

Keeping Up

Phyllis Jones Becomes Newest Member of KArB Commission

Gov. Mike Huckabee has appointed Phyllis Jones of Eureka Springs to the Keep Arkansas Beautiful Commission. She replaces former commissioner Diane Bray. Phyllis, originally from Cincinnati, Ohio, owns the Arsenic & Old Lace Bed and Breakfast Inn in Eureka Springs, where she has lived for the past seven years.



*Commissioner
Phyllis Jones of
Eureka Springs*

tremendous recognition for their unique transition from the corporate world to innkeeping and aviation businesses.

Phyllis and her husband Gary, president of Golden Age Aircraft, Inc., in Carroll County, are retired IBM employees. Both have gained

Phyllis, a graduate of Thomas Moore College in Kentucky, is a member of Kiwanis, Eureka Springs Preservation Society, past president of the Eureka Springs Commercial Club, past president and current member of Bed and Breakfast Association of Arkansas and former commissioner on the City of Eureka Springs Parking Authority. She has received several gardening and cooking awards as part of her life with her bed and breakfast. Phyllis also enjoys interior decorating, traveling and spending time with her two children, Anita and John, and her two grandchildren.



Keep Arkansas Beautiful Commission Elects New Leadership for 2001

The Keep Arkansas Beautiful Commission elected new officers for 2001 at its November meeting. Linda Westergard of Little Rock will serve as commission chairman, and Sarah Wruck of Pine Bluff will serve as vice-chairman.

Westergard has served on the commission since April 1998 and is the owner of Pinnacle Vista Lodge. She served as the director of volunteers at Pinnacle Mountain State Park from 1991 to 1994 and also founded the "Partners for Pinnacle, Inc." volunteer support group. She is an active member of Arkansas Volunteer Coordinators Association, Bed and Breakfast Association of Arkansas and Pulaski County Republican Women. She is also a Certified Volunteer Manager, a designation awarded by the Arkansas Public Administration Consortium.

Wruck has served on the commission since December 1999. She also serves as executive coordinator of the Pine Bluff/Jefferson County Clean & Beautiful Commission, where she oversees county-wide beautification and clean-up projects and initiates workshops for the Waste-In-Place program. After graduating from the U. of A. at Monticello, Wruck pursued a career in the wholesale nursery industry. She is an active member of Trinity Episcopal Church where she serves on the vestry.

THE KEEPSAKE

Published by Keep Arkansas Beautiful
A Division of Arkansas Department of Parks & Tourism
One Capitol Mall/Suite 4A-109
Little Rock, AR 72201
1-888-742-8701

THE KEEPSAKE

Volume 1
Issue 3

Keeping You Informed to Help Keep Arkansas Beautiful

Not Going to a Conference Can be Costly

Do your coordinator, staff or interested board members miss valuable training? Keep Arkansas Beautiful (KArB) affiliates need to make training and professional development a priority. Not going to a training conference can be costly. Conferences feature new fundraising programs, ideas to improve media and government relations, and crisis management methods that can save your organization from extinction.

Conventions and conferences are necessary for local government members and non-profit directors. Such conferences allow you to bring home ideas to copy, network with colleagues, and get the background and understanding needed to deal with problems. The future of your program depends on having informed staff and board members. Attendance at such conferences should be a given.

If this year's budget cannot support training and conference attendance, Keep Arkansas Beautiful suggests seeking a scholarship. Here's how:

STAGE 1

- Step 1: Make a list of reasons why this training is necessary and what you'll do with it.
- Step 2: Prepare a budget itemizing the cost of attending the training conference (registration, meals, hotel, transportation, etc.).
- Step 3: Prepare a list of all the places in the community that may be information sources about

where the money is (e.g., local colleges or institutions, vocational groups and community groups).

Step 4: Make a list of the benefits to the organization that gives you the money.

Step 5: Gather your list, copies of the budget and a well-thought-out explanation as to why you want your coordinator to have this training, and go talk to the people on the list. You are not asking the person you are interviewing for money, only for information about where the money might be.

As you go about it, one of two things will happen. Either the person will give you a "good lead," or he/she will say, "I'm the person who has such funds." In either event, you should eventually be face to face with the decision maker.

STAGE 2

Step 6: Explain to the decision maker all the things in Step 1.

Step 7: Explain what the benefit will be to him/her.

Step 8: Let him/her know how much money will be needed.

You can expect to receive one of the following comments from the decision maker:

1. "Yes, we can and will do it. This sounds great."
2. "We can't give you the full amount, but we can give half." In this case, offer half of the benefits promised

and go on to another donor for the other half.

3. "I'm sorry, we just can't help you out." In this case, go back to the first stage of the interview process and ask him/her, "Where else do you think such money might be?"

Finding scholarships is easier than you might think, so take these hints, get out there and find the money, because not going to a conference can be costly.

Register Now!

There's still time, so don't forget to register for the 2001 Statewide Affiliate Network Conference February 21 - 22 at the Ft. Smith Holiday Inn City Center.

Mark your calendar now – we look forward to seeing you there.

To request a registration form, please call (888) 742-8701 or (501) 682-3507.

ALERT

Mark these dates on your calendar:
February 15 – Entry deadline for KArB 2001 Statewide Awards

April 25 – KArB 2001 Statewide Awards Luncheon

Arkansas Millennium Tree Project

On November 9, city and government officials gathered in front of a crowd at the east end of Riverfront Park, near the site of the future Clinton Presidential Library, to plant a Millennium Grove in celebration of the Arkansas Millennium Tree Project.

The eight special memorial tree seedlings, which are direct descendants of trees from the homesteads of five famous U.S. presidents, were planted to celebrate the



Pulaski County Judge Buddy Villines plants a tree seedling in the Millennium Grove.

new millennium with a living memorial to Arkansas' quality environmental heritage by demonstrating high stewardship values to future generations.

"Trees, forests and green open spaces filter polluted water, clean the air, help us breathe better, shelter and nourish wildlife,

slow global warming and contribute to our quality of life," says KArB Executive Director Robert Phelps. "Communities are losing trees, forests and green open spaces as never before due to rapid and often poorly planned development. We ask that people throughout Arkansas join with us in planting more trees."

The Arkansas Millennium Tree Project is an outgrowth of "Millennium Green," a national program designed to encourage, promote and recognize the creation of a healthier, more livable environment for the new millennium. As part of the program, the Department of Agriculture provided 100 Presidential Historic Trees to each state from the American Forests' Famous and Historic Trees collection. Sixty counties throughout Arkansas participated in the program.

Participants in the Little Rock event included Little Rock Mayor Jim Dailey; Pulaski County Judge Buddy Villines; John Shannon, Arkansas State Forester; Lynn Warren, Landscape Architecture Specialist for Arkansas State Parks; Stan Myers, Assistant Professor with Arkansas State University's College of Agriculture; Tamara Walkingstick, U. of A. Cooperative Extension Service; Dan Clinton, president of the Arkansas Urban Forestry Council; and Robert Phelps.

The Arkansas Millennium Tree Project is sponsored by the Arkansas Urban Forestry Council, the Arkansas Forestry Commission, Arkansas State University, the University of Arkansas Cooperative Extension Service and the Keep Arkansas Beautiful Commission.



Little Rock Mayor Jim Dailey addresses those attending the Millennium Grove tree planting.



KArB Executive Director Robert Phelps and AUFC President Dan Clinton



Marble plaque donated by the U.S. Forestry Commission for the Millennium Grove project



Judge Jones and a local Girl Scout troop plant a tree at Jefferson County Courthouse.



Government officials and local residents plant a tree in Heber Springs city park.

Keep Arkansas Beautiful Wins National Awards

Keep Arkansas Beautiful received three national awards at Keep America Beautiful's 47th Annual Conference in Washington, D.C., Dec. 9-12. KArB received a First Place Rogers Award in the Statewide Television Advertising category for its "Beauty" television spot, a distinguished service citation for Government Agencies for its "Wildflowers Forever" project and a "Leaders in Community Improvement" distinguished service citation in the category for State Programs.

"Winning first place on a national level is a great honor, proving that our

programs and advertising have had a positive impact on people everywhere," says KArB Executive Director Robert Phelps, who accepted the awards on behalf of the Commission.

More than 300 leaders from government, business and the civic sector attended the awards ceremony, a showcase event for Keep America Beautiful and the highlight of its year.

This is the second consecutive year that KArB has taken home awards for its television and radio advertising.

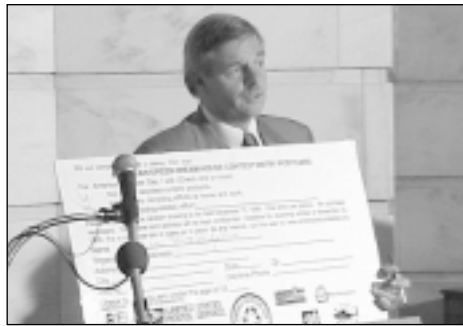


Keep America Beautiful President G. Raymond Empson congratulates Robert Phelps for KArB's award-winning state program.

America Recycles Day

On October 23, the media and public were invited to watch as Lt. Gov. Win Rockefeller signed an ARD pledge card at the State Capitol. The celebration, sponsored by the Arkansas Recycling Coalition, kicked off America Recycles Day 2000.

America Recycles Day is a national observance day which occurs November 15 of each year. Its purpose is to promote buying products made out of recycled material. Pledge cards are distributed for people to sign in order to increase their recycling efforts or to show their willingness to recycle.



Lt. Gov. Win Rockefeller holds his pledge card as he celebrates America Recycles Day.

America Recycles Day comes around only once a year, but please remember to recycle and buy recycled products every day!

The Numbers are in

We at Keep Arkansas Beautiful wish to express a heartfelt thank you to everyone who contributed to the success of this year's Great Arkansas Cleanup. The interest, effort and support of our sponsors, partners and volunteers made the campaign a great success.

Over 14,000 volunteers cleaned up 336 tons of trash from 1500 miles of roadsides and 455 miles of shoreline, closed 46 illegal dumps and helped recycle 113 tons of material.

We would like to thank our state sponsors – Tyson Foods, Inc.; Electric Cooperatives of Arkansas; Kroger Stores; Sonic; Glad Manufacturing; and Coca-Cola – plus our many contributing sponsors and local sponsors who donated time, talent, energy and resources to the campaign.

A special congratulations to Shana Lowery, a high school student from Clarendon, who won the Yard-Vac by Yard-Man MTD. She joins Ralph Collins of West Helena who won the Yard-Vac in the Great America Cleanup/Pick Up Arkansas spring cleanup.

New Litter Laws are in the Works

Soon, Arkansas legislators will decide if reducing fines may be the best way to reduce litter in Arkansas. Current litter laws are not being enforced because the \$1000 fine is considered too severe.

"By lowering fines to \$100 for first-time offenders, police will be more likely to enforce litter violations," says KArB Executive Director Robert Phelps.

Currently, KArB spends about \$250,000 per year on litter education, and has been successful in raising awareness of the state's litter problem. Now the challenge is to prevent litter by getting people to start changing the behaviors that cause it.

In addition to lowering fines, the current legislative session will emphasize other punishment for people who litter, such

as community service and picking up trash.

"We want to do anything we can to make people so aware of the consequences of littering that they won't litter anymore," says Phelps. "Having to pick up trash for eight hours will convert the most terrible litterer into an anti-litter advocate."

Garbage along Arkansas roadways is literally piling up. The Arkansas Highway and Transportation Department has spent \$2 million each year for the past four years on picking up trash. In 2000 alone, it picked up enough litter to fill 8,000 dump trucks.

"Litter prevention doesn't start with spending millions of dollars in cleanup," says Phelps. "It starts with the person

who throws their cigarette butt or gum wrapper out of the car, and it only escalates from there."