was held on the campus of the University of Arkansas Community College at Batesville. Garner praised the district's efforts in recycling and litter abatement, including teacher training, student education programs, recycling forums, public anti-littering promotions and free regional distribution of educational materials to school students and instructors.

The White River Planning and Development District is a private, nonprofit agency that provides assistance to local government in the areas of community and economic development and is a KArB Affiliate.

Affiliates, Mark Your Calendars!

Don't forget to document your projects, collect and keep photos, statistics and other relevant information for next year's annual reports.

Remember, the Statewide Awards are coming soon. Entries are due Nov. 15. Find more information in the insert provided in this edition of *The Keepsake*.

Great American Cleanup 2002

Each spring from March to May, volunteers across the United States, the Virgin Islands, Puerto Rico, Bermuda, the Bahamas, South Africa and Canada unite in amazing acts of civic pride and renewal to give their neighborhoods a "beauty makeover." Under the leadership of Keep America Beautiful, Inc., and with support from national sponsors like Ruffies, Pepsi, Gain, Wrigley, Yard-Man and Green Forest, the Great American Cleanup mobilizes annually more than two million volunteers to make their neighborhoods more beautiful, safer and healthier places to live.

The 2002 Cleanup was a huge success, and once again, Arkansans contributed with strong efforts across the state. Community involvement activities included litter removal, recycling drives, park cleanups, painting programs, graffiti removal, tire amnesty programs, tree and bulb plantings, and river and lake cleanups.

One Arkansan who did his part in the Cleanup was 10-year-old Pete Brooks of Goshen, who organized his "Kidz Can Help" group and participated in two separate events for the Great American Cleanup 2002.

"I had a great time organizing and participating in the Great American Cleanup," says Pete. "I went on the Keep America Beautiful website and learned about the Great American Cleanup. It was a perfect way to help out our community. When the day of the event came, the weatherman predicted rain, but despite the drizzle, lots of people came. We all had a great time cleaning up Walker Park. When we told our friends about what they had missed, they wished they could have been there, too. It was an awesome experience!"

Pete wasn't the only Arkansan to catch the Cleanup excitement. More than 3,500 volunteers contributed 4,226 hours in 270 Arkansas events, collecting 145,400 pounds of bagged litter and almost one million pounds of unbagged litter and debris.



Pete Brooks (third from right) of Goshen, Arkansas, with his cleanup crew, "Kidz Can Help"



Pete (front, center) and his crew show off some of their "loot"



Pete and other crew members cleaning up the creek at Walker Park in Fayetteville