

## Guest Speakers

Randy Frazier was part of the first generation of Interpretive Naturalists to be hired by Arkansas State Parks whose "in house" job description was "An Educator passing himself off as an entertainer." By the early 1990's the demand for his speaking and training skills prompted Randy to form Frazier Communications, Inc. He's a Professional Member of the National Speakers Assn. and has been a featured speaker in 39 states and 2 foreign countries. We're proud to be his 40th!

Sue Smith is Director of Education & Training at Keep America Beautiful. Sue joined Keep America Beautiful in 1991, made her first trip to Nebraska shortly thereafter, and every year since. She is a "recycled school teacher." Sue has been a guest instructor at the United Nations Global Forum for students at the White House and the director of a Toyota Foundation grant to train 500 science teachers and education leaders.

Cecile Carson is Director of Affiliate Certification at Keep America Beautiful. She has been involved with the organization for over 20 years at the local, state and national levels and is a past recipient of the KAB Professional Leadership Award. She has over 19 years of experience in municipal government and has served as an adjunct Professor at Texas Woman's University and North Central Texas College.

Jim Smith has more than 20 years experience in technology/systems design and programming. He taught for 4 years at Northern Illinois University and has been on the adjunct faculty of 2 other colleges. He currently donates his time and resources to Keep America Beautiful and the network of affiliates where his teaching focuses on various aspects of computer science, security and today on web-site development and digital photography.

Keep Nebraska Beautiful  
3201 Pioneers Blvd., Suite 118  
Lincoln, NE 68502-5963



Nebraska -- Named the Happiest State

# 2009 Keep Nebraska Beautiful Environmental Conference

## August 4-6

### Happiness is



### Learning Best Practices

### Lied Lodge & Conference Center Nebraska City

# “Happiness is....Learning Best Practices”

*Honoring Nebraska’s Happiest State Designation*

## Tuesday, August 4, 2009

After arriving, you may choose to visit the Tree Adventure and Nature Explore Classrooms.

4:00-6:00 New KAB Affiliate Directors’ Training  
Training for New KAB Affiliate Directors  
*Sue Smith & Cecile Carson, Keep America Beautiful*

## Wednesday August 5, 2009

8:00-8:15 Welcome & Introductions

8:15-10:15 Five Serious C’s of Leadership\* - Part I  
Character, Culture & Coaching  
*Randy Frazier, Frazier Communications, Inc.*

10:15-10:30 Refreshment & Networking Break

10:30-11:30 Best Practices in Education & Schools  
Learn new ideas for hands-on activities in classrooms  
*Presenters: Sue Smith, Director of Education & Training, Keep America Beautiful  
Cecile Carson, Director of Affiliate Certification, Keep America Beautiful*

11:30-12:30 Best Practices in Technology  
Get tech tips for good practices for Powerpoint, debunking the myths on social networks, e-news letters and more!  
*Presenter: Jim Smith, CBS Systems*

12:30-1:30 Lunch

1:30-2:00 “Butterflies, Buzzards & Bees”  
Discover the parallel between the 3 subjects and the key characteristics leaders want to develop!  
*Randy Frazier, Frazier Communications, Inc.*

2:00-2:45 Best Practices for Recycling  
Curbside Value Partnership; Trends & Future of Recycling; and America Recycles Day  
*Cecile Carson, Keep America Beautiful*

2:45-3:00 Refreshments and Networking Break

3:00-3:30 Best Practices for Cultural Outreach  
*Cyndi Smith, Keep Lexington Beautiful, Board Member  
Heather Buttarro, Keep Columbus Beautiful, Director*

3:30-5:00 Best New Projects – Affiliate Sharing

## Thursday, August 6, 2009

8:30-9:15 Best Practices in Fundraising and Marketing  
*Presenters: Sue Smith & Cecile Carson, Keep America Beautiful*

9:15-10:15 Best Practices for Board Governance  
Learn about policy recommendations, how to hold efficient and effective meetings, employee manuals, personnel regulations and more!

10:15-10:30 Refreshment and Networking Break

10:30-11:45 Five Serious C’s of Leadership\* - Part II  
Communication and Courage  
*Randy Frazier, Frazier Communications, Inc.*

12:00 Noon Keep Nebraska Beautiful Awards Luncheon  
Youth, Schools, Nonprofit Organizations, Local Communities, Businesses, and KAB Affiliates will be recognized for their environmental efforts during the past year.

\*Five Serious C’s of Leadership: At some level, everything comes down to Leadership. Just ask yourself if ANY project would ever be accomplished unless someone stepped forward to be the leader. Here’s your chance to peel back the veneer and take a long look at what it takes to make Leadership work. Former attendees of this training describe it as: *“enlightening, inspiring, entertaining, life-changing, timely, relevant, extremely beneficial, was the most informative I’ve ever attended, everyone needs this.”* You won’t want to miss it!

# Registration Form

Return this form with payment postmarked by July 14.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime phone: \_\_\_\_\_ Email: \_\_\_\_\_

Registration form with payment must be postmarked by:

Full Conference Registration, by July 14 \$125.00

Full Conference Registration, after July 14 \$145.00

Individual day registration fees and Award Luncheon only fee:

Wednesday only, by July 14 \$90.00

Wednesday only, after July 14 \$105.00

Thursday only, by July 14 \$80.00

Thursday only, after July 14 \$95.00

Thursday Awards Luncheon only \$20.00

(ONLY for those not registering for full conference or for those bringing additional guests.)

\*Full registration includes all sessions, lunches (including the KNB Awards Luncheon) and breaks. Please check all you will be attending:

Tuesday afternoon New Directors’ Training

Wednesday morning sessions  Thursday am sessions

Wednesday lunch  Thursday Awards Luncheon

Wednesday afternoon sessions

TOTAL AMOUNT ENCLOSED \$ \_\_\_\_\_

(Make Checks Payable to: Keep Nebraska Beautiful)

Please indicate if you would be willing to share info on a new or renewed project for the Wednesday afternoon session

Yes, the topic of my New Project idea will be:

A conference to benefit KAB Affiliate Directors and staff, board members, local community leaders, environmental educators and interested citizens.

Hotel Reservations can be made by calling the Lied Lodge & Conference Center at 402.873.8733 or 1.800.546.LIED (5433). The special conference rate is \$89/night + tax for single or \$99/night + tax for double occupancy. Deadline to reserve a room at this rate is July 14. Please state you are with the Keep Nebraska Beautiful Conference.

Return form and payment to:  
Keep Nebraska Beautiful  
3201 Pioneers Blvd., Suite 118  
Lincoln, NE 68502-5963

Questions: Call 402.486.4562 or email: info@knb.org