



40

YEARS

Waste Paper

A Quarterly Publication Of Keep Nebraska Beautiful

Fall 2004

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“GETTING TOUGH ON LITTER”

Education, Enforcement, Enlightenment

October 20-21, 2004

Keep Nebraska Beautiful and Keep Iowa Beautiful will co-sponsor this year's annual conference on October 20-21 at the Lied Conference Center at Arbor Day Farms in Nebraska City. The conference is open to the public. A registration form and complete agenda are available online at www.knb.org.

The theme of the conference is “Getting Tough on Litter.” The two-day event will kick off with an opening keynote address from Keep America Beautiful, President, G. Raymond Empson. Sue Smith, KAB Director of Education & Training, will also be on hand to share new concepts for litter education and enforcement from successful programs around the country. Other session topics will include:

- ❖ Litter and Illegal Dumping Enforcement with a panel of enforcement personnel from Iowa and Nebraska providing their insights.

- ❖ “Stop Trashing Texas” which has been a successful tool to enforce illegal dumping in Texas. Keep Texas Beautiful Executive Director, Stacy George Cantu, will share how it's being done throughout the State of Texas.

- ❖ During the Litter Public Awareness Campaigns session a panel will share

what they have done to better inform the public of the need for getting tough on litter.

- ❖ The session on Litter Education will be a time for panelists to share education efforts that have been effective within the classroom.



- ❖ Share Your Best Litter Education, Enforcement & Enlightenment Ideas will be a great time for sharing your ideas with other attendees.

We will conclude the conference with the Keep Nebraska Beautiful Environmental Awards Luncheon on October 21. The KNB



Environmental Awards will honor communities, youth, civic and nonprofit organizations, and businesses across the state for their positive environmental efforts.

The conference will also be a time for Keep Nebraska Beautiful to celebrate our 40th Anniversary. The nonprofit organization began in 1964 through an Executive Order by then Governor Frank Morrison. The Outstanding Community Award is named for the organization's founder, Deanie Anderson. Please come and help us celebrate!

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
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Keep Columbus Beautiful
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(402) 441-8035

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(308) 534-8100

Keep Northeast Nebraska Beautiful
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Keep Omaha Beautiful
(402) 444-7774

Keep Schuyler Beautiful
(402) 352-3101

Keep Scottsbluff-Gering Beautiful
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Keep Sheridan Co. Beautiful
(308) 638-7127

Keep Sidney Beautiful
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Executive Director's Comments

2004 KNB Golf Tournament

Thanks to a great group of Hole Sponsors, Team Sponsors and Prize Donors, the 2004 Keep Nebraska Beautiful Charity Golf Tournament was a great success. The environmental course at Arbor Day Farms, Arbor Links, was the site of this year's tournament.

We would like to especially recognize our Hole Sponsors:

Coca-Cola Bottling
Hewlett-Packard
Kiewit Companies Foundation
Koley Jessen P.C.
MFG, Inc.
Motorola
Northern Natural Gas
Omaha Public Power District

The Team Sponsors included: Aquila, Baldwin Filters, Coca-Cola Bottling Company, Deeter Foundry, Inc., HDR, Hewlett-Packard, Kirkham Michael, Koley Jessen P.C., MFG, Inc. Mostek Friends, Motorola, Nebraska Public Power District, Nebraska Rural Electric Association, Nebraska Well Drillers Association, Northern Natural Gas, Ole' KNB Board Members, Olsson Associates, Omaha Public Power District, Pepsi, Peter Kiewit Sons', Inc., Terracon, URS Corporation, Varner Team and Kevin Warneke & Friends Team.

Division Winners included:

Power Struggle

First Place - Aquila

Second Place - OPPD

Engineering Challenge

First Place - MFG

Second Place - HDR

Legal Challenge

First Place - Koley Jessen

Second Place - Mostek Friends

Corporate Challenge

First Place - Hewlett-Packard

Second Place - Coca-Cola Bottling



Aquila Team Power Struggle Division Winners



Koley Jessen PC Legal Challenge Winners

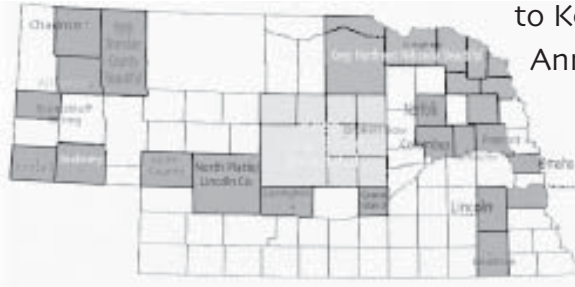


MFG Engineering Challenge Winners

A great time was had by all. We look forward to our 9th Annual Golf Tournament on September 23, 2005!

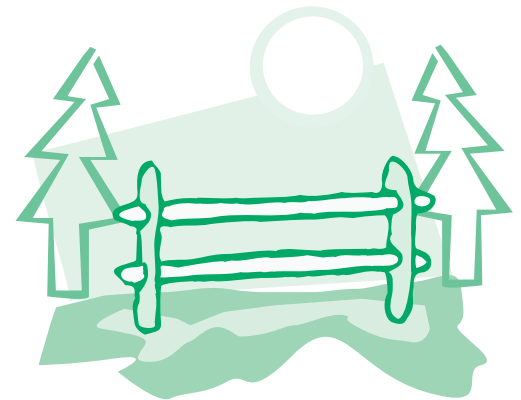
Keep America Beautiful Affiliates Success!

There are 21 local Keep America Beautiful (KAB) affiliates in Nebraska, including two 9-county regional affiliates. Staff and volunteers at each affiliate location work diligently throughout the year to organize litter cleanups, provide educational presentations, and coordinate community beautification efforts. At this time every year, details of these projects and programs are reported to Keep America Beautiful. The results are compiled in the KAB Annual Report.



The KAB Annual Report for Nebraska affiliates shows another impressive effort this past year. The number of total volunteers involved in cleanups across the state has increased by 29% over last year, and the number of sites where graffiti was removed more than doubled to 35 locations! There was also a nearly 40% increase over last year in the number of students who attended classroom presentations. Here is a summary of the KAB Annual Reports for Nebraska:

Cleanups	1,534
Cleanup volunteers	23,454
Litter-Free events	168
Sites beautified	122
Trees planted	913
Total volunteers for all projects	35,846
Classroom presentations	542
Students in attendance	26,999
Youth presentations	49
Students in attendance	1,702
Community presentations	830
Adults in attendance	113,569
Value of in-kind donations	\$2,174,195



The Cost/Benefit Ratio reported by affiliates is an average of \$16.95. The ratio compares government dollars spent to community in-kind goods and services. That means that for every \$1 contributed by the government to a special project or program, the community donated nearly \$17 in volunteer hours and in-kind donations.

Finally, a Litter Index is measured and reported for each affiliate. The Litter Index refers to a scale that measures the amount of litter in a particular area. A scale of 1 (little or no litter) through 4 (heavily littered) is used. The Litter Index average for Nebraska communities of 1.64 was reported for this year, down slightly from 1.66 reported last year.

Year after year, the results of the KAB Annual Report prove that Nebraska affiliates continue successful work on innovative programs. Thanks to all the affiliates and community volunteers who worked to Keep Nebraska Beautiful this year!

Make A Difference Day

October 23, 2004



What It's All About

Make a Difference Day was created thirteen years ago by USA Weekend Magazine to promote volunteer activities across the country. Every year on the fourth Saturday in October, citizens are asked to set aside their normal routines and make a contribution to their communities. The commitment that citizens are encouraged to make is not one of money, but of time.

In 2003, this annual event rallied 3 million citizens to complete thousands of community projects. These projects might be as small as one person collecting used clothing for a battered women's shelter or as large as organizing a city-wide litter cleanup.

In order to be counted as one of the millions participating in this special day, volunteers are encouraged to register their projects at www.makeadifferenceday.com. Registered projects will be considered for the national *Make A Difference Day Awards*. Judges will select 10 special projects to receive awards and a \$10,000 cash donation will be given to a charitable cause.

The website also contains planning guides, project tools, marketing materials, tips for volunteers, and an idea generator to help you choose a project. Your project might even be eligible for free supplies!

As one of the national organizations that encourages participation in Make A Difference Day, Keep America Beautiful promotes volunteerism and community involvement.



Join The Fun!

October 23, 2004 is a national day of doing good. You can join a project already underway, expand a volunteer project with which you are already involved, or identify a specific need in your community and organize your own group of volunteers. Remember that individuals, families, organizations and businesses are encouraged to participate.

Need help getting started? Here are just a few ideas for community involvement projects:

Look around your own neighborhood. Do you have an elderly neighbor who might need help raking leaves, painting the house, or repairing a garage door?



Plant spring-flowering bulbs or perennials in front of the library, post office, or some other common area in your community.

Organize a litter cleanup. Pick up trash in the park, along a roadway, or the school parking lot.

Do you live near a pond, lake, or stream? Recruit other volunteers to help pick up any glass bottles, plastic or other trash that might be dangerous to people or local wildlife.

Collect and distribute used children's books for a homeless shelter or board games for a youth center.

Check out your local park. Does the playground equipment need to be repaired or painted?





2004 GREAT AMERICAN CLEANUP™ THE RESULTS ARE IN!

The Great American Cleanup™ had another successful year in Nebraska. This year, in 178 communities, 20,176 volunteers rolled up their sleeves and spent 59,138 hours tackling 2,018,723 pounds of litter and garbage and taking on other projects to beautify Nebraska. In all, 606 events were held across the state. Volunteers helped by planting 1,506 trees, and 4,779 flowers and shrubs. Volunteers also cleaned up 789 acres of parks, 157 playgrounds and other recreation areas, and 67 illegal dumpsites. They removed 95 junk cars in their communities. Together they made a positive difference in their communities and the state of Nebraska.

There were recycling events that took place, as well, keeping a lot of items out of landfills. There were 3,998 bags of aluminum cans collected and another 232,868 pounds of various types of metal. There were 6,484 bags plus 181,565 pounds of newspapers collected.

There were also events to collect tires and batteries. Approximately 23,200 tires were collected in events across the state as part of the Great American Cleanup™. There were 450 used batteries collected, and in communities where they kept track by pounds, there was another 7,353 pounds of batteries collected.

Communities had creative ways of getting volunteers involved. One community has college students who come back just for the local Great American Cleanup™ event. It has become a tradition, and they have found ways to make it fun. First thing in the morning, volunteers collect couches that have been set out for disposal. When everyone in the backs of vehicles has a "soft seat" the real collection begins. The organizer of the event says they could streamline their collection, but they don't want to take away the fun for the students!

Another community got the high school students involved by letting them come up with some of their own ideas for what could be done to improve the city. Besides collecting litter all over town, they pulled weeds, painted trash barrels and posts in the city park and ballfields, and worked to improve the downtown area.

In one Keep America Beautiful affiliate community, a resident had been collecting interesting and unusual items from local trash cans for some time. Some of the items from his collection were displayed in a window of a prominent downtown business a few days before the community cleanup. This "trash to treasure" display emphasized the idea of not dumping something that someone else could use. The gentleman received a number of calls from people who were interested in purchasing some of his treasures. Some of the items he had rescued from the trash over the years were truly collectible!

If your community was not involved in the Great American Cleanup™ this year, the opportunity awaits you next spring! Contact our office at 402-486-4562 to find out about getting involved or check out our website at <www.knb.org>. We can provide you with trash bags, posters and other supplies to help get your project going. Thank you to all of the volunteers who helped make this year's event such a success! Together, we really can keep our communities and the state of Nebraska beautiful!



Even the smallest members of the community pitched in to help during the 2004 Great American Cleanup™



KAB's Cigarette Litter Research Program

Cigarette butts are the most littered item in the world. In fact, around the globe 4.5 trillion cigarette butts are discarded improperly every year. In Nebraska, cigarette litter accounts for over 26% of all the litter collected.

Although many people don't consider cigarette butts litter, they are and they can cause significant environmental problems for communities.

Cigarette filters contain carcinogens and are not biodegradable. Since cigarette butts are small and lightweight, they are easily washed into streams, lakes, rivers, and the ocean where they can be ingested by wildlife.



In an effort to effectively and noticeably reduce cigarette litter nationwide, Keep America Beautiful launched the Cigarette Litter Prevention Program in 2003. Nine KAB affiliates have been involved as test sites during the third phase of the project. The three-phase program is funded by a grant from Phillip Morris USA.

The first phase of the three-year project involved updating research, an ongoing literature review, and consideration of "best practices" for cigarette litter reduction. This project phase includes updated brochures to be used as an educational tool by KAB affiliates.

The second phase of the project involved a test campaign in three U.S. cities. Activities during this campaign included public service messages on local radio and print media, distributing free pocket ashtrays, utilizing opinion research to assess perceptions of litter, and placing ash receptacles in strategic locations.

Keep Lincoln/Lancaster County Beautiful is one of nine Keep America Beautiful affiliates who have participated in the final phase of the program which ended August 31. During this phase, research variables were utilized to determine the most effective methods of reducing cigarette litter. All nine test communities placed ash receptacles in an area of their community, three of the cities then added the distribution of pocket ashtrays to test that variable, and the final three cities added both the distribution of pocket ashtrays and public service messages.

The results of this research project will develop more effective tools to reduce cigarette litter by changing individual behavior. After the results are studied and compiled, The Cigarette Litter Prevention Campaign will be launched in 2005.

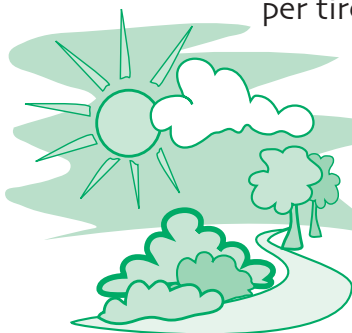
Waste Reduction & Recycling Incentive Grant Program

The Nebraska Department of Environmental Quality (NDEQ) offers a grant program to provide financial assistance for waste reduction and recycling programs. Grant requests may include tire amnesty collections or products made from ground tires, equipment for a recycling program, market development for recyclables, programs that reduce waste and/or reduce the toxicity of waste, such as household hazardous waste collections, etc.

This NDEQ program is funded through a business fee on sales of tangible personal property, a \$1 per tire fee on the sale of new tires in Nebraska, and via landfill disposal fees. In

2002, over \$3,700,000 was awarded to eighty-two projects across the state. Eligible applicants can include political subdivisions for the tire and landfill disposal fee side and private businesses, nonprofit organizations, etc. for the business fee side. The deadline for submitting a grant application is February 1.

For more information about this grant program and other programs offered by NDEQ, visit their website at www.deq.state.ne.us or call 402-471-2186.



Keep Nebraska Beautiful Members

Bold text indicates new or recently renewed members

Sustaining Corporate (\$1000+)

Kiewit Companies Foundation.....Omaha

Sponsoring Corporate (\$500-999)

Coca-Cola Bottling Company.....Omaha
Coors Brewing Company.....Golden, CO
Hewlett-Packard.....Omaha
Koley Jessen, P.C.....Omaha
Ralph & Beth Kernes Krause.....Julian
MFG Inc.....Omaha
Motorola.....Eden Prairie, MN
Northern Natural Gas.....Omaha
Omaha Public Power District.....Omaha
Omaha World-Herald.....Omaha
Weyerhaeuser.....Omaha

Supporting Corporate (\$100-499)

Abe's Trash Service.....Omaha
ADM Corn Processing.....Columbus
Aquila.....Lincoln
Aquila.....Omaha
Ash Grove Cement Company.....Louisville
Baldwin Filters.....Kearney
Beatrice Scrap Processing Inc.....Beatrice
Bryan LGH Medical Center.....Lincoln
Butler County Landfill, Inc.....David City
Cargill.....Blair
Cather & Son's Construction, Inc.....Lincoln
Chief Industries.....Grand Island
Clean Harbors Environmental Services, Inc.....Kimball
Countryside Energy.....Firth
CP Recovery.....Omaha
Deeter Foundry, Inc.....Lincoln
Dempster Industries, Inc.....Beatrice
Duncan Aviation.....Lincoln
Electronic Recyclers Inc.....Omaha
Flowerserve Corp.....Hastings
G & P Development Landfill.....Milford
HDR.....Omaha
ITW Hi-Cone.....Itasca, IL
Kirkham Michael.....Lincoln
McDonalds of Alliance.....Alliance
McDonalds of Chadron.....Chadron
Midland Recycling Lincoln.....Lincoln
Molex, Inc.....Lincoln
Nebraska Beer Wholesalers Assn.....Lincoln
Nebraska Public Power District.....Columbus
Nebraska Rural Electric Assn.....Lincoln
Nebraska Well Drillers Association.....Lincoln
Paul O'Hara.....Lincoln
Olsson Associates.....Lincoln
Olsson Associates.....Omaha
Omaha Paper Stock.....Omaha
Papio-Missouri River NRD.....Omaha
Pavers, Inc.....Waverly
Pepsi Cola Bottling.....Lincoln
The Pepsi Bottling Group of Omaha.....Omaha
Peter Kiewit Sons', Inc.....Omaha
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
Terracon.....Omaha
Tri-Con Industries Ltd.....Lincoln
URS Corporation.....Omaha
Kevin Warneke.....Omaha

Community : 5000+ Population

City of Lincoln Recycling Office.....Lincoln
City of North Platte.....North Platte
City of South Sioux City.....South Sioux City

Community: 1-4999 Population

City of Auburn.....Auburn
City of Benkelman.....Benkelman
City of Creighton/Keep Creighton Beautiful.....Creighton
City of Franklin.....Franklin
City of Long Pine.....Long Pine
City of Minden.....Minden
City of Red Cloud.....Red Cloud
Village of Verdigre.....Verdigre
Village of Wolbach.....Wolbach

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
Boys & Girls Clubs of Omaha.....Omaha
Catholic Charities.....Omaha
Doane College.....Crete
Folsom Children's Zoo & Botanical Gardens.....Lincoln
GFWC Seward Womans Club.....Seward
GFWC/NFWS Sower Club.....Schuyler
Grand Island Area Clean Comm. System.....Grand Island
Green Prairie Foundation.....Lincoln
The Groundwater Foundation.....Lincoln
Heartland Community Schools.....Henderson
Hebron 1st Impressions Committee.....Hebron
Holmes Elementary School.....Lincoln
Immanuel Lutheran School.....Columbus
Keep Alliance Beautiful.....Alliance
Keep Beatrice Beautiful.....Beatrice
Keep Northeast Nebraska Beautiful.....Dakota City
Keep North Platte/Lincoln Co. Beautiful.....No. Platte
Keep Omaha Beautiful.....Omaha
Keep Scottsbluff-Gering Beautiful.....Scottsbluff
Lincoln Christian School.....Lincoln
Lower Loup NRD.....Ord
Mosaic.....Holdrege
Nebraska Association of Resources Districts.....Lincoln
Nebraska Licensed Beverage Association.....Lincoln
Nebraska Press Association.....Lincoln
Nebraska Safety Council.....Lincoln
NIOGA.....Kimball
NMPP Energy.....Lincoln
North Platte Catholic Schools.....North Platte
Ogallala/Keith Co. Chamber of Commerce.....Ogallala
Open Door Mission.....Omaha
Pepsi-Cola Bottling Co. of Hastings, Inc.....Hastings
Sandhills Ind/No. Platte Opportunity Center.....No. Platte
St. John's School.....Lincoln
St. Monica's.....Lincoln
South Platte NRD.....Sidney
Southeast Community College.....Lincoln
United Methodist Ministries Lincoln District.....Lincoln
Washington County Recycling Assn.....Washington
WASP, Inc.....Falls City
Wastecap of Lincoln.....Lincoln
Wider Omaha Lutheran School Assn.....Omaha

Individual & Family Members

Cindy Adkins.....Gothenburg
Norma Bappe.....Lexington
Rod & Robin Bates.....Lincoln
Joe Baxter.....South Sioux City
Roger & Linda Behrns.....Louisville
Nadine Blair.....Omaha
Matt Boerkircher.....Kearney
John Buckley.....Omaha
Tom Correll.....Valley
Frosty Critchfield.....Lincoln
Marilyn & Dick Elder Family.....Richmond, VA
Nancy Friesen.....Henderson
George & Barbara Frye.....Lincoln
Cheryl Gerkins.....Lincoln
Dennis & Lynn Grams.....Lincoln
Patricia Greene.....Papillion
Linda & Allen Grell.....Beatrice
Randal & Carla Gunn.....Grand Island
Bob Hemphill.....Des Moines, IA
John & Deb Hendry.....Lincoln
Rod & Deb Horn & Family.....Sidney
Rick Inderlied.....Lincoln
Larry Jobeun.....Omaha
John Kinter.....Columbus
Frank Kosiba.....Omaha
Anne Kramar.....Omaha
Jeff Lake.....Omaha
Carla Loemker.....Beatrice
Bob McCarty.....St. Edward
Dr. Thomas & Evelyn McKnight.....Fremont
Kathy McWilliams.....St. Paul
Tomas S. Miller.....Norfolk
Delmar W. Morgan.....Elkhorn
Michael S. Mostek.....Omaha
David R. Ostdiek.....Scottsbluff
Jim Otis.....Omaha
Steve & Trish Owen.....Lincoln
Mary Alice Park.....Lincoln
Alan Phares.....Columbus
Mike Piernicky.....Omaha
Dave & Jane Polson.....Lincoln
Dr. Wayne R. & Janice Price.....Beatrice
Sharilyn Rector.....Lincoln
Sue Reyzlik.....Fremont
Harry Richardson.....Broken Bow
Trixie & Dave Schmidt.....Lincoln
Mike & Lorrie Schrad.....Omaha
Jim & Sue Smith.....Clark Lake, MI
Merlyn & Caroline Stadler.....Axtell
Mark Stephens.....Ft. Calhoun
David & Dorothy Stern.....Omaha
Don & Cynthia Thies.....Lewellen
Martha Thomas & Family.....Wymore
Katrina & Todd Trobee.....Ainsworth
Dick Varner.....Omaha
Jim Varner.....Omaha
Jeff Waszgis.....Crete
James D. Whitaker.....North Platte
Virginia White.....Grand Island
Hugh Wilkins Family.....Geneva

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
 Email: info@knb.org

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
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