

THE KEEPSAKE

Volume 4
Issue 1

Keeping You Informed to Help Keep Arkansas Beautiful

It's A Guaranteed Pickup ...

On Saturday Sept. 6, Keep Arkansas Beautiful will kick off the 34th annual Great Arkansas Cleanup. The cleanup will continue through October with local events across the state.



The sponsors for this year's cleanup are the Arkansas State Highway and Transportation Department, Glad Manufacturing, Coca-Cola and the Arkansas Department of Environmental Quality.



"Litter is a problem in Arkansas," says Teresa Elkins Caveness, who is in her fourth year as statewide coordinator of the cleanup. "The state spends about \$5 million every year cleaning up litter. That money could be better spent elsewhere. With the support of thousands of volunteers across the state, we can make a difference in litter education to improve behavior and reduce the amount of money the state spends picking up trash and cleaning up the state."



Caveness said she expects more than 50 counties to participate this year. As of Aug. 1, 49 counties are signed on to participate in this year's cleanup. Those counties are Arkansas, Ashley, Baxter, Benton, Carroll, Chicot, Clark, Cleburne, Cleveland, Conway, Craighead, Crawford, Cross, Dallas, Desha, Faulkner, Franklin, Fulton, Garland, Grant, Greene,

Hot Spring, Howard, Independence, Izard, Jackson, Jefferson, Johnson, Lafayette, Lawrence, Lincoln, Little River, Lonoke, Madison, Marion, Mississippi, Nevada, Ouachita, Perry, Pike, Poinsett, Pope, Randolph, Sebastian, St. Francis, Stone, Van Buren, Washington, White and Yell.



Publicity for this year's cleanup plays on the pun "pickup." Television and radio advertising, resembling reality TV, features a quirky guy trying his best to pick up an attractive gal using such lines as, "I wish I had a swing like that in my back yard!" The ads remind viewers and listeners that such pickup lines are "Bad Pickups" and joining the Great Arkansas Cleanup is a "Good Pickup." The t-shirts and posters encourage volunteers to become "Official Pick-Up Artists" by participating in a local cleanup. The leading "litter-getter" at each local event will receive an Orang-U-Tongs litter-pickup tool to aid them in future cleanups. The posters and TV spots will be seen in communities around the state, and the radio ads heard on Arkansas radio stations.



"We've had so much fun with this particular theme," said Robert Phelps, executive director of Keep Arkansas Beautiful. "The double meaning is creative and catchy, and appeals to a wide audience. I expect folks to really respond to this year's publicity."



Last year, the cleanup boasted 60 events in 54 counties, where 16,563 enthusiastic volunteers and 77 dedicated local coordinators spent 51,000 hours picking up more than 2.6 million pounds of trash; cleaning up 3,700 miles of roadway, 135 parks and public areas and 196 miles of shoreline; and closing 14 illegal dumps.



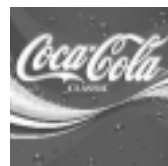
The Great Arkansas Cleanup began 34 years ago as the Greers Ferry Lake and Little Red River Cleanup. In 1985, U.S. Sen. Dale Bumpers guided legislation requiring an annual pickup event during the weekend after Labor Day on all federal lands. This law, the Carl Garner Federal Lands Cleanup Act, honors 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 Foundation Board of Directors.



There is still time to organize a cleanup in your community or volunteer in your area. Glad trash bags, posters and t-shirts will be distributed to local cleanup coordinators while supplies last. For more information, contact Mrs. Caveness at 1-888-PICUP-01, (501) 954-7588, or pickuparkteresa@sbcglobal.net.



Sponsors



2003 Conference a Success; 2004 Planning Already Started

The Keep Arkansas Beautiful staff has already begun planning the 2004 conference and awards. It will be a spectacular event; you won't want to miss it!

The 2004 Statewide Conference and Awards is set for **April 21-22 at the Hot Springs Convention Center and Embassy Suites**. Mark your calendar and save the date! Embassy Suites, set to open Spring 2004, is offering conference attendees a reduced room rate.

Thanks to so much feedback from this year's conference and awards-luncheon attendees, Keep Arkansas Beautiful has been able to streamline the 2004 conference and awards program to better fit the needs of the communities. For example, different tracks of study will be offered, allowing conference attendees to focus their attention on seminars and sessions relating to their local programs. The awards luncheon will again be held at the conclusion of the conference. What's new this year is that the awards ticket will be included in the cost of registration, ensuring everyone who attends the conference can also attend the awards luncheon. Folks who cannot attend the conference can still attend the awards luncheon; tickets will be sold separately.

In fact, now is the time to apply for a Crystal Award of Excellence. The awards that will be presented at the 2004 conference are for projects completed June 30 of this year. The deadline for submitting a project for consideration is December 2, so now is the time to gather information and photos to submit with the awards application. Award finalists will be named by February 1, and local events marking their accomplishments will be held in March. See the enclosed application for more details about this year's awards program.

Grants for the registration fee will be available for the 2004 conference. The grant process is also being streamlined, allowing for an easier application process. The grant underwrites the conference registration fees of two representatives from an affiliate. More information is to come about when and how to apply for a grant.



2003 Crystal Award of Excellence and ARKeeper Recipients

Arkansas Best Corp.
Botanical Garden of the Ozarks
City of Fort Smith Solid Waste Task Force
Clear Spring School
Delta Plastics of the South
Jefferson County Recycling
Keep Cherokee Village Beautiful
Keep Faulkner County Beautiful
Nucor-Yamato Steel and Broadway Community Services
Oakbrooke Elementary Green Team Project
Pulaski County Extension Center Master Gardeners
Sulphur Rock High School
Charlotte Nabholz of Conway, ARKeeper

2003 Statewide Affiliate Conference

The annual Statewide Affiliate Network Conference was held April 29-30 at the DoubleTree Hotel in downtown Little Rock. In its fourth year, the conference involved two days of intense training and networking to provide information on how to initiate litter prevention, waste reduction and beautification projects in local communities.

Guest speakers included former U.S. Sen. Dale Bumpers, Keep Arkansas Beautiful Inc. President Ray Empson, horticulture specialist Janet Carson and environmental educator Debbie Blanchard. Breakout sessions highlighted such topics as mandatory



Miss Arkansas 1998 Erin Wheatley models a coat covered in plastic pieces, one of the most prevalent forms of litter in Arkansas.



trash pickup, plant zones, recycling events, illegal dumping, public gardens and hazardous waste.

The conference also featured an encore performance of "The Trashiest, Most Revealing Style Show Ever." First performed on April 1 at the kickoff of Keep Arkansas Beautiful Month, the style show spotlights beautiful models – in this case, several of Arkansas' pageant queens – donning coats covered in the most prevalent forms of litter. The style show demonstrates how Arkansans shouldn't allow the state's natural scenic beauty to be "coated" in trash.



Charlotte Nabholz of Conway (left) receives safety goggles and the keys to her new "pickup" from Ray Empson, president of Keep America Beautiful Inc. The "pickup" was actually an MTD Yard-Man YardVac and was given to Nabholz upon her being named the first-ever ARKeeper Award recipient. Photo courtesy of A.C. Haralson



Governor Huckabee speaks to the crowd at the closing luncheon of the Statewide Affiliate Network Conference. He and Miss Arkansas 1998 Erin Wheatley presented the Crystal Awards of Excellence to the 12 recipients during the luncheon, and earlier in the day, Mrs. Huckabee hosted a reception at the Governor's Mansion for the 34 award finalists. Photo courtesy of A.C. Haralson



Governor Huckabee (center) and Erin Wheatley (second from left) present students in the Oakbrooke Elementary Green Team Project from Sherwood with the Crystal Award of Excellence for beautification and community improvement. Photo courtesy of A.C. Haralson

'Mow Across America II' Stop in Bentonville Sparks State's Great American Cleanup

Keep America Beautiful's Great American Cleanup, spearheaded in the state by Keep Arkansas Beautiful and punctuated by the only Arkansas stop on the "Mow Across America II" tour, was another great success, thanks to the many volunteers across the state who participated in hundreds of local events.

This year's Great American Cleanup in Arkansas boasted 9,026 volunteers giving 30,173 hours of their spare time to 218 cleanup events in 182 communities. In total, 4,929,435 pounds of litter were collected along 1,902 miles of roadway, 23 miles of railroad track, 306 acres of park and 27 miles of nature trails. Fifteen illegal dumpsites were cleared, along with

28 recreational areas and 25 miles of shoreline.

The statewide cleanup also offered dedicated individuals the opportunity to educate others about the importance of reducing litter, reusing and recycling trash and beautifying the state's scenery. More than 200 educational workshops were offered with 3,250 people attending.

Across Arkansas, 450 pounds of clothes were collected for reuse. More than 10,000 pounds of newspaper, 166,575 pounds of aluminum and steel, 9,801 tires, and 993 batteries were recycled. Volunteers also beautified their communities by planting 3,182 trees and 2,731 flowers and bulbs; homes and commercial buildings were also painted.

Brad Hauter toured the U.S. on his second "Mow Across America" to raise awareness about the Great American Cleanup and Keep America Beautiful's 50th anniversary. Keep America Beautiful presents the nationwide Great American Cleanup each year in partnership with its affiliate organizations. Keep Arkansas Beautiful is the statewide affiliate of Keep America Beautiful.

The only Arkansas stop on the "Mow Across America II" tour was in Bentonville, the county seat of Benton County, in



County Judge Gary Black (right) welcomes Brad Hauter to Benton County. Bentonville, the Benton County seat, was one of 17 nationwide stops on Hauter's "Mow Across America II" tour.

northwest Arkansas. Hauter rode into town on his MTD Yard Man lawnmower and helped Benton County Environmental Services in its cleanup and beautification of the interchange at Interstate 540 and Arkansas Highway 72. Wendy Eckman, project coordinator at Benton County Environmental Services, organized the May cleanup.

Weyerhaeuser Recycling Support

Les Senft (right), area general manager of Weyerhaeuser's Little Rock operations, presents a donation from the Weyerhaeuser Company Foundation for \$1,500 to Robert Phelps, representing the Keep Arkansas Beautiful Foundation. The generous gift fulfilled Weyerhaeuser's pledge to sponsor a 2003 Crystal Award of Excellence. Other award sponsors were Arkansas Realtors Association, Cricket Communications, Electric Cooperatives of Arkansas and Peggy Weidman of Fort Smith. Nucor Corp. in Blytheville donated \$500 to each of the 12 Crystal Award of Excellence recipients.



Welcome New Affiliates!

- Keep Batesville Beautiful
- Keep Baxter County Beautiful
- Keep Briarcliff Beautiful
- Keep Corning Beautiful
- Keep Junction City Beautiful
- Keep Lake Poinsett Community Beautiful
- Keep Paragould Beautiful

Gail Shields Wins Yard Vacuum

Gail Shields of Mount Ida (center) is the winner of the MTD Yard-Man YardVac, given away by Keep America Beautiful during April as part of the Great American Cleanup and Keep Arkansas Beautiful Month. Keep Arkansas Beautiful staffers Jack Singleton (left), program services coordinator, and Robert Phelps (right), executive director, presented the YardVac to

Shields on the lawn of the Arkansas State Capitol. Shields, a member of the Montgomery County Master Gardeners, entered the drawing at the April 30 Keep Arkansas Beautiful awards luncheon at the DoubleTree Hotel in Little Rock.

Photo courtesy of Jerry Shields



Wildlife Officer Recognized

Sgt. Rick Emery, a Game and Fish wildlife officer in northeast Arkansas, has been named the Keep Arkansas Beautiful Litter Law Enforcement Officer of the Year for 2002. Emery was given a gift certificate from Glock Inc. to redeem for the sidearm of his choice and a framed certificate of recognition from Keep Arkansas Beautiful at the July 15 Wildlife Officers Association banquet.

Emery was chosen because of his extraordinary leadership in enforcing Arkansas' litter law. In 2002, he issued 38 litter citations and assisted in 115 other litter citations. He was selected by a panel of three Game and Fish wildlife officers and Keep Arkansas Beautiful Commissioner Mary Smith of Murfreesboro.

Sgt. Scott Watkins and Cpl. Nathan Hellums, both Game and Fish wildlife officers, also received certificates of appreciation from Keep Arkansas Beautiful for their service to litter-law enforcement.

"Keep Arkansas Beautiful wants to recognize law enforcement officers at all levels across the state who are working their hardest to help us keep the state clean and free of litter," said Robert Phelps, executive director of Keep Arkansas Beautiful. "We are very proud of Sgt. Emery's dedication and passion to litter control, and we will continue to seek out other officers who share his enthusiasm."



Sarah Wruck (right), chairman of the Keep Arkansas Beautiful Commission, presents Sgt. Rick Emery with a certificate of appreciation.

Meet Our Newest Commissioner!

Dixie Carlson of Marion has been appointed by Gov. Mike Huckabee to the Keep Arkansas Beautiful Commission. She represents the First Congressional District, and her term expires in 2008.

Mrs. Carlson is a certified master gardener and grows her own herbs. She is an associate member of the Committee for 100, an organization promoting the culture of the Ozarks, and a friend of the Pink Palace Museum in Memphis.

She is also chairman of the Crittenden County Republican Party and a member of Holy Cross Episcopal Church in West Memphis. Mrs. Carlson plays tennis and practices yoga.

Information for this article is courtesy of The Evening Times in West Memphis.

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
1-888-742-8701

If you do not wish to receive future issues of this newsletter, please check this box and return this page to the address above.