

Keep
Nebraska
Beautiful



Waste Paper

A Quarterly Publication Of Keep Nebraska Beautiful

Spring 2002

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"Educating for a Cleaner & More Beautiful America"

June 20-21, 2002

Lied Conference Center, Nebraska City

Keep Nebraska Beautiful and Keep Iowa Beautiful are planning a joint environmental education conference June 19-21 at the Lied Conference Center in Nebraska City. This year's conference will focus on effective education programs to ensure a cleaner and more beautiful Nebraska as well as America. See pages 4 and 5 for the agenda and page 6 for the registration form.

Special Invitation to Reception Learn More About KAB Affiliation

A reception, hosted by Keep America Beautiful, will be held at 6:00 pm on Wednesday, June 19 and will also be at the Lied Conference Center. It will be an opportunity for community representatives to find out more about the benefits of affiliation. Affiliation enables communities to join the Keep America Beautiful national network of 500 community and statewide affiliate programs - a network that provides responsible and long-term solutions to local quality of life issues. Every year, the Keep America Beautiful affiliate network enables over 3 million volunteers to take individual responsibility for the enhancement of their community environment through hands-on participation in KAB sponsored programs and activities.

The success of Keep America Beautiful affiliates in mobilizing citizen-volunteers and forming partnerships with the public, private, nonprofit and civic sectors, translates into direct and visible benefits for KAB affiliated communities. Over the past three years, Keep America Beautiful affiliates returned an average of \$10 to their communities in the form of measurable benefits for every \$1 of government monies invested in that local affiliate program. This return on investment is the result of government's reduced or avoided cleanup and other costs, plus the labor and talent provided by volunteers and the in-kind goods and services donated by local companies, businesses and other community organizations.

If you are interested in attending the KAB Affiliate Reception, please call the Keep Nebraska Beautiful office at 800-486-4562. There is no cost, but reservations would be greatly appreciated.



**NEBRASKA
KEEP AMERICA BEAUTIFUL
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) 564-7375**

**KEEP CREIGHTON BEAUTIFUL
(402) 358-3720**

**KEEP NORTHEAST NEBRASKA BEAUTIFUL
(712) 279-6286**

**KEEP FREMONT BEAUTIFUL
(402) 727-2808**

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

**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 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 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

By Jane Polson

April was Keep Nebraska Beautiful Month

Governor Mike Johanns signed a proclamation on March 20 proclaiming the month of April as Keep Nebraska Beautiful Month and the

Great American Cleanup™ Month. Spring, and particularly the month of April, is indeed a busy time for our office. We participate in numerous



Kids' Eco Fairs and Festivals, including the Children's Groundwater Festival in Grand Island and the Earth Wellness Festival in Lincoln, providing hands-on classroom activities. It provides a great opportunity for students to learn about reducing, reusing, recycling and buying recycled.

Keep Nebraska Beautiful Environmental Awards Applications Due May 25

Keep Nebraska Beautiful will be honoring youth groups, schools, nonprofit and civic groups, businesses, local communities and Keep America Beautiful affiliate programs at the KNB Environmental Awards Luncheon on Friday, June 21 at the Lied Conference Center in Nebraska City. The awards are based on environmental projects and activities completed between June 1, 2001 and June 1, 2002.

Awards will be given in the following categories: The Deanie Anderson Outstanding Community Award (3 population divisions); Youth Group/School Award (elementary and secondary); Civic/Non-Profit Organization Award; Business/Industry Award; Great American Cleanup™ Award; "Liberty Garden" Award; KAB Affiliate Award; and the Nadine Blair Outstanding Local KAB Director Award. Several of the awards come with cash awards as well as plaques and certificates.

Award applications can be obtained either from the Keep Nebraska Beautiful office or via our website at: <www.knb.org>. The application deadline is Saturday, May 25.

Great American Cleanup™ and New Liberty Gardens In Full Swing

Keep Nebraska Beautiful is the state coordinator for the Great American Cleanup™ and invitations were sent to every community in Nebraska. One-hundred and sixty-five communities have responded to the invitation and have or are in the process of conducting cleanups throughout their cities and counties. In addition to litter cleanups, numerous other activities are being held as a part of the Great American Cleanup™. Some of the projects include: Motorist Litter Awareness Day on April 20 distributing car litterbags through drive-through banks and restaurants in KAB affiliate communities across the state; deputizing all Third Graders as "Litter Deputies" in Lexington; clothing drives, paint recycling drives, different Perennial Exchange, Fling and school place in Scottsbluff Hazardous Waste exchange, Earth Environmental among activities in featured a clothing cleanup, Earth Litter", adopt-a-heavy item cleanup, Garden planting; included an Radio Game, "April historic downtown contest for students, Butts off the Butte; Fremont hosted a Kids' Eco Fair, clothing drive, Arbor Day Tree Planting, Liberty Garden planting and school and neighborhood cleanups; Norfolk's projects included a clothing collection, litter cleanups and the planting of a Liberty Garden; Creighton organized a citywide cleanup and clothing collection.



Members of the Air National Guard along with students from the University of Nebraska Pepsi Scholars Group and retired veterans helped prepare the soil for a Liberty Garden in the Veterans Memorial Park area of Antelope Park in Lincoln.

exchanges, special occurred in several communities; a Graffiti Paint Out, Spring presentations are taking and Gering; a Household Collection, latex paint Wellness Festival and Awards Program are Lincoln; Beatrice collection, downtown Sunday, a "Trash Trek for street cleanup, citywide tree planting and Liberty Alliance's projects Environmental Jeopardy Showers" to hose off the buildings, a trash art "Bridging the Gap", and

Thanks to all the Nebraska communities who have or are in the process of hosting litter cleanups and planting Liberty Gardens. Nebraska indeed will be more beautiful because of all your efforts.

GREAT AMERICAN CLEANUP™ NATIONAL SPONSORS 2002



Keep Nebraska Beautiful thanks the above national Great American Cleanup™ sponsors for their generous support through donations of supplies such as trash bags, posters, banners, mulch film, drop clothes, garden tillers, paper products, and various other products that make the Great American Cleanup™ such a success.



Keep Nebraska Beautiful & Keep Iowa Beautiful

Wednesday, June 19, 2002
(Pre-Conference For Keep America Beautiful Affiliates)

- 1:00 - 3:00 pm** **Training in Environmental Education Forum Facilitation**
Presenters: Sue Smith, Director of Education, Keep America Beautiful and Jane Polson, Executive Director, Keep Nebraska Beautiful
- 3:00 - 3:30 pm** **Keep America Beautiful Update - Sue Smith**
- 3:30 - 5:30 pm** **Project Exchange Showcase**
Presenters: Keep America Beautiful Affiliate Directors
- 6:00 pm** **Reception for Community Representatives interested in Keep America Beautiful Affiliation**

Environmental Education Conference Agenda **Thursday, June 20, 2002**

(All Interested Individuals, Agencies and Communities Are Invited to Attend)

- 7:30 - 8:30 am** **Registration**
- 8:30 - 9:45 am** **Opening Keynote Address**
Presenter: Jim Gulliford, Regional Administrator, Environmental Protection Agency Region VII
- 9:45 - 11:00 am** **Formal Education Programs That Work**
- 
- Litter-Free Campus**
Presenter: Amanda Jackson, student at University of Iowa
- Urban Youth Education Program**
Presenter: Gwen Shirkey, Keep Kansas City Beautiful
- Service Learning Program**
Sara Morris, Keep North Platte/Lincoln County Beautiful, NE
- Keep America Beautiful's New Education Delivery Plan**
Presenter: Sue Smith, Education Director, Keep America Beautiful
- 11:00 - 11:15 am** **Break**
- 11:15 -12:30 pm** **Education and Leadership for Sound Policy**
- 
- Overview of Public Policy Principles**
Presenter: Sue Smith, Director of Education & Training, Keep America Beautiful
- Effects of Federal Initiatives**
Presenter: Dennis Grams, P.E., Olsson Associates
- Regional Education Efforts for Sound Policy**
Presenter: Roy DeWitt, Keep Scott County Beautiful, IA
- Beyond the Designation of Scenic Byways**
Presenter: David Dahlquist, Landscape Architect Consultant, Shive-Hattery Inc.
- Implications of Results of Iowa Litter Survey on Sound Policy**
Presenters: Matt Nieswender, Environmental Planner and Patrick Robinson, GIC Specialist, Barker Lemar Engineering Consultants
- 12:30 - 1:30 pm** **Lunch - Conference Center Dining Room**

"Educating for a Cleaner & More Beautiful America"

1:30 - 2:45 pm



Partnerships and Best Practices

Convenience Store Industry

Presenter: Mike Richardson, Vice President of Marketing, Casey's General Stores

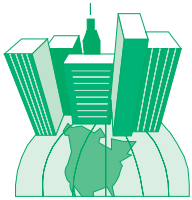
Corporate/Nonprofit/Government Partnership

Presenter: Representative, Bridging the Gap

Earth's 911 Corporate Partnerships

Presenter: Matt Boerkircher, CLACOR/Baldwin Filters

2:45 - 3:45 pm



Business/Corporate Environmental Education Programs

Businesses for Environmental Leadership

Presenter: Ken Svoboda, Chairman and City Councilman, Lincoln, NE

New Waste in the Workplace

Presenter: Sue Smith, Education Director, Keep America Beautiful

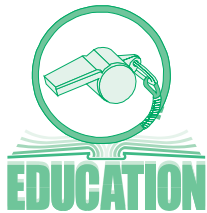
HELP (Have Employees Do Litter Pickup) Your Business Campaign

Presenter: Harry Heafer, Keep Lincoln/Lancaster County Beautiful

3:45 - 4:00 pm

Break

4:00 - 5:00 pm



Education Programs on Ordinances & Enforcement

Broken Window Theory on Keeping Order

Presenter: Sue Smith, Education Director, Keep America Beautiful

Nuisance Abatement

Presenter: Bryon Harris, City Manager, Shenandoah, IA

A Clean Getaway

Presenter: John Schneller, Managing Director, MONY Group, Des Moines, IA

Friday, June 21, 2002

8:45 - 10:00 am

"The Greening of the 2002 Olympics" (Tentative)

Presenter: Scott A. Vitters, Environmental Project Manager, Science, Regulatory & Environmental Management, Quality and Technical Services, Coca-Cola North America

10:00-10:15 am

Break

10:15 - 11:30 am

Designing Our Communities for Success

Designing Through Neighborhood Involvement

Presenter: Kathy Kropuenske, Keep Scottsbluff-Gering Beautiful

Community Entryway Program

Presenter: Roy DeWitt, Keep Scott County Beautiful, IA

Local Litter Summit

Presenter: Linda Grell, Keep Beatrice Beautiful, NE

Plan for Community Success

Presenter: TBA

12:00 noon



Keep Nebraska Beautiful Environmental Awards Luncheon Steinhart Lodge (just east of the Lied Conference Center)

Keep Nebraska Beautiful will be honoring organizations, businesses, youth, civic groups, and individuals for their outstanding environmental efforts during the past year.

Conference Registration Form

Return this registration form with payment **postmarked by June 1, 2002.**

Name: _____

Organization/Company/School: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Telephone: (_____) _____ Email: _____

- Postmarked by June 1 (Thurs-Fri) \$105.00
- Postmarked after June 1 (Thurs.-Fri) \$130.00
- Postmarked by June 1 (Wed-Fri) \$120.00 (KAB Affiliates)
- Postmarked after June 1 (Wed-Fri) \$145.00 (KAB Affiliates)

*Full registration includes **all** sessions and meals except evening meals including the KNB Awards Luncheon on Friday. Please check all the ones you will be attending:

- _____ Wednesday afternoon session (KAB Aff.) _____ Thursday Luncheon
- _____ Wed. evening Reception for communities _____ Thursday afternoon sessions
interested in learning about KAB affiliation _____ Friday morning sessions
- _____ Thursday morning sessions _____ Friday Awards Luncheon

- Friday KNB Awards Luncheon Only: \$ 13.00 (Included in full registration
ONLY for those not registering for full conference or for those bringing additional guests.)

TOTAL AMOUNT ENCLOSED \$ _____

Hotel Reservations can be made by calling the Arbor Day Farm Lied Conference Center at 800-546-5433. The special conference rate is \$65.00/night single or \$75.00/night double. **Deadline to reserve room at this rate is Wednesday, June 4.** Please state that you are a part of the Keep Nebraska Beautiful Conference.

If you are a KAB Affiliate Director, please indicate if you would be willing to share a successful and unique project idea in our Keep America Beautiful Affiliate Project Exchange Showcase on Wednesday afternoon:

- Yes, I'd be willing to do a 10 minute presentation on the following project:

Return to: Keep Nebraska Beautiful
3201 Pioneers Blvd., Suite 306
Lincoln, NE 68502-5963

Questions? Call: 402-486-4562 or Email: jpolson@knb.org

Keep Nebraska Beautiful Members

Bold text indicates new or recently renewed members

SUSTAINING CORPORATE - (\$1000+)

Nebraska Soft Drink Association.....Lincoln

SPONSORING CORPORATE (\$500-999)

ITW Hi-ConeItasca, IL
 Midland Recycling Lincoln.....Lincoln
 Nebraska Dept of Economic Development.....Lincoln
Novartis Consumer Health, Inc......Lincoln
 Nucor SteelNorfolk
 Omaha Public Power District.....Omaha
Omaha World-Herald.....Omaha
 Tenneco Automotive.....Cozad
Weyerhaeuser.....Omaha

SUPPORTING CORPORATE (\$100-499)

Aaron Ferer & Sons Co......Omaha
 Abe's Trash Service, Inc.....Omaha
 Ash Grove Cement Company.....Louisville
 Ayars & Ayars, Inc.....Lincoln
Beatrice Scrap Processing Inc......Beatrice
Bryan LGH Medical Center.....Lincoln
 Burton Enterprises.....Henderson
 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
 Eaton Corporation.....Kearney
Flowserve Corp......Hastings
 Jebro, Inc.....Sioux City, IA
 Elizabeth Ann Kernes Krause.....Julian
 McDonalds of Alliance.....Alliance
 Meyer Inc.....South Sioux City
Delmar W. Morgan.....Elkhorn
 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
Panhandle Geotechnical & Environmental, Inc......Scottsbluff
Papio Missouri River NRD.....Omaha
Peoples Natural Gas.....Lincoln
 Pepsi-Cola.....Lincoln
Pepsi-Cola Bottling Co. of Hastings, Inc......Hastings
 Perrett Environmental Management.....Valentine
Pfizer Global Manufacturing.....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
 Sterling Communications.....Lincoln
TMCO Inc......Lincoln
T.O. Haas Tire.....Lincoln
 Tri-Con Industries Ltd.....Lincoln
 Wis-Pak, Inc.....Watertown, WI

COMMUNITY/COUNTY-5000+ POPULATION

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

SUPPORTING COMMUNITY (UNDER 5000)

City of Auburn.....Auburn
 Village of Belden.....Belden
 City of Benkelman.....Benkelman
 City of Creighton.....Creighton
 City of Long Pine.....Long Pine
 City of Minden.....Minden
 City of Neligh.....Neligh
 City of SidneySidney
Village of Verdigre.....Verdigre
Village of Wolbach.....Wolbach
 City of Wymore.....Wymore

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

Abate of Nebraska.....Lincoln
 Beatrice Board of Public Works.....Beatrice
 Bethphage/Holdrege Area Recycling Center.....Holdrege
 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
 Heart To Heart.....Omaha
Heartland Community Schools.....Henderson
Heartland United Way.....Grand Island
 Holmes Elementary School PTO.....Lincoln
Keep Alliance Beautiful.....Alliance
Keep Beatrice Beautiful.....Beatrice
 Keep Chadron Beautiful.....Chadron
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
Lower Loup NRD.....Ord
 Lower Platte North NRDWahoo
 Lower Platte South NRDLincoln
Lutheran High Northeast.....Norfolk
 Mail Boxes, Etc.....Lincoln
 Martin Luther Homes of Nebraska, Inc.....Lincoln
 Martin Luther Homes of Nebraska.....York
National Arbor Day Foundation.....Lincoln
 Nebraska P.E.O. Home.....Beatrice
 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 SpeedyLincoln
Smithfield Community Club.....Smithfield
 South Platte NRD.....Sidney
Southeast Community College.....Lincoln
Southwest Nebraska RC&D.....Cambridge
 St. John Nepomucene School.....Weston
 St. Joseph School.....Lincoln
 The Groundwater Foundation.....Lincoln
 VonBusch & Sons, Inc.....Lincoln
 W.A.Y. Ministries.....Omaha
 Washington County Recycling Assn.....Washington

WASP.....Falls City
 WasteCap of Lincoln.....Lincoln

INDIVIDUAL & FAMILY MEMBERS

Larry & Sue Andersen.....Kearney
Rod & Robin Bates.....Lincoln
 Allen Beermann.....Lincoln
Roger & Linda Behrns.....Louisville
 Nadine Blair.....Omaha
Jim Brown.....Lincoln
Frosty Critchfield.....Lincoln
 Nancy Dahl.....Lincoln
 Mike Davis.....Chappell
David C. Dow.....Omaha
 Marilyn & Dick Elder Family.....Richmond, VA
 George & Barbara Frye.....Lincoln
 Dennis & Lynn Grams.....Lincoln
 Linda & Allen Grell.....Beatrice
Gail Graeve.....Omaha
 Bob Hemphill.....Des Moines, IA
 John & Deb Hendry.....Lincoln
Rod Horn.....Sidney
 Rick Inderlied.....Lincoln
 Chris Jerram.....Omaha
Ron Johnson.....Lincoln
 Simon Joyner.....Omaha
 Jean Kolterman.....Seward
 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
 Sara Morris.....North Platte
Paul O'Hara Family.....Lincoln
 Mary Alice Park.....Lincoln
Mark Peyton.....Gothenburg
Alan Phares.....Columbus
 Dave & Jane Polson.....Lincoln
Dr. Wayne R. Price.....Beatrice
Sharilyn Rector.....Lincoln
 Cindy Reinhard Family.....Broken Bow
Sue Stoeber-Reyzlik.....Fremont
Harry Richardson.....Broken Bow
Shellyn Sands.....Beatrice
 Jerald & Charlotte Schenken.....Omaha
 Mike & Lorrie Schrad.....Omaha
 Jim & Sue Smith.....Joliet, IL
 Jac & Jack Spahn & Family.....Lincoln
 Merlyn & Caroline Stadler.....Axtell
 Mark Stephens.....Ft. Calhoun
 David & Dorothy SternOmaha
 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
 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: _____

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+

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*

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.

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!



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

