

Keep
Nebraska
Beautiful



Waste Paper

A Quarterly Publication Of Keep Nebraska Beautiful

Spring 2003

Board of Directors

GEORGE ACKER

Ogallala

CINDY ADKINS

Cozad

JOE BAXTER

South Sioux City

ROGER BEHRNS

Louisville

MATT BOERKIRCHER

Kearney

CHERYL GERKINS

Lincoln

DENNIS GRAMS

Lincoln

ROD HORN

Sidney

CHRISTOPHER JERRAM

Omaha

JOHN KINTER

Columbus

BETH ANN KERNES KRAUSE

Julian

BRUCE C. LUHR

Seward

TOMAS MILLER

Norfolk

PAUL O'HARA

Lincoln

DAVE OSTDIK

Gering

MARK PEYTON

Holdrege

MIKE SCHRAD, PRES.

Omaha

DAVID STERN

Omaha

DICK VARNER

Omaha

CINDY WAGNER

Ashland

KEVIN WARNEKE

Omaha

EX-OFFICIO MEMBERS

MIKE JOHANNES

Governor

MIKE LINDER

*Director, Department of
Environmental Quality*

JANE POLSON

EXECUTIVE DIRECTOR

Keep America Beautiful Celebrates 50 Years

Keep America Beautiful, Inc. is a national nonprofit organization whose network of more than 500 local, statewide and international affiliate programs educates individuals about litter prevention and ways to reduce, reuse, recycle and properly manage waste materials. Keep Nebraska Beautiful is a state affiliate of Keep America Beautiful and there are 20 local affiliates in Nebraska.

Through partnerships and strategic alliances with citizens, businesses and government, Keep America Beautiful's programs motivate millions of volunteers annually to clean up, beautify and improve their neighborhoods, thereby creating healthier, safer and more livable community environments.

The story begins in 1953, when a group of leaders met in New York City to discuss a revolutionary idea—bringing private sectors together to promote a national

Keep America Beautiful service announcements of credited with bringing awareness to the forefront of The award-winning "Crying announcement campaign first and featured Iron Eyes Cody, a Native American actor. It remains one of the most memorable, beloved and effective PSAs of all time, having been seen by billions of households around the world. Its influence on the environmental movement is incalculable.

By tackling issues like urban decay, illegal dumping, trashed vacant lots and litter, Keep America Beautiful provides dividends by making communities welcome havens for residents as well as tourists – more livable, clean and beautiful. Clean and beautiful towns and cities are perceived as safe places to live, and thus an invitation to tourism-generated dollars and economic growth.

"For the past 50 years, Keep America Beautiful has played a leading role in educating and motivating individuals at the grassroots level to improve their community environments through litter prevention and proper waste handling," said G. Raymond Empson, President of Keep America Beautiful. "Each of us has an important role to play in affecting quality of life where we live and work. We hope that our next 50 years are marked by even greater growth and progress on this front."

Keep Nebraska Beautiful is proud to be a statewide affiliate of Keep America Beautiful and congratulates them on the fifty-year milestone of achievements!



**KEEP AMERICA BEAUTIFUL
NEBRASKA AFFILIATES**

KEEP ALLIANCE BEAUTIFUL
(308) 762-1729

KEEP BEATRICE BEAUTIFUL
(402) 228-4576

KEEP BROKEN BOW BEAUTIFUL
(308) 872-5691

KEEP CHADRON BEAUTIFUL
(308) 432-3805

KEEP COLUMBUS BEAUTIFUL
(402) 562-6226

KEEP CREIGHTON BEAUTIFUL
(402) 358-3720

KEEP FREMONT BEAUTIFUL
(402) 727-2808

GRAND ISLAND AREA CLEAN COMMUNITY SYSTEM
(308) 385-5095

KEEP KEITH COUNTY BEAUTIFUL
(308) 284-4066

KEEP KIMBALL BEAUTIFUL
(308) 235-3472

KEEP LEXINGTON BEAUTIFUL
(308) 324-7986

KEEP LINCOLN & LANCASTER COUNTY BEAUTIFUL
(402) 441-8035

KEEP NORFOLK BEAUTIFUL
(402) 379-3260

KEEP NORTH PLATTE/LINCOLN COUNTY
BEAUTIFUL
(308) 534-8100

KEEP NORTHEAST NEBRASKA BEAUTIFUL
(712) 582-4682

KEEP OMAHA BEAUTIFUL
(402) 444-7774

KEEP SCHUYLER BEAUTIFUL
(402) 352-3101

KEEP SCOTTSBLUFF/GERING BEAUTIFUL
(308) 632-4649

KEEP SHERIDAN COUNTY BEAUTIFUL
(308) 327-2221

KEEP SIDNEY BEAUTIFUL
(308) 254-5383

KEEP NEBRASKA BEAUTIFUL
3201 Pioneers Blvd., Suite 306
Lincoln, NE 68502-5963
402-486-4562 ♦ Fax: 486-4563
Website: <http://www.knb.org>
Email: jpolson@knb.org

Executive Director's Comments

KNB's Environmental Awards for 2003

The Keep Nebraska Beautiful Environmental Awards are normally presented at the concluding luncheon of the summer Keep Nebraska Beautiful State Conference. However, because the Keep America Beautiful Mid-Year Conference is being held in July in Kansas City, there will be no state conference in Nebraska this year. Subsequently, the Board of Directors has decided to combine the 2003 and 2004 awards and present them in the summer of 2004. The awards will be based on activities and projects completed from July 1, 2002 - June 30, 2004. So...keep up all your environmental efforts. Document your activities with pictures, news clips, etc. so you can enter them in the 2003 - 2004 Keep Nebraska Beautiful Environmental Awards next year.

We want to encourage everyone to consider attending the Keep America Beautiful Mid-Year Meeting in Kansas City, Missouri this summer. It is the closest this conference has ever been to Nebraska and we are hoping many will take advantage of it. Conference information is included in this newsletter.

Public Awareness Effort to Curtail Littering

In an effort to raise awareness on littering in general and cigarette butt littering particularly, Keep Nebraska Beautiful is teaming up with Keep Omaha Beautiful and Keep Lincoln & Lancaster County Beautiful in placing advertising billboards on public buses in Lincoln and Omaha. Cigarette butts are the most littered item in Nebraska and in America. An estimated 4.5 trillion non-biodegradable cigarette butts are littered worldwide every year. Cigarette filters contain cellulose acetate, which persists under normal environmental conditions for 18 months or longer.

The ads are also intended to bring attention to the fact that "Littering is a CRIME in Nebraska". Following is the Nebraska Littering Law and the associated penalties:

LAW: 28-523. Littering of public and private property;
(1) Any person who deposits, throws, discards, or otherwise disposes of any litter on any public or private property or in any waters commits the offense of littering...

Nebraska Litter Penalties (Legislative Bill 495)

	<u>Class</u>	<u>Fine/Jail Time</u>
First Offense Littering	III	\$500/3 months jail (max)
Second Offense	II	\$1000/6 months (max)
Third Offense	I	\$1000/1 year (max)
Illegal Dumping	III	\$500/3 months (max)



Great American Cleanup™ in Full Swing

President George W. Bush, Honorary Chair

Think spring...and what comes to mind? For millions of Americans and thousands of Nebraskans, it's spring cleaning time -- inside and outside. A new survey reveals that people want to get involved in community improvement activities, and Keep America Beautiful's Great American Cleanup™, which takes place each spring, offers a wealth of opportunities. This year, President Bush is serving as honorary chair.

"As Keep America Beautiful celebrates 50 years of improving communities nationwide, we're proud that President Bush is enthusiastically endorsing our mission of individual responsibility," said G. Raymond Empson, President of Keep America Beautiful. "We're confident that the President's call for involvement in the Great American Cleanup will motivate millions more from coast-to-coast to become stewards of the environment," Empson continued.

According to a national survey conducted recently by Keep America Beautiful, nearly half (47%) of those surveyed think that we, as individuals, are not doing enough to keep our communities clean and attractive. However, nearly two-thirds (65%) of those responding said they would be willing to volunteer a few hours each month on local community improvement projects such as cleaning up litter, painting over graffiti, planting flowers and trees, or refurbishing parks and playgrounds. Keep America Beautiful's Great American Cleanup™ is the ideal way to make a difference in communities.

The Great American Cleanup™ is the nation's largest annual community improvement program. The program features 30,000 events in more than 14,000 communities, and encourages Americans to participate in hands-on activities that dramatically improve their communities, creating healthier, cleaner and safer environments across the nation. Last year, nearly 2.3 million people volunteered for the Great

American Cleanup™.

This year, activities include renovating playgrounds, cleaning up waterways, picking up litter, planting trees and flowers, beautifying parks, removing graffiti, conducting recycling collections, youth education and conducting litter-free events.

The 2003 Great American Cleanup™ National Sponsors include: Pepsi-Cola Company, GAIN® Laundry Detergent, Wm. Wrigley Jr. Company, LYSOL® Brand Products, Film-Gard® Plastic Sheeting, Waste Management, Inc., Ruffies® Trash Bags, Firestone Tire & Service Centers & ExpertTire & Tires Plus, Yard-Man by MTD, The Home Depot® and all TV Guide® media platforms; Retail Sponsors: Hy-Vee, Inc. and The Kroger Co.; Educational Partners: America Online and Rubber Manufacturers Association. The sponsors make it possible for Keep Nebraska Beautiful to supply trash bags, posters, banners and other supplies. Please call the Keep Nebraska Beautiful office at 800-486-4562 if you are interested in volunteering.

Governor Johanns signed a proclamation declaring April as the Great American Cleanup™ Month and Keep Nebraska Beautiful Month. Following the signing, the State Senators and State Officers were personally extended an invitation to join the efforts by encouraging the communities in their districts to participate. Invitations were sent to the mayors and village boards of all Nebraska communities. Many have responded positively. We look forward to the efforts of thousands of volunteers throughout Nebraska who are helping to keep Nebraska more beautiful!



Governor Johanns signing Proclamation

Keep America Beautiful Mid-Year Conference

July 30 - August 2, 2003

Keep America Beautiful is celebrating 50 years of community improvement and volunteer action. Join us by attending the 2003 Midyear Affiliates Forum at the Country Club Plaza Marriott in Kansas City, Missouri. From keynote speaker George L. Kelling, author of "Fixing Broken Windows," to workshops on Social Marketing and Leadership Shaping, there is something for everyone to take home and implement in their community.

Wednesday, July 30 Pre-Forum Session

2:00 p.m. – 5:00 p.m. Financial Aid Development and Fundraising Workshop

Presenter – Heather Link, Vice President of Development, Keep America Beautiful, Inc.

Thursday, July 31

8:30 a.m. – 10:00 a.m. Welcome & Keynote Address by George L. Kelling

In March of 1982 George L. Kelling along with James Q. Wilson published an article called "Broken Windows, The Police and Neighborhood Safety." Find out what has been learned about the Broken Window Theory over the last 20 years, learn more about the overall relation between disorder and quality of life, and why it is still relevant to Keep America Beautiful's work over the next 50 years.

10:15 a.m. – 12:15 p.m.

Workshop Track 1: Social Marketing Planning
Presenter: Nancy Lee, President, Social Marketing Services, Inc.

Learn how to develop social marketing campaign strategies to change behaviors in your community. The purpose of this workshop is to provide you with skill-building tools to develop a strategic marketing plan and help you develop an understanding of the key principles for success in social marketing. This workshop will define social marketing, give an overview of the steps in developing a strategic social marketing plan, explain the principles for success including a number of case studies (i.e., litter prevention, and water conservation) as well as apply the

steps and principles to the relevant projects you bring from home. You must plan to bring the following: 1) A great idea that your affiliate has been afraid to try; 2) A project that didn't work; 3) A project that worked but had an unexpected outcome.

Workshop Track 2: Leadership Shaping Part I – The Art of Influence; Presenter: Pat Taft, Project Director, Training Designs and Materials Development, CHP International, Inc.

The pattern of management is changing. Control and power are out and leadership and support are in. This interactive session offers perspective on motivation and influence versus power. Through group discussion and activities, you will gain an understanding of these elements and how to maximize your potential as an effective leader.

12:30 p.m. – 1:45 p.m. Keep America Beautiful's What's New Lunch KAB Update — KAB Cigarette Litter Initiative, Keep America Beautiful's Tool Box for Community Improvement, On-Line Reporting, Board of Director Resources

2:00 p.m. – 4:00 p.m.

Workshop Track: Social Marketing Planning II
Workshop Track: Leadership Shaping Part 2 – The Art of Facilitation

Whether it's a large group or a committee of five, managing a group discussion is not always easy. This interactive session focuses on specific techniques for generating group discussion, managing problem participants, and achieving results in a time-limited situation.

4:15 p.m. – 5:00 p.m. Government Partnership— A Win for your local government, a Win for your affiliate. Speakers: Ann Wilson, Board Member, Keep Cenla Beautiful, and Superintendent of Environmental Services, City of Alexandria, LA, and Anita Maltbia the Assistant City Manager of Kansas City, MO.

Learn from a seasoned local government official why partnering with a KAB affiliate means her budget will go farther, clean up costs will go

KAB Reunion50 Years and Counting

down, and citizens will gain a sense of ownership of public places. If you are an affiliate, plan to take home a presentation you can make at your next city council funding meeting and if you are not an affiliate, learn why becoming one just might be right for your community.

Friday, August 1

8:00 a.m. – 10:00 a.m. Breakfast Theater

Come learn from your peers what is working in their community to prevent litter, beautify and improve their public and private spaces as well as reduce the amount of waste produced by their citizens. A buffet breakfast will be served at 8:00 a.m. and presentations begin at 8:30 a.m. If you have a successful program, project or activity that you would like to share please contact Kelly Rotkewicz at 203.323.8987, x820, email via <krotkewicz@kab.org> or use the Breakfast Theater Registration.

10:15 a.m. – 11:30 a.m. Track Sessions (select 1 of 3 tracks)

Track 1: Source Reduction, Recycling, Illegal Dumping—A National Overview

Speaker: Dr. Lisa Skumatz, Skumatz Economic Research Associates, Inc.

A national snapshot for the areas of source reduction, recycling, and illegal dumping. The pros, cons, and potential of such strategies as “pay as you throw” will be discussed, as well as recycling performance/program issues and illegal dumping lessons, using examples from across the United States.

Track 2: Environmental Education for the Classroom. Presenter/Facilitator: Sue Smith, Director of Education and Training, KAB, Inc.

This session will focus on the many tools offered by KAB that can be used in the classroom to reach students. A short description of each tool will lead this round-table discussion.

Track 3: Innovative Enforcement

This panel discussion will include information sharing on Keep Mississippi Beautiful’s Law Academy Training, Keep Mobile Beautiful’s Environmental Court data, and Keep Iowa Beautiful’s Litter Enforcement Award Program — a Team Approach.

11:45 a.m. – 1:00 p.m. Track Sessions (select 1 of 3 tracks)

Track 1: Cooperative Programs to Kick-Start Your Stalled Recycling Programs

Speaker: Dr. Lisa Skumatz, Skumatz Economic Research Associates, Inc.

This session will use highlights of a recent series of articles from Resource Recycling and MSW Management to examine the ways communities can use cooperative programs and policies to kick-start stalled progress in recycling and diversion. Examples of strategies used in the United States and England will be discussed.

Track 2: Litter Index Panel Discussion (Keep America Beautiful Affiliates Only)

What’s going on around the country with the Keep America Beautiful Litter Index? Learn about innovative uses and how the annual implementation of this KAB tool can help your affiliate gain credibility and possible funding.

Track 3: Breaking Through the Media Clutter — How to Effectively Target Your Market and Craft Your Message; Presenters: Roger Dodson, Sr. Vice President, Training, Radio Advertising Bureau; Imagewerks

Are your key messages lost in a sea of media clutter? Learn how to craft your message so that it will be heard by those who can benefit most from it. The first part of this session will feature radio advertising expert Roger Dodson. The second will feature Imagewerks, a leading authority on lifestyle marketing to the youth culture. Learn how they focus on the core values and beliefs of young people and help their clients build a bridge between a key message and young people.

1:00 p.m. – 2:30 p.m. Lunch on your own

2:30 p.m. – 4:30 p.m. Optional Tours and Workshop

• Recycling Education Programs - Speaker: Dr. Lisa Skumatz, Skumatz Economic Research Associates, Inc., Learn how Dr. Skumatz conducted a study of the impacts of public education on a variety of programs, including recycling, and hazardous waste collections. A detailed quantitative analysis of the impact of outreach campaign

(Continued on page 6)

methods and expenditures will be presented, providing information for communities that “optimize” their outreach programs and budgets. (No additional fee, but pre-registration is required.)

- Discovery Center Tour – Urban Conservation ...This 39,000 square-foot complex houses the Department of Natural Resources and Missouri Department of Conservation. It features a teacher resource center, six conservation workshops as well as a “Living Machine” water purification system, built with recycled building materials, passive and active solar elements. Learn how this green facility and its staff offer workshops to children of all ages with a K-12 curriculum. (Additional fee of \$10 and pre-registration is required.)

- Boulevard Brewery Tour – Come learn why Boulevard Brewery is a Bridging the Gap/Keep Kansas City Beautiful Environmental Excellence Award Winner. John McDonald, president of Boulevard Brewery, had a vision to create a local/regional brewery modeled on the hundreds of breweries that flourished in this country from the 1600s into the early 20th century. By the 1970s, these local and regional producers were virtually extinct, victims of the combined results of prohibition, pasteurization, and cheap transportation. Like other small breweries that have sprung up since the early ‘80s, they are dedicated to bringing back fresh, flavorful beers in a variety of styles. (Additional fee of \$10 and pre-registration is required.)

6:00 p.m. – 8:00 p.m. Closing Dinner Celebration
- Join us for a real Kansas City BBQ Dinner.

Saturday, August 2, 2003

8:00 a.m. – 12:30 p.m. Post-Forum Workshops

- ❖ Awards How-to

Presenter: Kelly Rotkewicz, Director, Affiliate Services and KAB National Awards Coordinator
Learn the ins and outs of award entry preparation. The first part of this workshop will focus on the basics of how to compete and the second part will feature previous winning entries and a hands-on practice writing session. Bring your Great American Clean-up Wrap-up Report, KAB Annual Report as well as any written materials

about your affiliate’s programs and be ready to create something you can use to compete. (This workshop is included in the registration fee but pre-registration is required.)

- ❖ Green Event Planning Guide How-to
Facilitators: Jane Polson, Executive Director, Keep Nebraska Beautiful and Bettye Jones, Executive Director, Keep Cenla Beautiful, LA.
Want to host a Litter Summit? Or how about an Eco Fair? Or just make an event Litter Free? Then come to this workshop and learn from a host of experienced planners on how to make your event green. Take home a Special Green Event Action Packet. (No additional fee, but pre-registration is required.)

Hotel Information

Reservations should be made directly with Kansas City Marriott Country Club Plaza, 4445 Main St., Kansas City, MO 64111, 816.531.3000. State that you are attending the Keep America Beautiful Midyear Affiliates Forum. Single, double, triple or quad rooms are \$95 a night, plus 13.475% tax. Reservations must be made by Tuesday, July 8, 2003 to receive this discounted rate. All reservations must be guaranteed with a credit card. Cancellation within 72 hours of arrival will result in forfeiture of your deposit. Please note that check-in is 3:00 p.m. and check-out time is 12:00 p.m. The rooms feature coffee, hair dryer, iron and ironing board. For those driving, parking is complimentary.

Cancellation Policy: Cancellations must be phoned or faxed to Keep America Beautiful, Inc. by 5:00 PM EDT, July 23, 2003. There is a \$25 cancellation fee. Refunds will be issued after September 1, 2003. No refunds will be given for cancellations after July 24, 2003.

Registration Fees: The registration fees are per person as follows:

- ❖ \$175 for KAB Affiliates and \$200 for non-affiliates for registrations postmarked by July 14
- ❖ \$225 for KAB Affiliates and \$250 for non-affiliates postmarked after July 14
- ❖ One-day registrations are \$75 per person. Visit the KAB website at <www.kab.org> for more information.

Keep Nebraska Beautiful Members

Bold text indicates new or recently renewed members

SUSTAINING CORPORATE - (\$1000+)

Nebraska Soft Drink Association.....Lincoln
New Belgium Brewing Co., Inc......Fort Collins, CO

SPONSORING CORPORATE (\$500-999)

Coors Brewing Company.....Golden, CO
 Midland Recycling Lincoln.....Lincoln
 Novartis Consumer Health, Inc.....Lincoln
Omaha Public Power District.....**Omaha**
 Omaha World-Herald.....Omaha
Weyerhaeuser.....**Omaha**

SUPPORTING CORPORATE (\$100-499)

Aaron Ferer & Sons Co.....Omaha
 Abe's Trash Service.....Omaha
 Aquila.....Lincoln
 Ash Grove Cement Company.....Louisville
 Ayars & Ayars, Inc.....Lincoln
Beatrice Scrap Processing Inc......**Beatrice**
 Bryan LGH Medical Center.....Lincoln
 Cargill.....Blair
 Chief Industries.....Grand Island
 Clean Harbors Environmental Services, Inc.....Kimball
 Crawford Enterprises.....Crete
 Davidson Insurance Agency, Inc.....Lincoln
 Dempster Industries, Inc.....Beatrice
Duncan Aviation.....**Lincoln**
 Firststar Fiber.....Omaha
 Firth Energy/Firth Cooperative Co.....Firth
 Flowserve Corp.....Hastings
 G&P Development Landfill.....Milford
 Great Plains Packaging.....Hastings
ITW Hi-Cone.....**Itasca, IL**
 Jebro, Inc.....Sioux City, IA
 Elizabeth Ann Kernes Krause.....Julian
 McDonalds of Alliance.....Lincoln
 Molex, Inc.....Lincoln
 Nebraska Association of Resources Districts.....Lincoln
 Nebraska Beer Wholesalers Assn.....Lincoln
 Nebraska Dept. of Administrative Services.....Lincoln
 Nebraska Public Power District.....Columbus
 Nebraska Rural Electric Assn.....Lincoln
 Nestle PURINA PetCare Co.....Crete
Novartis Consumer Health, Inc......**Lincoln**
Nucor Steel.....**Norfolk**
O'Hara & Associates.....**Lincoln**
 Panhandle Geotechnical & Environmental, Inc.....Scottsbluff
 Papio Missouri River NRD.....Omaha
 Pepsi-Cola.....Lincoln
Pepsi-Cola Bottling Co. of Hastings, Inc......**Hastings**
 The Pepsi Bottling Group of Omaha.....Omaha
 Perrett Environmental Management.....Valentine
Pfizer, Inc......**Lincoln**
QC Supply.....**Schuyler**
 Shell Valley Companies.....Platte Center
 Sherman County Bank.....Loup City
 Solid Waste Agency of Northwest Nebraska.....Chadron
 Speece-Lewis Engineers.....Lincoln
 Tenneco Automotive.....Cozad
TMCO Inc......**Lincoln**
 T.O. Haas Tire.....Lincoln
 Tri-Con Industries Ltd.....Lincoln
 Wis-Pak.....Watertown, WI

COMMUNITY/COUNTY-5000+ POPULATION

City of Lincoln Public Works & Utilities.....Lincoln
City of South Sioux City.....**South Sioux City**

SUPPORTING COMMUNITY (UNDER 5000)

City of Alma.....Alma
 City of Auburn.....Auburn
Village of Belden.....**Belden**
City of Benkelman.....**Benkelman**
 City of Long Pine.....Long Pine
City of Minden.....**Minden**
City of Neligh.....**Neligh**
City of Red Cloud.....**Red Cloud**
 Village of Verdigre.....Verdigre
Village of Wolbach.....**Wolbach**
 City of Wymore.....Wymore

NON PROFIT/CIVIC ORG./SCHOOLS/OTHER CORP.

A Plus Insurance Services (George Acker).....Ogallala
 Abate of Nebraska, Inc.....Lincoln
 Beatrice Board of Public Works.....Beatrice
 Bethphage/Holdrege Area Recycling Center.....Holdrege
 Burton Enterprises.....Henderson
 Cornhusker Public Power District.....Columbus
 Doane College.....Crete
 Folsom Children's Zoo & Botanical Gardens.....Lincoln
 Gage County Agriculture Society.....Beatrice
 GFWC Seward Womens Club.....Seward
 GFWC/NFWC Sower Club.....Schuyler
Grand Island Area Clean Comm. System.....**Grand Island**
 The Groundwater Foundation.....Lincoln
 Heartland Community Schools.....Henderson
 Heartland United Way.....Grand Island
Hebron 1st Impressions Committee.....**Hebron**
 Immanuel Lutheran School.....Columbus
Keep Alliance Beautiful.....**Alliance**
Keep Beatrice Beautiful.....**Beatrice**
 Keep Chadron Beautiful.....Chadron
 Keep Creighton Beautiful.....Creighton
Keep Kimball Beautiful.....**Kimball**
 Keep Lexington Beautiful.....Lexington
 Keep North Platte/Lincoln Co. Beautiful.....No. Platte
 Keep Omaha Beautiful.....Omaha
 Keep Scottsbluff-Gering Beautiful.....Scottsbluff
 Lincoln Chamber of Commerce/WasteCap.....Lincoln
Lower Loup NRD.....**Ord**
 Lower Platte North NRD.....Wahoo
 Lower Platte South NRD.....Lincoln
 Lutheran High Northeast.....Norfolk
 Mail Boxes, Etc.....Lincoln
 Martin Luther Homes of Nebraska.....York
 Meyer, Inc.....South Sioux City
 National Arbor Day Foundation.....Lincoln
 Nebraska Association of Resources Districts.....Lincoln
Nebraska Press Association.....**Lincoln**
 Nebraska Safety Council.....Lincoln
 Nemaha Natural Resources District.....Tecumseh
NIOGA.....**Kimball**
NMPP Energy.....**Lincoln**
 North Platte Catholic Schools.....North Platte
Ogallala/Keith Co. Chamber of Commerce.....**Ogallala**
Sir Speedy.....**Lincoln**
 Smithfield Community Club.....Smithfield
 South Platte NRD.....Sidney
 Southeast Community College.....Lincoln
 Southwest Nebraska RC&D.....Cambridge

VonBusch & Sons, Inc.....Lincoln
 Washington County Recycling Assn.....Washington
 WASP.....Falls City
 Wastecap of Lincoln.....Lincoln

INDIVIDUAL & FAMILY MEMBERS

Larry & Sue Andersen.....Kearney
 Rod & Robin Bates.....Lincoln
 Joe Baxter.....South Sioux City
Roger & Linda Behrns.....**Louisville**
 Nadine Blair.....Omaha
 Matt Boerkircher.....Kearney
 Jim Brown.....Lincoln
Frosty Critchfield.....**Lincoln**
 Mike Davis.....Chappell
 David C. Dow.....Omaha
 Marilyn & Dick Elder Family.....Richmond, VA
 George & Barbara Frye.....Lincoln
 Cheryl Gerkins.....Lincoln
 Dennis & Lynn Grams.....Lincoln
 Linda & Allen Grell.....Beatrice
 Gail Graeve.....Omaha
 Bob Hemphill.....Des Moines, IA
 John & Deb Hendry.....Lincoln
Rod & Deb Horn & Family.....**Sidney**
Rick Inderlied.....**Lincoln**
Chris Jerram.....**Omaha**
 Ron Johnson.....Lincoln
 Doug Karl.....Ohiowa
John Kinter.....**Columbus**
 Nancy Knuth.....Oxford
 Anne Kramar.....Omaha
 Carla Loemker.....Beatrice
Rick A. Lucchino, Sr......**Lincoln**
 Mildred Matney.....Omaha
 Dr. Tom & Evelyn McKnight.....Fremont
 Kathy McWilliams.....Shelton
 Tomas A. Miller.....Norfolk
Delmar W. Morgan.....**Elkhorn**
 Paul O'Hara Family.....Lincoln
David R. Ostlick.....**Scottsbluff**
 Mary Alice Park.....Lincoln
 Mark Peyton.....Gothenburg
Alan Phares.....**Columbus**
 Dave & Jane Polson.....Lincoln
 Dr. Wayne R. Price.....Beatrice
 Sharilyn Rector.....Lincoln
Sue Reyzlik.....**Fremont**
 Harry Richardson.....Broken Bow
 Maurine & Harold Roller & Family.....Alliance
 Shellyn Sands.....Beatrice
 Trixie & Dave Schmidt.....Lincoln
Mike & Lorrie Schrad.....**Omaha**
 Jim & Sue Smith.....Joliet, IL
 Merlyn & Caroline Stadler.....Axtell
 Mark Stephens.....Ft. Calhoun
 David & Dorothy Stern.....Omaha
 Ken Svoboda.....Lincoln
 Don & Cynthia Thies.....Lewellen
 Martha Thomas & Family.....Wymore
Dick Varner.....**Omaha**
Jeff Waszgis.....**Crete**
 James D. Whitaker.....North Platte
 Hugh Wilkins Family.....Geneva
Cindy & Chuck Wagner.....**Ashland**
 Ron Wolvin Family.....Ogallala

Do Your Part to Help Keep Nebraska Beautiful! Become A Member Today!

Keep Nebraska Beautiful Membership

Name _____
Co./Org. _____
Mailing Address _____
City/State/ZIP _____
Phone: () _____ Fax: _____

Your paid membership entitles you to several benefits. Please indicate the benefits you would like to receive below. Items not checked will not be sent and that part of your contribution will be used on educational programs.

- A KNB Canvas shopping bag
- Quarterly mailings of the KNB newsletter *WastePaper*
- Quarterly mailings of the exchange newsletter *The Link*
- Information on workshops & conferences

For Sustaining, Sponsoring & Supporting Members Only:

- Corporate member wall plaque (or brass disc for renewals)
- A free copy of Keep America Beautiful's *Waste in The Workplace*

Funding for Keep Nebraska Beautiful is provided by a grant from the Litter Reduction & Recycling Fund and through contributions and memberships from corporations, associations, families, and individuals. We thank NDEQ and our members for their support!

Categories of Membership (check one)

- ___ Individual \$15/yr/ or \$30/3yrs
- ___ Family \$20/yr or \$45/3yrs
- ___ Non-profit/Civic Org./School \$30/yr
- ___ Sr. Citizen/Student \$10/yr
- ___ Community-Pop. under 5,000 \$50/yr
- ___ Community-Pop. over 5,000 \$100/yr
- ___ Chamber of Commerce \$50/yr
- ___ Supporting Member \$100-499/yr
- ___ Sponsoring Member \$500-999/yr
- ___ Sustaining Member \$1000+

Total amount enclosed \$ _____

Send your check and Membership Form to:
Keep Nebraska Beautiful
3201 Pioneers Blvd., Suite 306
Lincoln, NE 68502-5963
(Phone: 402-486-4562 Fax: 486-4563)

Make Checks Payable to: **Keep Nebraska Beautiful**

Keep Nebraska Beautiful is a 501 (c) 3 nonprofit corporation.



**Governor's Council to
Keep Nebraska Beautiful**
3201 Pioneers Blvd., Suite 306
Lincoln, NE 68502-5963