

Keep Texas Beautiful grassroots

Fall 2010

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KTB OFFERS RECOGNITION TO COMMUNITY LEADERS OF ALL STRIPES

What are you doing to beautify and sustain your community? If you feel like many Texans, the answer is likely “not enough.” We all do our best to juggle family, friends, work and community, attempting to answer the call to volunteer wherever it can be heard. While you may not feel as if you are doing enough, we at Keep Texas Beautiful know that simply isn't true; there are wonderful things happening every day across this great state of ours. All of us have a responsibility to recognize the positive steps Texans are making in protecting and enhancing their communities, and through our Keep Texas Beautiful Awards, that is exactly what we attempt to do.



Members of Discover Green, winners of the 2010 Ruthe Jackson Youth Leadership Award, Off-Campus Youth Group category.

In order to encourage Texans to join their local KTB affiliates (more information on page 9), and encourage citizens to give 110 percent, we honor the efforts of individuals, businesses, civic organizations and government entities – among other groups – who show their commitment to the Texas environment through projects, programs and a spirit of volunteerism. There are categories to showcase every age group and affiliation, from schoolchildren to senior citizens, business and industry, media, government and law enforcement.

Below are some vignettes meant to familiarize you with some of the groups we recognized in 2010. Take a moment to learn about some of the great things happening in and around your community, then ask yourself – could this be you?

Discover Green

The winner of the Ruthe Jackson Youth Leadership Award, Off-Campus Youth Group category, is Pflugerville-based Discover Green, an organization founded by a high school student with big dreams and a big heart. The Ruthe Jackson Youth Leadership Award is named for KTB board member emeritus Ruthe Jackson, a former member of the Dallas County School Board and first Texas recipient of the Mrs. Lyndon B. Johnson



President's message

John Howard - KTB President

Welcome to another edition of *Grassroots!* This is my first opportunity to write this column, and I'm looking forward to being able to work with all of you in the coming year.

Two important societal trends seem to be aligning. One is that our economy has slowed, which means that governments, businesses and families are looking for ways to reduce spending and operate more efficiently. The other is the concept of sustainability, which is the effort to ensure we leave future generations in no worse shape – and ideally, in better shape – than today; the idea is to consider the intersection of environmental, economic and social issues and act in a holistic way. In my view, sustainability means doing a better job of considering other people and other issues when we make important decisions about our own lives and resources. We should connect the dots by considering how our actions might impact others, in the moment and in the future, and by recognizing that each of our decisions can have environmental, social and economic impacts.

The board and staff of Keep Texas Beautiful believe we have a significant role to play in helping you navigate and thrive amidst these significant trends and their confluence. In the coming year, we look forward to engaging young Texans at every level, from kindergarteners to college students, in hopes they will spread the message of environmental stewardship and sustainability to their families, friends and peers. Moreover, we will continue to enhance our Web site offerings by moving awards applications online to expedite the process and minimize paper usage. We also plan to offer a wider array of webinar training sessions which allows individuals from all across the state to dial into a common phone number and experience the same training, saving on travel dollars, miles traveled and reducing your carbon footprint.

We're devoting the 44th Annual Conference to *Exploring Sustainability* to help you learn more about the ins and outs of sustainability, hear how other communities are looking at this issue and facilitate a conversation about opportunities and solutions for your community.

And we've started adding information to our Web site on sustainability, including some leading descriptions and some projects, policies and practices of our KTB affiliate community. Visit www.ktb.org and click on the "About Us" tab to check out the related sustainability goals and efforts that our affiliates already are making. We will be continually adding to this new sustainability section, and we invite you to bookmark the link and check back for the most up-to-date information.

I see KTB's principal role as one of connecting the dots: linking affiliates, communities, businesses, civic groups, families and individuals with information, resources, contacts, best practices, case studies, tool kits, curriculum and opportunities, so that all of you can more easily navigate toward more sustainable communities. As the year progresses, we hope to hear more from you about what you're doing, about any questions you might have and about how we can help. We're looking forward to a great year, and I hope you'll let us know how we can assist you better.

Sincerely,



Keep Texas Beautiful, Inc., is an educational, nonprofit organization working in cooperation with the Texas Department of Transportation and 17 million concerned citizens, government entities and private industries in a public/private venture to eliminate litter and create a cleaner and more beautiful environment.

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PLANT YOUR OWN MIGRATION STATION

7th edition ornament purchase offers special gift



With the holidays rapidly approaching, have you been looking for the ideal holiday gift? Any of our KTB ornaments would make a great gift for family, friends or colleagues.

Available for just \$19 a piece, each ornament is designed by Texas native Nelda Laney to highlight a unique attribute of Texas.

The 2010 7th edition ornament features the Monarch butterfly, named the state insect of Texas in 1995. Also known as milkweed butterflies due to their dependence on the milkweed plant, North American Monarchs are the only butterflies known to fly south for the winter and north for the summer, after which they amass in only 10 or 12 large colonies. The lengthy process of migration generally spans four generations, yet each successive generation is endowed with apparent optimism, tenacity and a determination to make its way back home.

Just as the Monarch exists as one of the leading species of butterfly, Texas stands proudly as one of the largest states in the nation, with a reach and influence that stretches far beyond its actual borders. This ornament not only displays the exquisite beauty and grace of this species, but speaks to its enduring spirit and resiliency, qualities that burn brightly within every citizen of the Lone Star State. And when you purchase this ornament, it not only helps fund a myriad of KTB programs, but allows you to give back to your community.

With each purchase of the 7th edition ornament you will receive a packet of butterfly garden seeds,

which we encourage you to plant in your backyard, at your community center or in a local school garden! We've seen a significant decline in the Monarch population over the last several years, but if every Texan does his or her part to plant a butterfly garden, we can help support the continued existence of this majestic insect.



Your seed packet will come with full instructions on how best to let your garden thrive, but below are a few tips to get you prepared:

- Butterflies are more attracted to groups of plants that flower simultaneously, rather than a single plant with a few flowers – so plant yours in a bunch!
- Plant your flowers in an area with lots of natural sunlight and provide a few rocks or flat surfaces so Monarchs can perch and warm themselves.
- If possible, plant your seeds near a few shrubs, or create a brush pile to offer Monarchs a shelter from wind and rain.

It is only through environmental conservation and the consequent promotion of biodiversity that the glorious Monarch butterfly can survive and thrive. The purchase of this ornament not only funds an array of community improvement projects, but can have a direct impact on the Monarch butterfly population. Visit www.ktb.org for additional resources to boost your efforts in planting and maintaining your own butterfly garden!

KTB OFFERS RECOGNITION (CONTINUED)

Award, a national award sponsored by Keep America Beautiful that is given to a woman who exhibits exceptional leadership in litter prevention and beautification activities.

Discover Green was launched in 2008 by Matthew Evans, after he and a small group of friends came together to design a birthday party to take the focus off the materialism so many birthday celebrations entail. Upon realizing other teens were interested in hosting parties with a service project theme, Evans began training leaders and volunteers and helping replicate his “teen green party with a purpose” idea in Georgetown, San Antonio, Austin, Little Rock, Arkansas, and Washington, D.C.

Groups like TreeFolks, an urban forest initiative in Austin, and the Volunteer Center of Williamson County hosted more than 10 additional events over the course of 2009 thanks to help from Discover Green. The collaboration of community activists and “eco-inspiration” coaches – who are all high school students – resulted in nearly 3,500 volunteer hours committed to projects such as tree planting in Central Texas and litter cleanups in several different communities. The group’s youth-targeted outreach resulted in more than 700 youth and 600 adults joining the Discover Green cause in 2009; those volunteers ultimately contributed 3,900 volunteer hours over the course of the year. The group has grown from a humble organization into a movement that reaches communities around Central Texas and beyond.

Live Green Volunteer Training Program of Plano

The City of Plano’s Live Green Volunteer Training Program, or LGVTP, won third place honors in the City Government division, behind the City of Irving Code Enforcement and City of Sugar Land, who placed first and second, respectively. The Government Award recognizes the exemplary contributions made by government departments or divisions to the Texas environment.

The LGVTP was established in 2007, in concert with the LGIP (Live Green in Plano) initiative,

a city-wide public education campaign created with the goal of providing sustainable volunteer leadership that will help expand the capabilities of the Sustainability



Plano youth getting involved with LGIP.

and Environmental Services department in delivering information to the public about cleaner, greener and healthier life choices. Since its founding, LGVTP has trained more than 200 individuals who have contributed over 12,000 hours to the Plano community. In total, the program has helped more than 262,000 residents with their recycling, trash, landscape debris and chemical waste collection.

LGIP volunteers have provided the push the city needed to support the implementation of apartment recycling and promotion of green teams within local churches, and volunteers have donated over 4,000 pounds of fresh food to local food banks thanks to the proper management of a dozen raised fruit and vegetable plots. Moreover, the group provides an educational lecture series, Learn Green to Live Green, bimonthly to educate both volunteers and the Plano community with tips, tools and ideas about an environmentally sound lifestyle. Every action the group takes is calculated to build a sustainable present while laying the foundation for a bright future.

Fort Hood Directorate of Public Works Environmental Division

At over 217,000 acres, Fort Hood is one of the largest U.S. military installations in the world and home to units such as the 3rd Armored Cavalry Regiment, or “Brave Rifles,” III Corps, an Army Forces command activated during World War I, and the 1st Cavalry



Christine Luciano (c), outreach coordinator for DPW Environmental, accepting first place honors, Military division, during the 2010 KTB Awards.

Division – known more commonly as “First Team” – which is one of the most decorated combat divisions in the Army. In addition to its military might, Fort Hood is also making waves in environmental circles, after placing third in the military division in 2009 and taking first place honors in the same category for 2010. Additionally, Jaycee Turnquist, the recycle operations manager at Fort Hood for the past 17 years, won the 2010 Individual Leadership Award, a once-in-the-lifetime distinction for a person who provides leadership in improving and enhancing the environment.

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Grassroots

KTB OFFERS RECOGNITION (CONTINUED)

The base has the largest recycling facility in the entire Army, selling nearly 11 million pounds of recyclable materials in 2009 and bringing in approximately \$1.3 million. Of that amount, \$285,000 was used to sponsor environmentally related and/or community-centered events. Each year, Fort Hood hosts Earth Fest, which takes a proactive approach in educating individuals about Earth Day. Fort Hood also boasts its efforts in sustainability through a local partnership with Centex Homes, a union that establishes long-term planning goals that promote sustainable development and land use.

Internally, the department has a trainer who conducts a regular Environmental Quality Control Committee meeting to bring military leaders together with civilian leaders in order to share goals, ideas and planning methods

related to environmental protection and management, natural resources and energy efficiency, military land stewardship and installation sustainability. Leaders on base work closely with surrounding communities to develop actionable sustainability plans, and Fort Hood also sustains a comprehensive environmental awareness training course. Trainees attend classes, visit areas of interest (such as the recycling center) and learn sustainability techniques and related guidelines, so that they, in turn, can train others.

As you can see, KTB looks for environmental excellence wherever it can be found. Open your eyes to the wonderful things happening in your own community and make a pledge to get involved; a little bit of your time can impact us all.

WE ARE LOOKING FOR A FEW GOOD SPEAKERS!



If you have an interesting presentation idea, you are invited to visit KTB's Web site (www.ktb.org), download and submit a Call for Presentations application. Presentations are designed for all levels of experience and we look for a wide variety of topics; proposals can encompass

anything from a 45-60 minute keynote speaker to a multi-hour pre-conference workshop. Most general breakout sessions will be scheduled to last 75 minutes.

The theme of the 44th Annual Conference is *Exploring Sustainability*, and we intend to provide high-quality educational and networking opportunities for our constituents. The four-day, multi-track format offers attendees a variety of education sessions and interactive forums. A single individual is welcome to submit more than one proposal, but **all applications should be completed and returned to KTB by Tuesday, March 1, 2011.**

Please visit www.ktb.org for more information, including the evaluation process, our speaker reimbursement policy and presentation guidelines. Contact Melissa Trahan Pecorino at melissa@ktb.org or 512/961-5258 with any questions.

NEED TO GET YOUR HANDS ON SOME KTB MERCHANDISE?

It's now easier than ever to show your support for Keep Texas Beautiful! You can now access our full range of merchandise on our Web site, www.ktb.org. In addition to our collectible ornaments – which are available year-round – we now have an array of apparel, accessories and gifts for everyone in your life. Pick up a comfy cotton KTB tee or snag a KTB



water bottle for those days you head to the gym. You can also grab items such as reusable tote bags – which are essential for those who want to reduce their plastic bag usage – lapel pins and KTB note cards, which are a perfect vehicle for handwritten thank you notes. We have a little something to suit everyone, and so we invite you to take a look! Visit www.ktb.org and click on “Support Us” to access our entire merchandise line.



KTB PROGRAMS MAKING STRIDES

Volunteers with Keep Hutto Beautiful during a 2009 cleanup event.



Keep Tyler Beautiful hosts a successful waterway cleanup.



Keep Irving Beautiful during the 2009 Don't Mess with Texas Trash-Off.

The Texas Waterway Cleanup Program continues to play a significant role in improving water quality, raising awareness of the importance of water quality and quantity issues in the state, and recruiting volunteers to contribute their time and energy. A signature program of Keep Texas Beautiful, the TWCP establishes waterway cleanups and litter prevention activities all year round, and provides participants with free gloves, trash bags, litter pickup tools, posters, educational activities and more!

The program, which is open to all Texans, groups large and small, and volunteers of all ages and affiliations, accomplished some great things this year. Take a look at the numbers for the spring and summer (March-August) of 2010:

- 142 registered waterway cleanup events
- 12,281 volunteers
- 506 miles of waterway cleaned
- 131 tons of litter and debris removed

Alongside the TWCP, KTB assists communities who participate in the Great American Cleanup, which runs annually between March and May. The cleanup is the largest community improvement program in the nation; the Texas-led GAC initiative, called the Don't Mess with Texas Trash-Off, is the single largest cleanup event in Texas. In 2010, more than 840 Trash-Off events were held across the state, featuring more than 74,100

volunteers. All told, 6,219 miles of highway were cleared of litter and debris, totaling a little more than eight million pounds of trash!

After hearing these stunning results, ask yourself: are you doing all you can for your environment? If not, we urge you to get involved at the local level! The Trash-Off and the TWCP are just two of the many ways Texans are working to educate and beautify their communities, and both offer excellent ways to kick start your volunteerism. Please contact Summer Jurells at summer@ktb.org for more information about the Texas Waterway Cleanup Program and Christine Chute Canul at christine@ktb.org for more information about the Don't Mess with Texas Trash-Off. We encourage everyone to gather a group and create their own cleanup event today!

WE WANT YOUR PICTURES!

Your Photo Here

If you have pictures of a cleanup, recycling or beautification event in your community, we want to see them! Feel free to submit them to your designated program manager along with a program wrap-up report (if applicable), or simply e-mail them to communications@ktb.org. And remember, it's never too late! It doesn't matter if your event was six days ago or six months ago, we are always eager to see your success and share it with others. It might even be featured on our Web site or right here in *Grassroots*!

Remember to include the name of your event, the date it occurred, the name of the waterway, highway or local area featured, and your city – it's time to show all of Texas the wonderful things happening in your community!

(All images become property of KTB, subject to use in marketing and promotional materials, and will not be returned.)

THANK YOU, TxDOT!

The Texas Department of Transportation has been with Keep Texas Beautiful since the beginning; in the mid-1960s, the state agency – previously known as the State Department of Highways and Public Transportation – partnered with a diverse group of entities to give Texas a “facelift” prior to the 1968 World’s Fair, held that year in

San Antonio. From those humble beginnings, TxDOT has always made the Texas environment a priority, and has been constant in its support and partnership with KTB. Since 1985, TxDOT has provided funding for winners of KTB’s Governor’s Community Achievement Award, which awards 10 communities with money to create and/or maintain a landscaping project along a local state right-of-way. Moreover, the agency administers its hugely successful Don’t Mess with Texas Trash-Off program through KTB, which serves as the state’s keystone event for the Great American Cleanup.

TxDOT does so much for KTB and the citizens of Texas, so we wanted to take a moment to say thank you – not only from us, but from our myriad affiliates. It’s quite easy to look at state employees as members of a large, faceless entity, but the accolades below prove without question that individuals affiliated with TxDOT – from their 25 district offices to the headquarters in Austin – are truly doing what they can to make Texas a better place to live, work and play.

Through the help of Keep Texas Beautiful and the Texas Department of Transportation you have helped the



Keep Moulton Beautiful

City of Bastrop collect 60,000 pounds of trash and about 10,000 pounds of scrap metal. With your support and [that of] city employees, we diverted 70,000 pounds of trash that would otherwise be dumped illegally.

- Jason Alfaro, City of Bastrop Parks Foreman

Keep Longview Beautiful is deeply appreciative



Keep Fort Worth Beautiful

for the support given by the Texas Department of Transportation through Keep Texas Beautiful. The promotional materials provided have proven to

be vital in our efforts to mobilize volunteers.
- Keep Longview Beautiful

Thank you, TxDOT, for your generous support and helping the City of Baytown’s amazing volunteers collect 1,155 cubic yards of trash from our streets and parks! We collected nearly 1,500 tires for recycling... another 42,000 pounds of scrap metal was recovered, as well as over 100 bicycles that will be refurbished for a charitable Christmas giveaway program. Our media coverage was exceptional and [was] recognized at the 43rd Annual Keep Texas Beautiful conference as the first place winner in daily print media. Thank you again for all you do!

- Keep Baytown Beautiful

Keep Allen Beautiful appreciates the partnership with TxDOT that provides an opportunity for members of our community to take an active part in the health and

appearance of their environment.

- Keep Allen Beautiful

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THANK YOU, TxDOT (CONTINUED)

Keep Moulton Beautiful is proud to be affiliated with TxDOT & Keep Texas Beautiful through the Don't Mess with Texas program. This is KMB's first year with Adopt-a-Highway & we look forward to many more clean highways to come!

- Keep Moulton Beautiful



Keep Garland Beautiful

A big thanks to TxDOT for their ongoing support of the annual Trash-Off through KTB. Texans love the "Don't Mess with Texas" slogan and Fort Worth residents came out in droves to help clean our roadways and community on April 10th. We look forward to being part of the Trash-Off next year!

- Keep Fort Worth Beautiful



Keep Pearland Beautiful

Thank you so much to the Texas Department of Transportation for making this possible. A special thanks to local TxDOT Lewis Nowlin for his continued support in the Keep Junction Beautiful projects. Lewis gets his whole family involved and we are so proud to have him in our community. All members of the Junction Texas Department of Transportation help through verbal and physical support. Thank you for your support!

- Keep Junction Beautiful

The City of Sachse is very grateful for all of the help and support provided by the Texas Department of Transportation. It is wonderful to have the support of state departments in an event that helps bring together communities in a statewide cleanup effort.

- City of Sachse



Keep Utopia Beautiful

Thank you, TxDOT for your sponsorship of the Texas Trash-Off. In Victoria, we conducted the Great King Oliver Clean Up with a total of more than 78.5 tons of debris removed from a 4-square mile area.

- City of Victoria

Keep Pearland Beautiful thanks the Texas Department of Transportation for their support. Our area is rapidly growing and any assistance we receive from Keep Texas Beautiful and their sponsors really helps us get the message out to our community. We appreciate the help that TxDOT gives to us through Keep Texas Beautiful.

-Keep Pearland Beautiful



Keep Austin Beautiful

Thank you for supporting Keep Austin Beautiful's 25th Annual Clean Sweep on April 10th, plus our increase in cleanup projects on other dates, as part of the Texas Trash-Off. With more than 3,000 volunteers participating, it takes a lot of community support to provide the resources to make it happen. Thank you for helping us help these volunteers make a difference.

-Keep Austin Beautiful

WHAT PATH WILL YOU FOLLOW TO KEEP TEXAS BEAUTIFUL?

Keep Texas Beautiful has more than 360 community affiliates

ideas, projects and solutions as you work toward a common goal

across this wonderful state, and dozens more dues-paying individual and business members – are you one of them? There are many ways to get involved in environmental causes, and joining our ranks is one of the easiest; but what is the difference between being a volunteer, an affiliate and a member? Keep reading to get a better grasp of the different ways you can contribute to KTB and make a difference in your community and across Texas.

KTB affiliates are qualifying cities, counties and/or communities that work alongside us in our mission to educate and

engage Texans to take responsibility for improving their communities. These organizations are comprised of volunteers who organize local cleanups, design and implement recycling programs, and educate local populations about issues like sustainability and water quality. KTB's affiliate network is a statewide system

with the potential to educate upwards of 17 million Texans, and it serves as the primary method for getting involved with our organization. Does your community have a local KTB affiliate? If so, we encourage you to get involved, but if not, why not take the initiative to create your own? Interested entities are asked to officially apply for provisional status, and then move through a series of important steps, including the creation of an organizational structure and board, the preparation of a mission statement budget and first-year priorities, and the establishment of bylaws and organizational guidelines. It takes a measure of determination and commitment, but the benefits are more than worth it!

They include:

- ☞ Access to our vast network of other community affiliates, which enables you to network, socialize, and share



Members of Keep Laredo Beautiful accepting a check as part of the 2008 H-E-B/KTB Green Bag Grants Recycling Program, which awards KTB affiliates with up to \$50,000 to fund new or existing recycling programs. KLB was awarded \$3,000.



Keep Waco Beautiful celebrates 2009 America Recycles Day with a timed contest open to all residents; racing against the clock, individuals sought out products packaged in or made of recycled materials.



KTB members participating in a breakout session during the 43rd Annual Conference in June 2010.

- ☞ Access to grant funding opportunities designated specifically for KTB affiliates and/or environmental programs
- ☞ Free onsite and online training, workshops and seminars
- ☞ Use of the KTB logo and assistance with marketing and promotion of local events
- ☞ Informational mailings regarding pertinent deadlines and events
- ☞ Discounted registration at the KTB annual conference and annual meetings

- ☞ Free supplies, signs and volunteer incentives for your community cleanup events
- ☞ Recognition at KTB events and free assistance with awards applications

Becoming a KTB affiliate most certainly has its advantages, but another alternative is becoming an individual or business member of the organization. For as little as \$25 a year, individual members can enjoy some of the same advantages as community affiliates, including discounted conference registration and a subscription to KTB's eNews; additionally, individual members will be listed prominently on the KTB Web site and receive full access to information about our host of environmental awards and recognition programs.

Business members can receive the same benefits, plus a window clinger to display in your office, for just \$100 a year.

So, what's the difference? We would love to see every man, woman and child working hand in hand with their local affiliates to keep communities clean and litter-free, but we know that isn't always possible. Becoming an individual or business member of KTB is ideal for those without a community affiliate nearby, or

without the resources to create their own group. We encourage you to review the options and choose the path that is best for you. To find out if your community has a local KTB affiliate, visit www.ktb.org and click on "Get Involved." For more information on becoming a KTB member, contact Melissa Trahan Pecorino at melissa@ktb.org.

DON'T MESS WITH TEXAS – LITTER FORCE

What's one way to stop adults from messing with Texas? Talk to their kids. According to TxDOT's 2009 Litter Attitudes and Behavior Study, almost all parents (93 percent) say they are likely to stop littering if their children ask them to. For four years, the Don't Mess with Texas campaign has been using the Litter Force to educate elementary students that littering is wrong and that they should tell others, including their parents, "Don't Mess with Texas."

Hawk, Bolt, Ultra, and K-900 are the Litter Force — superheroes who help children understand what litter is and learn about litter prevention. There are also evil trash characters, Chipinator and Pop Top, who give the Litter Force a lot of work to do. These costumed characters travel the state, along with a show emcee, to prevent littering behavior before it starts and to recruit honorary members of the Litter Force so they, too, can fight evil trash and put litter where it belongs.

The Litter Force performances are filled with interactive games and TV spots starring the animated Litter Force fighting a Trash Monster, and a family with parents who litter while driving. The animated spots also feature more evil trash characters such as Ciggy Butts and Madam Gum, and they show the superheroes always prevailing by putting litter where it belongs, in the trash can.

The Litter Force program has grown in popularity each year, resulting in performances for thousands of students all across the state. The Litter Force school outreach began in 2007 with nine pilot schools and was extended in 2008 to 45 schools. Research was then conducted on the littering behavior of students who had and had not seen the Litter Force, and results showed the Litter Force was changing students' attitudes toward littering. In 2009 the tour was extended to 75 schools, and the Litter Force performed for audiences of over 100 students. This fall, the Litter Force is teaming up with Keep Texas Beautiful affiliates to help extend the reach of the Litter Force message in new ways. The 2010 tour kicked off November 1 in Athens and will be traveling the state through early December. You can find a detailed schedule at www.dontmesswithtexas.org/litterforce.

In addition to school outreach, the campaign is supported by an interactive website for kids and parents (www.dontmesswithtexas.org/litterforce). The Web site features games, downloadable activity books, and desktop

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LITTER FORCE (CONTINUED)

wallpapers. Students can learn more about the Litter Force by watching the TV spots, playing the games, and reading about all the superheroes' special powers. The Web site also includes a section for parents and teachers where they can order a free litterbag. The litterbag is a solution developed by the Don't Mess with Texas campaign to keep litter in the car instead of tossing it out the window. Litter Force litterbags are available for free online, and new designer litterbags are available every year for adults to order. Research shows 73 percent of students would tell their parent to use a litterbag and 69 percent have told someone in their family to not litter.

Parents beware! The Litter Force is hitting the road soon, so be on your best behavior and take pride in keeping Texas clean. The Litter Force is creating a new generation of Texans who are more mindful than ever that it is important to keep Texas litter-free, and they're not shy to tattle on the litterbugs, even if it's their parents.

FUN FACTS:

The Litter Force animated spot has aired on Nickelodeon and Cartoon Network.

The "Trash Monster" is made up of fast food litter.

Did you know the Litter Force started as a pilot program.

The Litter Force first appeared at YMCAs and Boys' and Girls' Clubs.

Visit www.dontmesswithtexas.org/litterforce to hear the Litter Force theme song.



HOW SOCIAL IS YOUR MEDIA?

Are you our Facebook friend? Do you receive our tweets? If not, what are you waiting for? KTB has made inroads into the social networking world, and we want you along for the ride. Look for us on Facebook and Twitter to receive the most up-to-date information on training dates, important deadlines, grant opportunities and important announcements. We also use social media to recognize the success of our affiliates and to bring articles and ideas related to environmental topics such as reducing your carbon footprint, recycling in your home and business and how issues of sustainability affect your life. Search for "KeepTxBeautiful" on Twitter, and look for our full name on Facebook, then connect with us to stay in the loop!

Moreover, KTB is now on YouTube! Our ambitions are to eventually utilize our channel to bring you trainings and recognition events, so be sure you bookmark our page once you find us. Look for the "KeepTexasBeautiful1" channel, or enter the following address directly into your browser: www.youtube.com/user/KeepTexasBeautiful1.





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Event *calendar*

Year-Round

Texas Waterway Cleanup Program

DECEMBER

Dec. 2 - KTB Training - Southeast Texas, Lake Jackson
 December 7-10 - Keep America Beautiful Conference, Orlando, Fla.

JANUARY

Jan. 11 - Basic Awards Training Webinar, Statewide
 Jan. 13 - KTB Training - North Texas, Denton
 Jan. 27-28 - KTB Training - North Texas, Greenville

FEBRUARY

Feb. 7 - Apr 22 National Green Week
 Feb. 3 - KTB Annual Reporting, Requirements & Recognition Webinar, Statewide
 Feb. 8 - Governor's Community Achievement Awards application deadline
 Feb. 25 - Keep Texas Beautiful Awards application deadline

MARCH

Mar 1-May 30 - Great American Cleanup
 Mar 1 - Call for Conference Presentations application deadline
 Mar 24 - Governor's Community Achievement Awards judging
 Mar 25 - Keep Texas Beautiful Awards judging
 Mar. 25 Arbor Day Poster Contest deadline

April

Apr 2 - Don't Mess with Texas Trash-Off
 Apr. 11-15 - Environmental Education Week
 Apr. 22 Earth Day
 Apr. 29 Arbor Day

May

May 10 - KTB Youth & Educator Awards application deadline

June

June 20-23 - 44th Annual Conference, Austin
 Check www.ktb.org for updates on KTB trainings and programs.

* Look for KTB exhibits and/or speakers at these conferences/meetings