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# FOIA MARKER

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Take Pride in America 7/22/91 [OA 8326] [2]

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<b>G</b>	<b>26</b>	<b>21</b>	<b>5</b>	<b>4</b>

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ref. Trip

2/2/91 / 5 min.

**DRAFT REMARKS FOR  
PRESIDENT BUSH  
AT TAKE PRIDE IN AMERICA  
ROSE GARDEN CEREMONY  
JULY 22, 1991  
4:00 P.M.**

It is great to be back on home soil today, and especially to be recognizing those who take pride in America.

And I want to tell you right away that it's great to have my good friend, Manuel Lujan, here with me—he has been a driving force in this Administration for volunteerism and public land stewardship. And I want to say thank you to Linda Evans, who has done so much to help promote the goals of the Take Pride in America program.

As you know, I have just returned from the Economic Summit in London. At these meetings of world leaders, I am always impressed—not by how different we are, but by how similar. As diverse as humanity is, and as divergent as national goals occasionally are, the commonality of people is what always strikes me.

And yet, I treasure what is distinctly American. This great land of ours was founded on the concept of the individual—that each one of us has special gifts and attributes without which society as a whole would be diminished. Each one of us has a special place in Creation. And every person has a special contribution to make.

Thousands of Americans have chosen to make that contribution. These are the "Points of Light" which this Administration seeks to recognize and encourage others to emulate.

Without any doubt, those of you who take pride in America are among those points of light. The public resources which you have worked to preserve and protect, the parks you have adopted, the beaches and rivers you have cleaned, the children you have taught—these are part of the American story, and each one of

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you personifies that uniquely American character which has made this land so great.

This morning, 121 of you received well-earned national recognition for your commitment, your leadership, and your achievements. And I want to offer my congratulations to each of you for a job well done.

One of my predecessors in this great office—Calvin Coolidge—said, "No person was ever honored for what he received. Honor has been the reward to what he gave." All of you whom we honor today have given, and given yet again.

I have asked every American to make community service a regular part of his or her life. By actively taking pride in America, each one of you here has done so. Americans reaching out to others—citizens giving of their time, treasure and talent to make a difference—these qualities are what we honor today, and these will keep our land great.

And I want to spend a few moments talking about how important it is that we teach these values to our children. Plato said, "What is honored in a country will be cultivated there." I am particularly pleased by the number of educators and youth groups represented here today. It has been proved over and over again that lessons taught to children have a ripple effect throughout all levels of society. Children teach their parents, and parents teach their communities.

This afternoon, we recognize two very special organizations which epitomize the concept of service. Their leadership has won each of them five consecutive first-place awards in the Take Pride in America program. Today, they are being inducted as charter members of the Take Pride in America Hall of Fame.

Out in Big Sky country, young people have effectively saved their state from litter. The Boy Scouts of the Montana Council sponsor Project Good Turn—an annual event where citizens turn out across the state to clean up highways, parks, campgrounds and other public areas, collecting over 5,000 tons of litter in five

-3-

years. These youngsters have given up weekend play time, evenings and holidays to plan and facilitate this event. They have recruited thousands of fellow Montanans to help. So often, we hear about the bad things young people do; but these Montana Boy Scouts inspire their elders and serve as models for their peers. They are the future of America, and we are blessed. Chuck Timothy, I hope this Hall of Fame award will serve as a symbol of service for the youth of Montana.

[PRESENT AWARD TO TIMOTHY; POSE FOR PICTURE WITH HIM,  
SECRETARY LUJAN AND LINDA EVANS.]

In Michigan, WJBK-TV2 has been the driving force behind the Rouge River Rescue. This Detroit river has for decades been subjected to pollutants of every kind. But this same river passed through residential neighborhoods and tourist areas of the city. Citizens of Detroit, with the active encouragement of WJBK, decided that something had to be done. WJBK's feature stories, editorials and public service advertising made the difference, and the Rouge River has indeed been rescued. Although much remains to be done, this river is now a source of beauty and pride in its community, and its wetlands are being returned to a needy environment. Accepting the award today on behalf of WJBK-TV is Katy Baetz (BATES) Matthews, Promotion Manager.

Congratulations to you, Katy, and to WJBK-TV, an outstanding example of what a community-minded media organization can accomplish.

[PRESENT AWARD TO MS. MATTHEWS; POSE FOR PICTURE WITH HER,  
SECRETARY LUJAN AND LINDA EVANS.]

Take Pride in America is founded on the concepts of community, education and involvement. These values are essential to the health of our American society, not only for lands and historic resources, but also for our greatest public resource, our people. If we treasure each other, if we treat each life as the precious resource it is, then the environment as a whole cannot help but benefit. If every

-4-

one of us made the choice to be an example, then our Nation would truly be a light to the world.

These are the leaders of our country: WJBK-TV, the Montana Council of Boy Scouts, the 2nd grade classes of Eden and Devon Aire Elementary Schools, Antietam National Battlefield Volunteers in the Park, Kids Organized to Protect our Environment, Mr. and Mrs. Ralph Naas, the Rotary Club of Twin Falls, and all the rest of you who are eagerly, actively taking pride in America.

God bless you—for your vision, your determination and the inspiration you give us. And God bless the United States of America. Thank you.

Prepared by Trudy Harlow, 208-3726

Brief history of involvement by Linda Evans with Take Pride in America campaign:

In the spring of 1989, Miss Evans met with Secretary Manuel Lujan and was invited to be spokesperson for the Take Pride in America campaign. Her interest, as expressed by her at that time, was to address the empowerment of people, particularly women, regarding environmental problems.

Public service television advertising was shot in June of the following year and released in September, 1990. The theme was "Create a Place," reflecting on the need of people to address environmental problems in their own neighborhoods.

Miss Evans attended the National Awards Ceremony last year and has made several appearances on behalf of Take Pride. She will be attending the National Awards Ceremony on July 22, as well as the Rose Garden event with the President.

## LINDA EVANS

(Biography)

With nine glorious seasons of "Dynasty" behind her, LINDA EVANS, one of America's most beautiful and free-spirited actresses, has moved on to greener pastures... literally. Now taking up residence in a richly forested country town outside of Tacoma, Washington, Linda Evans has by no means said farewell to acting. She's simply living the kind of easy and tranquil life she had always desired, a life that eluded her for so long while she established her reign as one of television's top stars.

Born in Hartford, Connecticut, Linda moved to Los Angeles at an early age with her parents, both professional dancers. Attending Hollywood High School, she started her show business career while still a student. Tagging along with a friend who was trying out for a commercial, Linda ended up being chosen instead, and went on to do several more commercials before graduating.

After leaving school, she was placed under contract by MGM, where her first movie was "Twilight of Honor" with Richard Chamberlain. Linda's classic beauty and talent led to roles in other films and television shows, culminating in her being cast in the popular ABC series, "The Big Valley," in which she starred for four years with Barbara Stanwyck and Lee Majors.

Linda interrupted her career when she moved to Europe for a few years. Upon her return she resumed work in such films as "The Klansman" with Richard Burton, and "Avalanche Express" with Lee Marvin. Her subsequent television credits include a year in "The Hunter" series with James Franciscus, and appearances in such movies as "Nowhere to Run" with David Janssen, "Standing Tall," and the four hour mini-series, "Bare Essence." She traveled to Greece and China for guest appearances in "The Love Boat," and starred opposite Kenny Rogers in the television movie, "Gambler II." Linda also starred in the the successful four hour mini-series "The Last Frontier" which was filmed in Australia.

One of the highlights of her film career was being selected as Steve McQueen's co-star in the western, "Tom Horn," in which she portrayed the school teacher who became McQueen's romantic interest.

Linda has won five People's Choice Awards for favorite female performer, and a Golden Globe award for best actress in a dramatic television series. Recently, she was awarded the Telegatto Award by the Italian magazine, TV Sorrisi e Canzoni, for being the favorite female television star.

Linda's favorite hobby is cooking. She engages in a wide variety of sports activities and is the author of Linda Evans' Beauty and Exercise Book.

## LINDA EVANS THE OTHER STORY

To most people, she's the picture of grace, refinement and beauty, but actress Linda Evans has another, grittier side to her: that of savvy businesswoman, tenacious environmentalist, and active citizen. Nine seasons as Krystle Carrington in "Dynasty" made Linda Evans one of the brightest stars on television, familiar to audiences across the globe. Yet in real life, Linda has dedicated equal time to helping others by donating her resources, energy and talent to several worth organizations.

Having moved to a small suburb of Tacoma, Washington, Linda became a leader in the fight against a local power company's sludge spraying in nearby forests. A clear environmental hazard, the spraying alarmed residents, and because of Linda's visibility and leadership, citizen groups have successfully lobbied state and local officials. This experience thrust Linda into the environmental spotlight, and in September 1989, she met with President Bush to discuss national and global ecological issues.

This meeting led to Linda serving as national spokeswoman for Take Pride in America, a national public awareness campaign to encourage citizens to take personal responsibility for America's natural and cultural resources. Every year, Take Pride in America, in conjunction with its private and public sector partners, sponsors a national awards program to recognize the most outstanding volunteer enterprises occurring across the country. Linda has been personally involved and very active in her support of the Take Pride in America campaign.

However, healing the planet is only part of the equation. Making a difference in the lives of other people factors heavily in Linda's activities. She is the National Chairperson of Clairol's public service activities, including the lauded Mentor Program, which promotes mentoring between successful and aspiring women from a variety of career fields. The program honors well-known, established women from 11 different occupations, such as advertising, education, sales and fashion, and also recognizes their aspiring counterparts from the same professions. Additionally, the Mentor Program presents awards and grants to help further the aspirants' career goals.

Clairol's Take Charge Awards, given annually since 1986, are designed to recognize achievements of 25 seemingly ordinary women who, after the age of 30, have overcome obstacles and taken charge of their lives. A firm believer in the power of women helping women, Linda personally selects the recipients and presents them with \$1000 grants. Honorees include homeless, disabled, and poor women who have managed to forge a better life for themselves and their families.

Given her role as a national spokeswoman for Clairol products, her various film and TV production projects and, of course, her commitment to the environment and her fellow human beings, Linda Evans leads a full, active and rewarding life, proving that sometimes, the person on-camera can be just as inspiring off-camera.

TAKE  
PRIDE IN  
AMERICA

# Take Pride in America

## Press Release

U. S. Department of the Interior, Washington, D. C.—202/208-3726

EMBARGOED UNTIL

May 31, 1991 - 6:00 p.m.

For further information,  
Trudy Harlow or Kip White  
202/208-3726

INTERIOR SECRETARY LUJAN

ANNOUNCES TAKE PRIDE IN AMERICA

NATIONAL AWARD WINNERS

*will be presented  
plaques in  
Rose Garden after speech*

Secretary of the Interior Manuel Lujan announced today that a Blue Ribbon Panel of Judges has selected 119 top winners of the fifth annual Take Pride in America National Awards Program. Two of the honorees -- WJBK-TV of Michigan and the Montana Council of Boy Scouts of America -- will be inducted as charter members into a new Hall of Fame for five-time consecutive winners of the national award. Vice President Dan Quayle served as Honorary Chairman of the Blue Ribbon Panel of Judges.

Take Pride in America is a national campaign to increase awareness of the need for wise use of the nation's natural and cultural resources, encourage an attitude of stewardship and responsibility toward public resources, and promote volunteerism.

"These individuals and organizations have made the choice to become involved, to care and to volunteer. They exhibit the qualities of get-up-and-go responsibility for the common good that has made America great," said Lujan.

The Blue Ribbon Panel of Judges selected the 119 most outstanding stewardship activities from among 288 finalists. Nearly 800 groups and individuals were nominated for consideration in the 1990 National Awards Program. The winners represent 33 states, the District of Columbia and Puerto Rico.

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"Public education occurs through the recognition of these winners," said Lujan. "We believe this motivates others to become active and involved in furthering the goals of the Take Pride in America campaign, and encourages the American spirit of volunteerism, citizenship and pride."

A major component of the initiative is a public service awareness campaign using radio, TV and print media. The campaign is represented by spokesperson actress Linda Evans, who gives the message that there is something that everyone can do to Take Pride in America and help to protect our environment.

Supported by a dedicated partnership of 13 federal agencies, 50 states and many private sector organizations, the campaign annually sponsors a national awards ceremony to recognize those who have made outstanding contributions to protecting and enhancing public resources. The 1990 nominations were judged based on the need for the activity; the effect of the activity on public awareness; the effectiveness of the methods used; the effect on public lands; and the amount and variety of participation in the activity.

Award categories are: constituent organizations; businesses and corporations; youth groups, civic and citizen organizations; media, educational institutions; individuals; public-private partnerships; local governments; state governments; federal agencies; and, private lands.

-TPIA-

NOTE TO EDITOR: A LIST OF WINNERS IS ATTACHED.

ALABAMA

12W

Alabama People Against  
a Littered State  
46 Commerce Street  
Montgomery, AL 36104  
(205) 263-7737  
Constituent Organizations

15W

Madison County 4-H  
982 Countess Road  
Huntsville, AL 35810  
(205) 852-1929  
Youth Groups

24W

Mrs. Patricia Ferniany Mitchell  
2525 Old Oak Lane  
Birmingham, AL 35243  
(205) 967-4374  
Individuals

30W

Operation Clean Shore  
BiStates Clean Lake Assn.  
Route 1, 52 Woodlawn Estates  
Eufaula, AL 36027  
(205) 687-3830  
Public/Private Partnerships

31W

Lawrence County Litterbuster Program  
21353 Alabama Highway 33  
Moulton, AL 35650  
(205) 974-8124  
Public/Private Partnerships

32W

Little River Canyon Cleaning Committee  
DeSoto State Park  
Route 1, Box 210  
Fort Payne, AL 35967  
(205) 845-0051  
Public/Private Partnerships

ARIZONA

225W

Arizona Public Service Company  
Volunteers  
Post Office Box 53999, Station 8514  
Phoenix, AZ 85072-3999  
(602) 250-2285  
Businesses/Corporations

236W

Tonto National Forest, Anglers United  
& Arizona Game and Fish Dept.  
Post Office Box 5800  
Mesa, AZ 85211-5800  
(602) 379-6446  
Public/Private Partnerships

237W

12th Annual Lower Salt River Cleanup  
Tonto National Forest  
Mesa Ranger District  
Mesa, AZ 85211-5800  
(602) 379-6446  
Public/Private Partnerships

238W

River Education Specialist Program  
Post Office Box 5800  
Mesa, AZ 85211-5800  
(602) 379-6446  
Public/Private Partnerships

ARKANSAS

46W

Mr. James Warren Stanley, Jr.  
600 West Fourth Street  
North Little Rock, AR 72114  
(501) 372-3131  
Individuals

47W

Great Arkansas Cleanup  
Little Rock District  
U.S. Army Corps of Engineers  
Post Office Box 867  
Little Rock, AR 72203-0867  
(501) 378-5551  
Public/Private Partnerships

50W

State of Arkansas  
Office of the Governor  
Little Rock, AR 72201  
(501) 682-2613  
State Governments

208W

Greater Hot Springs  
Chamber of Commerce  
Post Office Box 6090  
Hot Springs, AR 71902  
(501) 321-1700  
Civic Associations

218W  
Annual Greers Ferry Lake  
& Little Red River Cleanup  
Post Office Box 310  
Heber Springs, AR 72543  
(501) 362-2416  
Federal Government

#### CALIFORNIA

79W  
Asilomar Board of Directors  
800 Asilomar Boulevard  
Post Office Box 537  
Pacific Grove, CA 93950  
(408) 372-8016  
Public/Private Partnerships

86W  
California Recreation Trails Committee  
Local Assistance Section  
Dept. of Parks and Recreation  
Post Office Box 942896  
Sacramento, CA 94296-0001  
(916) 322-9568  
State Governments

87W  
California Coastal Commission  
Adopt-A-Beach Program  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105  
(415) 904-5214  
State Governments

#### COLORADO

101W  
Volunteers For Outdoor Colorado  
1410 Grant Street, Suite B105  
Denver, CO 80203  
(303) 830-7792  
Public/Private Partnerships

#### DELAWARE

125W  
Get The Drift & Bag It  
DNREC, 89 Kings Highway  
Dover, DE 19901  
(302) 739-4506  
State Governments

#### FLORIDA

131W  
Mr. John (Jack) E. Gardner  
Loxahatchee Natural  
History Association  
1000 N.W. Fifth Avenue  
Delray Beach, FL 33444  
(407) 732-3684  
Individuals

140W  
Citizens Association of Bonita Beach  
Post Office Box 1821  
Bonita Springs, FL 33959  
(813) 992-5153  
Civic Associations

146W  
Devon Aire Elementary School  
10501 S.W. 122 Avenue  
Miami, FL 33186  
(305) 279-6710  
Educational Institutions

155W  
Lake Ocklawaha Cleanup Committee and  
U.S. Army Corps of Engineers  
Post Office Box 1317  
Palatka, FL 32178-1317  
(904) 328-2737  
Public/Private Partnerships

156W  
Broward County Board of Commissioners  
115 South Andrews Avenue  
Fort Lauderdale, FL 33301  
(305) 357-7004  
Local Governments

#### GEORGIA

167W  
Gwinnett Clean & Beautiful  
Post Office Box 562  
Lawrenceville, GA 30246  
(404) 822-5187  
Constituent Organizations

170W

General Council Telephone Pioneers  
Environmental Committee  
B-1, 675 West Peachtree Street, N.E.  
Atlanta, GA 30375  
(404) 529-5780  
Businesses/Corporations

183W

Friends Within the Community  
of Green and Gold  
103 Perkins Street  
Rome, GA 30161  
(404) 291-4486  
Public/Private Partnerships

767W

\*Hartwell Lake Cleanup Campaign  
U.S. Army Corps of Engineers  
Post Office Box 278  
Hartwell, GA 30643  
(404) 376-4788  
Public/Private Partnerships

#### HAWAII

203W

Mr. Samuel A. Cooke  
Dean Witter Reynolds  
1001 Bishop Street, Pacific Tower  
Honolulu, HI 96813  
(808) 525-6900  
Individuals

#### IDAHO

273W

Rotary Club of Twin Falls  
Post Office Box 821  
Twin Falls, ID 83303-0821  
(208) 733-7178  
Civic Associations

274W

Heartland Recycling Committee  
Post Office Box 501  
New Meadows, ID 83654  
(208) 347-2527  
Civic Associations

#### ILLINOIS

248W

Friends of the Fox River, Inc.  
Post Office Box 1478  
Elgin, IL 60121-1478  
(708) 741-1124  
Constituent Organizations

251W

Project P.E.O.P.L.E.  
Post Office Box 932  
Prospect Heights, IL 60070  
(708) 298-1750  
Educational Institutions

261W

Mr. and Mrs. Joseph Grieser  
2272 Krollaire Drive  
Washington, IL 61571  
(309) 578-3386  
Individuals

262W

ORSANCO Ohio River Sweep (Illinois)  
Illinois EPA  
2200 Churchill Road  
Springfield, IL 62794  
(217) 782-2967  
State Governments

#### INDIANA

327W

Eden Elementary School  
8185 North State Road 9  
Greenfield, IN 46140  
(317) 326-3117  
Educational Institutions

328W

Madison Elementary School  
66030 Dogwood Road  
Wakarusa, IN 46573  
(219) 633-4531  
Educational Institutions

330W

ORSANCO Ohio River Sweep (Indiana)  
Indiana Department of  
Environmental Management  
105 South Meridian Street  
Indianapolis, IN 46206  
(317) 232-8560  
State Governments

\*Project also entered through South Carolina.

IOWA

244W  
Ms. Dana Allan Larsen  
Pilot-Tribune Newsroom  
Post Office Box 1187  
Storm Lake, IA 50588  
(712) 732-3130  
Media

KENTUCKY

334W  
Barren River Lake  
U.S. Army Corps of Engineers  
11088 Finney Road  
Glasgow, KY 42141  
(502) 646-2055  
Public/Private Partnerships

339W  
ORSANCO Ohio River Sweep (Kentucky)  
Kentucky EPA  
18 Reilly Road  
Frankfort, KY 40601  
(502) 753-5590  
State Governments

342W  
Paintsville Lake  
U.S. Army Corps of Engineers  
Post Office Box 520  
Staffordsville, KY 41256  
(606) 297-6312  
Federal Government

LOUISIANA

344W  
Audubon Institute - Audubon Zoo  
Post Office Box 4327  
New Orleans, LA 70178  
(504) 861-5103  
Constituent Organizations

352W  
Natchitoches National Fish Hatchery  
U.S. Fish & Wildlife Service  
615 Highway #1, South  
Natchitoches, LA 71457  
(318) 352-5324  
Federal Government

MARYLAND

372W  
Antietam National Battlefield  
Volunteers in the Park  
National Park Service  
Post Office Box 158  
Sharpsburg, MD 21782-0158  
(301) 432-5124  
Federal Government

MICHIGAN

374W  
Boy Scout Troop 4  
2370 Adare Road  
Ann Arbor, MI 48104  
(313) 322-0117  
Youth Groups

376W  
WJBK-TV  
16550 West 9 Mile Road  
Southfield, MI 48076  
(313) 552-5270  
Media

MONTANA

354W  
Committee for the Preservation  
of Pompeys Pillar  
Post Office Box 31177  
Billings, MT 59107-1177  
(406) 245-7019  
Civic Associations

432W  
Montana Council  
Boy Scouts of America  
820 - 17th Avenue South  
Great Falls, MT 59405  
(406) 549-5100  
Youth Groups

NEBRASKA

519W  
Schuyler FFA  
401 Adams  
Schuyler, NE 68661  
(402) 352-5838  
Youth Groups

531W  
Dawes County Leafy Spurge Task Force  
HC 61, Box 50  
Whitney, NE 69367  
(308) 667-2754  
Public/Private Partnerships

532W  
Southeast Community College  
Agriculture Club  
Route 2, Box 35A  
Beatrice, NE 68310  
(402) 228-3468  
Public/Private Partnerships

539W  
Fort Robinson State Park  
Volunteer Tree Planters  
Nebraska Game & Parks Comm.  
Post Office Box 392  
Crawford, NE 69339  
(308) 665-2660  
State Governments

541W  
Salt Creek/Papio Field Office  
U.S. Army Corps of Engineers  
8901 South 154th Street  
Omaha, NE 68138  
(402) 896-0723  
Federal Government

#### NEW MEXICO

570W  
The Village of Pecos, New Mexico  
Post Office Drawer 337  
Pecos, NM 87552-0337  
(505) 757-6414  
Local Governments

#### NORTH CAROLINA

451W  
Onslow Clean County Committee  
604 College Street  
Jacksonville, NC 28540  
(919) 455-4470  
Constituent Organizations

453W  
Keep North Carolina Clean  
& Beautiful, Inc.  
887-A Washington Street  
Raleigh, NC 27605  
(919) 834-9869  
Constituent Organizations

455W  
Junior Friends of Jockey's Ridge  
46 Duck Woods Drive  
Kitty Hawk, NC 27949  
(919) 261-3386  
Youth Groups

466W  
WGHPiedmont 8  
HP-8  
High Point, NC 27261  
(919) 841-8888  
Media

467W  
WRAL-TV5  
2619 Western Boulevard  
Raleigh, NC 27606  
(919) 821-8629  
Media

473W  
Mr. Randy Hersey  
14301 Pine Cove  
Raleigh, NC 27614  
(919) 848-4296  
Individuals

474W  
Mr. Wes Schollander  
2011 Georgia Avenue  
Winston-Salem, NC 27104  
(919) 788-4441  
Individuals

477W  
Big Sweep '90  
c/o UNC Sea Grant, Box 8605  
Raleigh, NC 27695-8605  
(919) 737-2454  
Public/Private Partnerships

484W  
McDowell Clean County Sytems, Inc.  
17 North Garden Street  
Marion, NC 28752  
(704) 652-9171  
Local Governments

489W  
North Carolina  
Department of Transportation  
Adopt-A-Highway Program  
Post Office Box 25201  
Raleigh, NC 27611  
(919) 733-2520  
State Governments

NORTH DAKOTA

548W  
1st Centennial Forest Committee &  
U.S. Army Corps of Engineers  
Post Office Box 1562  
Williston, ND 58801  
(701) 572-6494  
Public/Private Partnerships

OHIO

498W  
Longaberger, Inc.  
95 North Chestnut Street  
Dresden, OH 43821  
(614) 455-3175  
Businesses/Corporations

503W  
In-School Scouting  
Dayton Public Schools  
Post Office Box 14057  
Dayton, OH 45414  
(513) 278-4825  
Educational Institutions

505W  
Ohio Department of Natural Resources  
1889 Fountain Square Court, Bldg. F-2  
Columbus, OH 43224  
(614) 265-7016  
Public/Private Partnerships

510W  
Keep Mahoning County Beautiful Program  
South Side Annex  
2801 Market Street, Room 220  
Youngstown, OH 44507  
(216) 740-2093  
Local Governments

513W  
ORSANCO Ohio River Sweep (Ohio)  
Ohio Department of Natural  
Resources, Watercraft Div.  
Fountain Square, Building C-2  
Columbus, OH 43224  
(614) 265-6615  
State Governments

OREGON

739W  
Wildwood Girl Scouts  
7050 S.W. Oleson Road  
Portland, OR 97223  
(503) 244-9385  
Youth Groups

749W  
Mr. Brad Keller  
185 East Fourth Street  
Post Office Box 550  
Prineville, OR 97754  
(503) 447-4115  
Federal Government

754W  
Public Lands Restoration Task Force  
812 S.W. Washington, Suite 660  
Portland, OR 97205  
(503) 248-9132  
Constituent Organizations

PENNSYLVANIA

575W  
West Chester Fish, Game &  
Wildlife Association  
Post Office Box 511  
West Chester, PA 19380  
(215) 873-9062  
Constituent Organizations

576W  
Shenango Conservancy  
94 East Shenango Street  
Sharpsville, PA 16150  
(412) 962-5787  
Constituent Organizations

580W

Kittatinny Canoes, Inc.  
Star Route Box 360, Silver Lake Road  
Dingmans Ferry, PA 18328  
(717) 828-2338  
Businesses/Corporations

581W

Norris Square Neighborhood  
Project, Inc.  
Norris Square Park Patrol  
2141 North Howard Street  
Philadelphia, PA 19122  
(215) 426-4631  
Youth Groups

583W

Friends of the Delaware Canal  
Post Office Box 312  
Point Pleasant, PA 18950  
(215) 297-5409  
Civic Associations

593W

Pennsylvania National Guard  
and the Pottsville Youth  
Soccer Association  
Post Office Box 322  
Pottsville, PA 17901  
(717) 622-3384  
Public/Private Partnerships

596W

Vera H. Wagner, (Deceased)  
The Theodore Burr Covered  
Bridge Society of PA  
235 Boas Street  
Harrisburg, PA 17043  
(717) 233-1373  
Individuals

600W

ORSANCO Ohio River Sweep (Pennsylvania)  
PADER-Community Relations  
121 South Highland  
Pittsburgh, PA 15206  
(412) 645-7138  
State Governments

774W

Strawberry Hill Nature Center  
and Preserve  
1537 Mount Hope Road  
Fairfield, PA 17320  
(717) 642-5840  
Private Lands

## PUERTO RICO

353W

Island-Municipio of Vieques  
City Hall  
Vieques, PR 00765  
(809) 741-5000  
Local Governments

## \* SOUTH CAROLINA

764W

Keep America Beautiful  
of the Midlands, Inc.  
930 Richland Street  
Post Office Box 1360  
Columbia, SC 29202  
(803) 733-1139  
Civic Associations

768W

Mr. Tom O'Connor  
Post Office Box 4  
Anderson, SC 29622  
(803) 225-7071  
Individuals

771W

South Carolina Department  
of Highways & Public  
Transportation  
Post Office Box 191  
Columbia, SC 29202  
(803) 737-1270  
State Governments

## SOUTH DAKOTA

752W

Mr. and Mrs. Phil Friedman  
c/o Mr. Chuck Post  
Game, Fish and Parks  
Anderson Building, 445 Capitol  
Pierre, SD 57501  
(605) 433-5361  
Public/Private Partnerships

## TEXAS

603W

Business Alliance Support of  
Critical Habitat for the  
Endangered Whooping Crane  
3105 West Navigation Boulevard  
Corpus Christi, TX 78411  
(512) 883-6387  
Businesses/Corporations

610W  
Boy Scouts of America,  
Sam Houston Area Council  
Post Office Box 52786  
Houston, TX 77052-0786  
(713) 659-8111  
Youth Groups

614W  
Clean Houston, Inc.  
2700 Post Oak Boulevard, Suite 1728  
Houston, TX 77056  
(713) 621-7020  
Civic Associations

617W  
Lewisville Independent School District  
Community Education Department  
Post Office Box 217  
Lewisville, TX 75067  
(214) 539-1551  
Educational Institutions

627W  
Bell County Lakeshore Cleanup  
99 FM 2271  
Belton, TX 76513  
(817) 939-1829  
Public/Private Partnerships

628W  
Canyon Lake Project  
U.S. Army Corps of Engineers  
E.L. Goldbeck Co.  
Highway Contract 4, Box 400  
Canyon Lake, TX 78133-4112  
(512) 964-3341  
Public/Private Partnerships

#### UTAH

641W  
Spirit of the Nineties -- KSL-TV  
Broadcast House, 55 North Third West  
Salt Lake City, UT 84110-1160  
(801) 575-5709  
Media

644W  
Kids Organized to Protect our  
Environment (KOPE)  
Hawthorne School  
1675 South 600 East  
Salt Lake City, UT 84105  
(801) 481-4824  
Educational Institutions

647W  
Logan Ranger District  
Wasatch-Cache National Forest  
860 North 1200 East  
Logan, UT 84321  
(801) 753-2772  
Public/Private Partnerships

#### VERMONT

658W  
Ms. Juanita Blaskowski  
Missisquoi NWR  
Post Office Box 163  
Swanton, VT 05488  
(802) 868-4781  
Federal Government

#### VIRGINIA

659W  
Save the Ole' Piankatank, Inc.  
Post Office Box 27  
Deltaville, VA 23043  
(804) 776-9982  
Constituent Organizations

663W  
Huntsman Chemical Corporation  
5100 Bainbridge Boulevard  
Chesapeake, VA 23320  
(804) 494-2560  
Businesses/Corporations

665W  
Moneta Community 4-H Club  
Route 2, Box 482  
Moneta, VA 24121  
(703) 297-7161  
Youth Groups

671W  
WTKR-TV3  
720 Boush Street  
Norfolk, VA 23510  
(804) 446-1341  
Media

673W  
Franklin County Public Schools  
102 Bernard Road  
Rocky Mount, VA 24151  
(703) 638-3987  
Educational Institutions

676W  
Mr. and Mrs. Phil Lanasa  
Post Office Box 171  
Mount Sidney, VA 24467  
(703) 433-2491  
Individuals

677W  
Montgomery County Improvement Council  
Post Office Box 806  
Christiansburg, VA 24073  
(703) 382-5793  
Public/Private Partnerships

678W  
Clean The Bay Day  
1204 Shawn Drive  
Virginia Beach, VA 23451  
(804) 427-6606  
Public/Private Partnerships

680W  
Franklin County Litter Control Program  
108 East Court Street  
Rocky Mount, VA 24151  
(703) 638-3987  
Local Governments

688W  
Naval Security Group Activity Northwest  
MOU-1  
Chesapeake, VA 23322-5000  
(804) 421-8230  
Federal Government

#### WASHINGTON DC

108W  
National Stone Association  
1415 Elliot Place, N.W.  
Washington, DC 20007  
(202) 342-1100  
Constituent Organizations

110W  
Center for Marine Conservation  
1725 DeSales Street, NW, Suite 500  
Washington, DC 20036  
(202) 429-5609  
Public/Private Partnerships

111W  
Dow-Huntsman National Parks  
Recycling Program  
1776 Eye Street, NW, Suite 575  
Washington, DC 20006  
(202) 429-3417  
Public/Private Partnerships

112W  
U.S. National Arboretum  
& Cooperating Organizations  
3501 New York Avenue, N.E.  
Washington, DC 20002  
(202) 475-4829  
Federal Government

#### WASHINGTON

693W  
Sprague-Lamont Camp Fire Kids  
Box 348  
Sprague, WA 99032  
(509) 257-2804  
Youth Groups

698W  
Ms. Peggy Smith-Venturi  
Post office Box 2332  
Sequim, WA 98382  
(206) 457-8451  
Individuals

699W  
Mr. and Mrs. Ralph Naas  
1078 East Pioneer Way, #14  
Oak Harbor, WA 98277  
(206) 856-5700  
Individuals

707W  
U.S. Navy PECE Program  
Submarine Group Nine  
Post Office Box 1835  
Silverdale, WA 98383  
(206) 698-4864  
Federal Government

#### WEST VIRGINIA

716W  
Pride Against Litter (P.A.L.)  
Post Office Box 130  
201 Henry Avenue  
Elkins, WV 26241-0130  
(304) 636-2455  
Public/Private Partnerships

718W

ORSANCO Ohio River Sweep (West Va.)

Dept. of Natural Resources

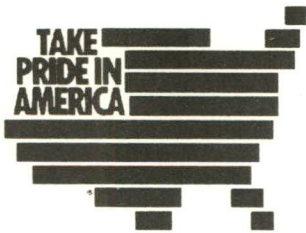
Office of Conservation Ed.

1800 Washington Street, East - Room 732

Charleston, WV 25305

(304) 348-3370

State Governments



# TAKE PRIDE IN AMERICA

## Public Land Use and Abuse

As American citizens, we own almost 40 percent of our country. These lands and other public resources are managed by Federal, state and local government agencies. Federal land managers administer more than 730 million acres of forests, parks, wildlife preserves and multiple use lands. State and local governments manage an additional 154 million acres including state forests and beaches, city parks, county playgrounds, historic buildings and monuments.

Many of our natural, cultural and historical resources have been subjected to careless misuse and deliberate abuse by visitors to these sites. Some abuses are malicious and blatantly destructive: defacing a statue in a public park, stealing artifacts from archaeological sites, or poaching wildlife. Misuse can result from thoughtless behavior such as: littering, failure to extinguish campfires, or plucking flowers from community flowerbeds. Either way, the costs are significant. Sadly, some of the damage is irreparable. Part of our historical and natural heritage has been lost forever.

Some of the problems include:

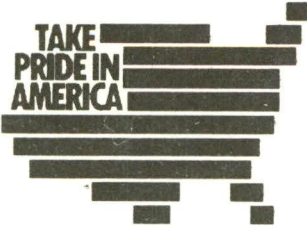
- Over 80% of the prehistoric ruins in the Southwest have been vandalized, looted or otherwise damaged.
- Department of Transportation cost estimates of vandalism to highway signs range from \$0.5-\$2 billion per year.
- In 1985, 233 incidents of archaeological vandalism to U.S. Forest Service lands were documented.
- The National Park Service reports that vandalism costs park and recreation agencies over \$500 million per year nationally.

As this Nation has grown and become more industrialized and urbanized, many people have forgotten or they never learned about how to care for the land and leave it better for those who follow. A growing population, more leisure time, greater mobility, and the increasing importance of recreation to society suggest that public lands will be subject to greater use. This increased use can create greater opportunities for misuse and abuse.

Experts agree that in order to preserve America's natural and cultural resources, we need greater public awareness of the immense value of these resources. Take Pride in America is a public awareness campaign specifically designed to restore respect for the Nation's public lands and to promote voluntary stewardship of America's vast and valuable resources. By instilling in Americans a sense of respect and responsibility for our country's treasury of natural resources, we help to assure that they will be preserved for future generations to enjoy.

**FOR MORE INFORMATION, PLEASE WRITE:**

**Take Pride in America  
Post Office Box 1339  
Jessup, Maryland 20794-1339**



# TAKE PRIDE IN AMERICA

## Public/Private Partnership

The Take Pride in America campaign was conceived in 1985 as a national effort to preserve America's natural, cultural and historical resources. The campaign consists of a partnership between public agencies and private organizations. Participation is voluntary, from the highest levels on down. The U.S. Department of the Interior has joined 11 other federal agency partners which actively support the campaign. Additionally, a host of private sector partners -- businesses, civic groups, trade and professional associations, service organizations, and educators -- have pledged their support for Take Pride. Advocacy for the campaign continues to build, and Take Pride has been endorsed by The White House as part of President Bush's "thousand points of light" initiative.

### Partnership in Action

#### Federal

- The Take Pride campaign receives support from 12 Federal agencies.

#### State

- Individuals from all 50 states actively participate in the campaign.

#### Private Sector

- Non-profit organizations and private businesses disburse campaign information, encourage affiliates and members to participate and promote national stewardship events.
- Business and civic leaders serve as members of the awards program Blue Ribbon Panel of Judges.

### Goals

First, the majority of Americans are not aware of the lands and resources that are being managed for them. Education about the importance of natural resources helps to foster appreciation for public lands.

Second, few citizens seem to take personal responsibility for the public lands which they use. A strong stewardship ethic is necessary to encourage individuals to adopt responsible behavior.

Third, the campaign strives to promote participation by individuals, organizations and entire communities in caring for our Nation's natural and cultural resources.

### Major Components

Public Service Advertising solicits free radio, TV, newspaper, magazine and business press to raise awareness about the need for each individual's responsibility to respect and care for America's public lands and resources.

A National Awards Program annually provides public recognition for hundreds of outstanding stewardship activities. The awards program not only recognizes the success of current activities; it also inspires new projects and expanded participation.

Grassroots activities are at the core of the Take Pride campaign. Not a large Federal program, Take Pride is a confederation of coordinators from across the country who orchestrate and promote activities by concerned citizens in their own neighborhoods.



Our forefathers' sacrifices helped the United States to become a great and prosperous nation. For the sake of generations to come, our own generation must likewise accept the obligation to serve. As President Bush has said, "From now on in America, any definition of a successful life must include service. We need to give future generations a sense of what it means to be a citizen who leaves his home, his neighborhood and town better than he found it...It is only by continuing this proud tradition of service that we ensure our Nation's success. The old ideas are new again because they are not old, they are timeless: duty, sacrifice, commitment, and a patriotism that finds its expression in taking part and pitching in."

Some of our public lands and resources are suffering from the litter, vandalism, theft, wildlife poaching and other misuses and abuses of thoughtless visitors. Although most Americans care deeply about these lands and resources -- from national and State parks, forests, wildlife habitat and historic sites to local playgrounds and urban open spaces -- there is a real need for a renewed stewardship ethic in this country.

Citizens who care about our Nation's lands, heritage and resources are responding. Dedicated individuals, families, businesses, civic groups and other organizations are making a commitment to the public resources in their areas and are working together to help take care of them. They are making the extra effort to become involved, and they are helping to make public lands and resources better for all Americans.

You, too, have the opportunity to make a difference.

This packet contains information about the Take Pride in America campaign, tips on what you can do, and a list of contacts in your State who share your concerns about public resources. Your support and participation in this campaign to improve the future of America's public resources are important. Individually, we can make a difference. Working together, there is no limit to what we can achieve.

# TAKE PRIDE IN AMERICA

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## CAMPAIGN FACT SHEET

### **Take Pride in America** U.S. Department of the Interior

#### I. The Problem

As American citizens, we own almost 40 percent of our country. These lands and other public resources are managed by federal, state and local government agencies. Federal land managers administer more than 730 million acres of forests, parks, wildlife preserves and multiple use lands. State and local governments manage an additional 154 million acres, including state forests and beaches, city parks, county playgrounds, historic buildings and monuments.

These lands and public resources must be protected for Americans and not from Americans. Although most of us use public resources wisely, there are some Americans who are thoughtless -- even abusive -- in their treatment of such lands.

#### II. Goals and Objectives of This Campaign

The campaign aims to increase awareness of the importance of knowledgeable and careful use of public resources. It also aims to:

- Encourage an attitude of individual responsibility and a sense of stewardship towards public resources.
- Promote volunteerism by individuals, organizations and communities in caring for public resources.

The focus of this campaign is on grassroots activities and citizen education.

#### III. Examples of Abuse

Our public resources have suffered a great deal of abuse over the years. Some frightening examples:

- Over 80% of the prehistoric ruins in the southwestern United States have been vandalized.
- National cost estimates of vandalism to highway signs range from \$50 million to an incredible \$2 billion annually.
- Bureau of Land Management law enforcement officers state that about 85% of their work involves crime against property.
- Cleanup of litter in our national parks amounts to \$15 million every year.

#### IV. Partners in Pride

The Take Pride in America campaign is really a partnership. This partnership includes:

- 12 federal departments and agencies
- <sup>now  
50</sup> ~~48~~ states and two U.S. territories
- Numerous private sector groups, including Keep America Beautiful, Inc., the U.S. Chamber of Commerce, Boy Scouts of America, America's Clean Water Foundation, American Association of Retired Persons, and the National Association of Manufacturers.

#### V. Public Urged to Contact Take Pride in America

Public service advertising messages for this campaign encourage viewers to write Take Pride in America:

Take Pride in America  
Jessup, Maryland 20794

Persons writing to this address will receive a packet of information which will include information on how they can become personally involved in the preservation of their public resources.

#### VI. For Replacement of Print, or Radio or TV Materials, or For Further Information, Please Contact:

Trudy P. Harlow  
Director of Communications  
Take Pride in America  
5123 Main Interior Building  
1849 C Street, N.W.  
Washington, D.C. 20240  
202/208-3726



## **Take Pride in America National Awards Program**

The Take Pride in America Awards Program recognizes individuals and public and private groups that conduct outstanding stewardship projects or awareness efforts on behalf of natural, cultural or historical resources. The program will recognize both one-time projects and ongoing programs.

The goals of the Take Pride in America campaign are to:

- Increase awareness of the importance of wise use of natural and cultural resources;
- Encourage an attitude of stewardship and responsibility toward public resources; and,
- Promote participation by individuals, organizations and communities in caring for public resources.

The Awards Program is open to any individual and to public and private sector groups that have contributed to the increased wise use of America's resources. Activities nominated must have occurred during the current or previous year, and a current year's award application must be used.

**Take Pride in America  
National Awards Program  
Post Office Box 1129  
Jessup, Maryland 20794-1129**

# Take Pride in America National Awards Program Categories

- I. **Constituent Organizations and Civic Associations:** Trade, professional and special interest groups, as well as organizations and clubs that have a public service mission.
- II. **Businesses/Corporations:** For profit companies.
- III. **Youth:** Non-academic organizations for persons 18 years and younger.
- IV. **Media:** Print and broadcast organizations.
- V. **Education Institutions:** Students, teachers and administrators from elementary, middle and high schools, colleges and universities.
- VI. **Individuals:** Persons or families not acting as part of any organized group.
- VII. **Public/Private Partnerships:** Joint efforts between government agencies and private individuals or organizations.
- VIII. **Local Governments:** Employees or agencies of cities, townships, counties, Indian governments, or other local governmental bodies.
- IX. **State Governments:** Employees or agencies of a state or commonwealth.
- X. **Federal Government:** Employees or agencies of the U.S. government.

Award applications and instructions for submission are available from participating states, federal agencies, and from campaign headquarters.



Treasury of Presidential Quotations

3. An honorable defeat is better than a dishonorable victory.  
MILLARD FILLMORE  
Speech at Buffalo, N.Y., Sept. 13, 1844; *Papers*, I, 407

4. It is patriotic sometimes to prefer the honor of the country to its material interest.  
WOODROW WILSON  
Address in Philadelphia, Pa., July 4, 1914; *Life*, IV, 236

5. No person was ever honored for what he received. Honor has been the reward for what he gave.  
CALVIN COOLIDGE  
Veto of Salary Increase Bill; *Faith*, p. 173

See also Friendship 10, Labor 8, Peace 35, 37, Prosperity 8, War 22, Wealth 7

**Hope** 1. We shall nobly save or meanly lose the last best hope of earth.  
ABRAHAM LINCOLN  
Second Annual Message to Congress, Dec. 1, 1862; *Messages and Papers*, p. 3343

2. Peace requires an international society that is free from vicious provocations to strife among men. These are rooted in inequalities so glaring that, to those who suffer them, they seem to make attractive any alternative. The gamble of war lures the desperate, for even overwhelming defeat can hardly worsen their state; while victory, if it gives the survivors any improvement, will be worth its cost in blood. It is possible, even probable, that hopelessness among a people can be a far more potent cause of war than greed. War in such case is a symptom, not a disease. . . .

Peoples hopeful of their domestic future do not use war as a solution to their problems. Hope spurs humans everywhere to work harder, to endure more now that the future may be better; but despair is the climate of war and death. Even America, without American optimism, can accomplish nothing beyond the needs of each day.

DWIGHT D. EISENHOWER  
Address at Columbia University, Mar. 23, 1950; *Peace*, pp. 15, 20

See also Education 33, Fear 1, God 9, League of Nations 2, Patriotism 9, Peace 86, Revolutions 8, War 1, 68, 72, Youth 2

**Humanity** 1. There have been touches of humanity in this recent [Spanish-American] war that will impress mankind for all time. In the words of the commander of the ship . . . to his crew, "Don't cheer, the poor fellows are dying"; when the commander of that other ship said to his crew, "Don't fire, the flag has gone down"; in the command of the colonel of the Rough Riders, "Don't swear; fight!" we seem to get a glance of the divine spark in the nobility of the

men who partici  
conclusion of thi

Speech at B

2. My dream is  
the day when all  
other rights and  
of humanity.

Address in I

3. The interest  
that she asks not  
for humanity its

Speec

See also Greatne  
35, 37, 71

**Human Nature**

1. Human natu  
promises, and e  
and threatening ;  
lates . . . to a no

2. Among the  
my life I have of  
sorry pictures of

3. Human nat  
compared with  
strong, as silly a  
study the inciden  
none of them as

Response t

See also Defens

**Human Welfare**

1. Human we  
through mere n  
through integrit

Second Ar

See also Self-De

July 12, 1991

MEMORANDUM FOR MARK LANGE

FROM: BOB SIMON 

SUBJECT: RECYCLING

The volume of recycling in America is up 30% over the last two years -- a total of 24 million tons recycled. In 1989 alone, 500 curbside recycling programs were started. Last year, 63% of aluminum beverage cans were recycled -- that's 55 billion cans a year, up 5 billion over the previous year.

2.000 10:00 A.M.

Const. Hall  
away?

100 Winners - Rose Garden

4:00 P.M.

PLEASE CALL	<input checked="" type="checkbox"/>
WILL CALL AGAIN	<input type="checkbox"/>
URGENT	<input type="checkbox"/>

Kip White - 208-3726  
Steve Goldstein 208-6416

*[Handwritten signature]*

Attached is a first draft of the 1990 Take Pride in America souvenir program booklet which contains executive summaries of all the winning projects. The projects are listed by state. If you need more detailed information on any particular project, we'll gladly provide it. Call Kip White at 208-3726.

All are interesting projects, some more than others. Wes Schollander's (NC) project is one of our favorites. Unfortunately, Wes will not be attending the ceremony.

An amusing story surrounds the Devon Aire Elementary (FL) project and Eden Elementary School (IN). We found that Devon Aire sent letters to 2nd grades across the country looking for a pen pal class which was interested in environmental education. Eden answered and they corresponded. However, neither one realized that they both had entered the Take Pride awards competition -- and won. They will be meeting one another in person for the first time at the ceremony.

Enjoy.

# Special Awards

*Make 1 page*

This year, we have the distinct pleasure of inducting into the prestigious Take Pride in America *HALL OF FAME* two charter members: WJBK-TV and the Montana Council of Boy Scouts. To qualify, both have won top national awards for five consecutive years. They have earned a distinguished place in the Take Pride in America family and will be recognized at our annual awards ceremony this year and in the future. These two winners define Take Pride in America. They are the heart and soul of the awards program, returning year after year, not for the glory but for the opportunity to do a good turn. We salute their efforts and their commitment to America.

**WJBK-TV**, serving the metropolitan Detroit area, was the driving force behind the Rouge River Rescue. It is doubtful that the river cleanup could have succeeded without WJBK's organizational skills and ability to reach a widespread viewing audience. Not long ago, the Rouge River was one of the most polluted waterways in the country. It was treated as a dumping ground for items such as large kitchen appliances, automobiles, building materials, furniture and grocery carts. Through WJBK's feature stories, editorials and public service advertising, gradually the message was heard: This is your river, your responsibility. Together with Gannett Outdoors, Ford Division and Friends of the Rouge, WJBK sponsors a day-long river cleanup. Every June for the past five years, approximately 2,000 residents have turned out to clean the river banks and bottom. Today, the Rouge River schools of fish can be observed making their way upstream. Other wildlife has returned to live along the river banks. Thanks to WJBK and the thousands of volunteers they motivated, the Rouge has been rescued.

*in n*

*delete*

Beginning in 1985, the **Boy Scouts of the Montana Council** (~~Great Falls~~) decided to make community service a part of their lives. They organized a massive highway cleanup along 1,000 miles of Montana's scenic roads. From that first effort, Project Good Turn has evolved into a much larger event, with cleanups at parks, campgrounds and on public lands. Each Spring, tons of trash are collected by thousands of young people. Support is broad-based and given freely—from the highway department to the sheriff's department—everyone

wants to help. Paul Harvey has recognized scouts' accomplishments on his nationally syndicated radio show. There can be no doubt that these young men have accepted their role as good citizens, caring for the vast and valuable treasury of natural resources in the Big Sky state.

Please join us and congratulate the charter members of Take Pride in America's HALL OF FAME.

*delete*



*Make one page*

Two special achievement awards are being presented this year for outstanding contributions to the goals of the Take Pride in America program. It is our opinion that their work demonstrates significant accomplishments beyond the scope of ordinary stewardship achievements. These award-winning projects are described below.

The **Ohio River Valley Water Sanitation Commission** (ORSANCO) is accorded a special achievement award for their leading role in organizing, coordinating and promoting the 1990 *Ohio River Sweep*, the second annual river cleanup. In 1989, the cleanup encompassed hundreds of miles of shorelines in two states. In 1990, an extraordinary amount of planning resulted in the cleanup operation expanding to all six states along the banks of the Ohio River. This event marked the first time that a major American river system got an end-to-end cleanup in a single day. ORSANCO worked with other state agencies and Ohio River Valley businesses orchestrating this major interstate operation which brought together six states, 72 county governments and 311 city governments—all working for a common purpose. More than 15,000 volunteers removed over 8,000 tons of trash from about 2,000 miles of shoreline during this operation—a special contribution to America's vital water resources.

Also recognized for distinguished service is the **Lechuguilla Cave Project** which took place in Lechuguilla Cave within Carlsbad Caverns National Park in New Mexico. This unique form of taking pride in America involved exploring, mapping and photographing subterranean natural resources. The Lechuguilla Cave complex is one of the most exciting discoveries in recent history. It is unique in that it passes through five separate geological formations and contains many rare speleothems which have not been found anywhere else in the world. A group of cave experts from all across the country volunteered their time and took substantial personal risks to explore and map this complex. More than 50 miles of deep, underground passageways have been mapped to date, and the end is not yet in sight. The volunteers have donated approximately 18,000 hours in the past year alone.

Without the volunteer services of this dedicated group of professionals, this mammoth cave would have remained a "hidden giant."

~~Please join us in congratulating the winners of these two Special Awards for their exceptional achievements.~~

*delete*

# Winners

## ALABAMA

On the day after Earth Day 1990, **Alabama People Against A Littered State** (PALS) was the driving force behind 28,000 volunteers working together along the state's highways, picking up litter left behind by less considerate citizens. More than 2,200 miles of highway in 30 counties were cleaned. In a coordinated effort, county health departments and the Alabama Forestry Commission cleared out 50 illegal dumps. Businesses, civic groups and individuals were stirred to action by a rousing media campaign spearheaded by the Governor, who also participated in the cleanup. The ads stressed cleanup efforts, litter prevention and recycling. The success of the PALS Spring Cleanup has spurred the decision to make it an annual event and expand to all 67 Alabama counties.

In northernmost Alabama, young members of the **Madison County 4-H Club** instituted a recycling program that inspired 900 families to begin recycling paper, plastics, glass, aluminum and steel. The 4-Hers began by educating residents about the importance of recycling today to help preserve resources for tomorrow. They produced public service announcements; wrote newspaper articles; set up fair booths and distributed recycling literature; and, finally, went door to door with their crusade. The results were substantial. Seventy percent of the target families participated in Alabama's first Rural Pickup Recycling Program. The young people and their leaders are working with county officials to turn this pilot project into a county-wide recycling program in 1991. Not only has the community benefited, the 4-Hers gained important leadership skills and the program's success bolstered their self-confidence.

In northeastern Alabama, the **Little River Canyon Cleaning Committee** held their Second Annual Spring Canyon Cleaning in March of 1990. But, before the project could begin, another problem had to be confronted. During the first cleanup, DeSoto State Park staff and volunteer cleaning crews removed tons of trash, but were frustrated in their attempts to move abandoned automobiles that had been dumped into the 700-foot-deep canyon. So as a kick-off for the

second cleanup, the park staff enlisted the help of the 151st Engineer Battalion from Fort Payne to airlift junk cars out of the 18-mile-long canyon. In October 1989, park crews and guardsmen used helicopters, employed intricate rescue techniques and lifted the cars out of the canyon. Two days of arduous work produced 105 vehicles, which were taken to a salvage yard for recycling. The "easy" part of the cleanup took place the following March when 10 tons of litter were collected from roadsides and overlooks by hundreds of volunteers who came from all parts of the state to show their appreciation for the beauty of the canyon, the Little River and DeSoto Falls. Cleanup activities have been so successful that organizers are stepping up activities to include more projects more often.

The Chattahoochee River is the natural boundary between Georgia and Alabama, but it is also the resource that brought these two states together for "**Operation Clean Shore**," a river and lake cleanup sponsored by the **BiStates Clean Lake Association**. Working with the U.S. Army Corps of Engineers staff at Walter F. George Lake, members of the Association organized a massive cleanup during the week of September 10, 1990. More than 800 volunteers collected over 1,300 bags of trash, old tires, refrigerators, barrels and other debris from along 85 river miles and 640 miles of lake shoreline. Help was given generously by Chambers of Commerce, city and county officials, school groups, 200 local merchants, conservation organizations, bass clubs, federal and state agencies and the general public. Both the public and nature benefited from the operation, and the area is now cleaner, safer and more enjoyable to visit. This project united as a team, people from eight counties in two different states to work for the common good of the community. Plans are under way for future cooperative ventures.

The **Lawrence County Litterbuster Program**, a four-time Take Pride in America winner, is a partnership of public and private volunteers organized in 1987, to combat waste disposal problems in northern Alabama's Lawrence County area. In the past four years, the program has grown to include an 85-member planning committee that promotes pride and beautification. In the past year alone, litter collection stations were opened at all county schools. Students participated to the tune of 32 tons of litter. During a spring litter pick-up, 850 miles of roadway were cleaned by 8,000 volunteers who filled 26,000 trash bags. The program now has active support from one-quarter of the county's population—an amazing accomplishment! The Litterbuster

*Two-words*

Program has demonstrated it has commitment from the community and that ensures ongoing success.

In 1990, **Mrs. Patricia Mitchell** created a character she named "Auntie Litter" to bring to life in a way that is easily understandable for children concern for the environment. Mrs. Mitchell travels throughout her home state of Alabama making personal appearances as Auntie Litter; teaching the importance of reducing waste, recycling and re-use. She presents a program that explains simple, everyday things people can do to help improve the environment. This one-woman show finances her own volunteer efforts and, while not traveling, she studies the issues to assure that her information is current. Her message is particularly appealing to children, but she has inspired adults as well. Mrs. Mitchell plans to continue her crusade, rallying people to become aware of the world around them and take action to improve it.

## ARIZONA

A two-part effort has earned the **Arizona Public Service Company Volunteers** their third consecutive Take Pride in America National Award. Arizona Public Service (APS) is an electric utility that boasts one of the largest and most active corporate volunteer programs in the state. In one project, more than 300 APS volunteers erected protective fencing around the 140-acre Desert Botanical Garden in Papago Park near Phoenix. The garden is dedicated to studying, preserving and propagating desert plants; offers public education opportunities; and, serves the scientific community which conducts experiments introducing rare desert plants. The second project involved 38 volunteers who donated 400 hours to build a horse corral at Pioneer Arizona, a living history museum located on 80 acres of public land. The corral now provides a home to a small herd of Spanish Colonial horses—the last of a breed that was started in Arizona by Spanish settlers. The horses will serve as a centerpiece for the museum's new Hispanic History Interpretive Center. The volunteers didn't only help save a rare strain of horses, they conserved an important part of Arizona's culture and history.

Its proximity to Phoenix may be one of the reasons that the Salt River Recreation Area is so heavily used. The 12-mile stretch of scenic river provides relief from sweltering summer heat for 800,000 seasonal visitors who leave behind tons of trash. Since the U.S. Forest Service, (Tonto National Forest, Mesa Ranger District) has responsibility for the

area, they created a solution to the litter problem by recruiting temporary Forest Service volunteers who pitch in and help clean the area. Last year at the **12th Annual Lower Salt River Cleanup** 300 volunteers turned out to collect 12 tons of debris including furniture, appliances, abandoned vehicles and other trash. The one-day cleanup is backed by a network of public and private organizations including radio stations, businesses, local and state officials and conservation organizations. This team effort, which helps to kindle pride in Arizona's natural beauty, should enjoy considerable success in the years to come.

Since 1988, the **River Education Specialist Program** has functioned as a cooperative venture between the U.S. Forest Service (Tonto National Forest, Mesa Ranger District) and the Student Conservation Association. Its purpose is to establish a uniformed presence along the Lower Salt River and educate hundreds of thousands of visitors on proper river ethics and water safety. Besides environmental education, crews provide services such as litter collection, emergency first aid and search and rescue. These duties are accomplished from canoes on the river, as well as in vehicles along the shore. Through this program visitors have the opportunity to talk one-on-one with Forest Service representatives in positive situations that tend to reinforce the role of this land managing agency. The program has enjoyed considerable success in improving public relations and preserving the spectacular riparian resources along the Lower Salt River.

The Saguaro Lake Project is another U.S. Forest Service project coordinated by the **Tonto National Forest, Mesa Ranger District** along with **Anglers United and the Arizona Game and Fish Department**. It is a long-range, comprehensive plan to improve fisheries habitat and angling opportunities at Saguaro Lake, a popular fishing spot for nearby Phoenix anglers, as well as other visitors. A strategy was mapped; funds were raised; work groups were assigned projects; and, the preservation plan is now nearly complete. More than 1,200 volunteers have labored long and hard to install "Crappie Condos," "Bass Bungalows" and "Cattfish Houses," which were specially designed to provide the type of habitat each species needs in order to thrive. Future plans call for additional parking lots, fishing docks, shoreline access trails and a breakwater.

## ARKANSAS

*Plant the Future* is a statewide reforestation project charged by the **State of Arkansas** Governor's office to plant trees on harvested lands and develop community forests and greenways. Governor Bill Clinton established a task force in 1989, to address the crucial issue of the importance of forests to Arkansas' and the world's environment. *Plant the Future* has had an exceptional first year. As a result of this outreach effort, Arkansans have planted 15 million trees; begun forestry committees in all 75 counties; and, inspired 20,000 fifth grade students to grow their own seedlings. More than 30,000 individuals were involved in this project during the first year alone. *Plant the Future* has ambitious, long-term goals including planting 10 million trees every year for the next ten years.

Conservationist/activist, **James Warren Stanley** has been an energetic advocate of a clean and healthy Arkansas since 1979. Mr. Stanley has worked with school groups on conservation problems; lobbied legislators; championed environmental issues in court as a "pro bono" attorney; and, appeared on radio talk shows promoting responsible environmental practices. Often working alone and against the odds, Mr. Stanley has managed to promote a long-term working relationship between the conservation community and land managing agencies. He has written editorials, delivered speeches, picked up litter, planted trees and taken countless actions to ensure a good world as a legacy for future generations. By becoming involved, Mr. Stanley has accomplished more than most—with integrity, with humor and with pride.

For the fourth consecutive year, the **Greers Ferry Lake and Little Red River Cleanup** has earned top honors in the Take Pride in America National Awards Program. The annual cleanup has grown to embrace many year-round activities such as cleanup days, adopt-a programs, recycling efforts, reforestation projects, wildlife management, cultural resource demonstrations, beautification projects, and water and hunting safety programs. Sponsors include the U.S. Army Corps of Engineers Greers Ferry Resident Office, the Lake and River Association, the U.S. Fish and Wildlife Service National Fish Hatchery, Coca-Cola Bottling Company of Arkansas, the Keep Arkansas Beautiful Commission and more. In September 1990, the 21st annual cleanup attracted participation from 2,900 volunteers in removing and recycling litter from 300 miles of lake shoreline, 25 miles of river

and 50 miles of roadside. Following the morning-long cleanup, volunteers attended a cookout with live entertainment from Nashville, 1,800 pounds of catfish and prizes for participants. This award-winning project has helped build a strong and wholesome relationship between the Corps and the community.

The **Greater Hot Springs Chamber of Commerce** coordinated the "Hot Springs Is Back Community Rally" following two flash floods on May 19, 1990. The floods rushed through Hot Springs destroying much of the historic district, including city parks, landscaping projects and recently renovated historic buildings. The Chamber took the lead and worked with city and county officials to match people, equipment and materials with places needing assistance. Volunteers and donations poured in. The effects of the rally have outlasted the impact of the floods roaring through the center of town. Because of the organizational skills of the Chamber, people who had never before supported downtown redevelopment have become community partners. From flowers planted in city parks to debris cleaned from storefronts of new-found friends, the sense of ownership in the downtown historic district has sprouted deep roots and continues to grow and spread through the community.

The *Great Arkansas Cleanup* is an annual statewide event that is coordinated by the **Little Rock District U.S. Army Corps of Engineers, Keep Arkansas Beautiful Commission and Coca-Cola Bottling Company of Arkansas**. In 1990, for the twelfth consecutive year, Arkansans by the thousands reported to designated sites throughout the state; picked up tons of litter; and, then celebrated their achievements with a picnic lunch and entertainment. Year after year, the event has gained momentum and in 1990, nearly 19,000 volunteers collected 2,200 cubic yards of trash—the equivalent of 350 dump truck loads. The sponsors have done an outstanding job of stimulating interest through public service advertising; obtaining contributions of food, beverages and prizes from local businesses; and, arranging for the sale of recyclable litter. The *Great Arkansas Cleanup* has taught residents that they are responsible for their public resources and has instilled in them a sense of pride for the "Natural State."

## CALIFORNIA

California's 1,000 miles of Pacific beaches have a powerful advocate in the **California Coastal Commission** which sponsors an *Adopt-A-Beach* program to promote environmental education, community awareness and cleanup activities. The state-funded program has brought together a broad network of local and state agencies, service clubs, businesses, citizen groups, schools, and youth groups—all pitching in three times every year to clean their adopted beaches. The commission provides an organized framework; step-by step guidelines on how to conduct a cleanup; posters and litter bags; and, curricula to involve schools in the conservation of California's magnificent coastal resources. This hands-on activity has empowered citizens and motivated them to change their behavior and accept responsibility for their beaches, now and into the future.

Located in Pacific Grove, California, the Asilomar State Beach and Conference Grounds, part of the State Park System, receives more than 200,000 visitors annually. Over a period of 75 years, vegetation was damaged and the dunes were weakened, permitting sand to scatter with the wind. The seven-member, volunteer **Asilomar Board of Directors** established an ambitious dunes restoration project that involved planting native flora and constructing a scenic boardwalk that twists through the dunes. The on-going project has restored the beach area to its natural condition; heightened appearance values; reduced coastal erosion; afforded opportunities for research; and, enhanced recreation.

**California Recreational Trails Committee** members are appointed by the Governor to provide advice to the Department of Parks and Recreation on trail maintenance and development. The committee also organizes an annual, two-day event called Trail Days. During Trail Days in 1990, 5,000 volunteers participated in 110 projects in 38 counties. The volunteers, including scouts, senior citizens, students and others interested in trail recreation, picked up litter; planted long-lasting vegetation; and, employed low-impact trail construction techniques. Volunteers that worked on the trails have become models of responsible trail use because they have been sensitized to the effects of careless treatment of natural areas. Realizing the importance of their contributions, many of the volunteers work beyond Trail Days throughout the year on rehabilitation and construction projects.

## COLORADO

Established in 1984, **Volunteers for Outdoor Colorado** (VOC) has instilled in all involved a sense of personal responsibility for the state's natural resources. VOC's focus in 1990 was a project called *10,000 Trees* designed to create an ecologically sound riverfront park along the Platte River. In April, more than 1,400 volunteers planted 2,600 trees and shrubs, transforming 22 acres of barren riverfront into a wooded parkland. These improvements underscore the importance of managing and improving the urban forest and river. This marks the fifth consecutive year that VOC has been an award recipient in the Take Pride in America National Awards Program.

## DELAWARE

**GET THE DRIFT AND BAG IT** is a one-day beach cleanup that nabbed 17 tons of debris during the 1990 event, which took place in 35 coastal locations in Delaware. Backed by the DuPont Company, the state's Department of Natural Resources and Environmental Control organized the annual cleanup. It was undertaken to increase public awareness about marine debris problems and established an immediate and continuing effort to reduce debris in Delaware. A national non-profit organization, the Center for Marine Conservation provides data cards on which volunteers record the nature of the litter and then the information is compiled along with results from other participating states. The information is used to help track marine debris sources and halt abuses. As a pilot project, DuPont employees separated plastics from the other litter. They reprocessed the plastic into park benches which were donated to state parks. The cleanup drive has helped send an important message—litter injures wildlife, spoils beaches and threatens boater safety.

## DISTRICT OF COLUMBIA

The **National Stone Association** directs two programs which encourage quarry operators to enhance the environment on quarry property and to improve their public image as both good neighbor and responsible corporate citizen. The *About Face Program* is an awards program that recognizes and rewards crushed stone operators who have made constructive and positive efforts to improve the appearance of their property. Since 1975, *About Face* has enjoyed steady growth, and in 1990, an all-time record of 110 individual quarries entered the program, indicating a growing dedication to conservation ethics. The

*Good Neighbor Program* is also an awards program that requires aggregate producers to develop a genuine rapport with the community. Both programs have been instrumental in instilling pride throughout the crushed stone industry and have helped to establish members of the industry as good neighbors in communities across America.

Since 1985, the **Center for Marine Conservation** (CMC) has worked to educate the public about the hazards of marine debris through public service advertising and annual coastal cleanups. During the third annual Beach Cleanup in 1990, thousands of volunteers worked in 27 states, picking up 1,200 tons of trash. Information about the types of trash were recorded on cards that were then compiled in CMC's database, which helps track various litter sources and deter future littering. Citizens of all ages and backgrounds joined the cleanup because they knew their efforts would help preserve coastal beauty and protect marine wildlife. Before taking top honors this year, CMC won awards from Take Pride in America in 1986, 1988 and 1989.

Established in 1990, the **Dow-Huntsman National Parks Recycling Program** has enjoyed tremendous success in Acadia, Great Smoky Mountain and Grand Canyon National Parks. With millions of visitors annually, solid waste disposal had become a crucial issue. The National Park Service alone lacked the financial ability to begin a comprehensive recycling program. So Dow Chemical Company and Huntsman Chemical Corporation approached them about a partnership, and this model program was born. The program has increased awareness about recycling in the parks, as well as at home and work. Beginning in 1991, Yosemite National Park will join the partnership and more parks will follow in the years to come.

If ever a publication was destined for hard use, it's the USDA Plant Hardiness Zone Map which was updated by the **U.S. National Arboretum** in 1990. Volunteer participants from thousands of locations sent in the data used to compile the map. For the first time, the map includes small areas of microclimate—cool spots due to mountaintop elevations and hot pockets caused by city heat or protected valleys. Research did not reveal any signs of global warming. In fact on both coasts, temperatures averaged 5°F to 10°F cooler in the winter than on the previous map published in 1965. Instead of using the trial and error method, gardeners, agriculturists and environmentalists now can

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rely on the map to aid their plant choices for urban spaces, farms, fields and forests.

## FLORIDA

The Loxahatchee National Wildlife Refuge has been lucky to have the volunteer services of **John E. Gardner** for the past eight years. This refuge is a wildlife habitat in the northern Everglades and offers visitors a rare glimpse of the Everglades ecosystem. Mr. Gardner has been instrumental in the volunteer program at the Refuge since its inception, and continues to conduct tours, staff the Visitor Center and perform just about any duty that needs doing. When he's not working as a refuge volunteer, he's training other folks to be volunteers. Mr. Gardner has donated an impressive 1,233 hours to Loxahatchee where his knowledge of plants and wildlife benefits the environmentally sensitive wetlands.

The 4th Annual Lake Ocklawaha Cleanup stressed recycling besides simply collecting and removing litter, for the first time during the September 1990 cleanup. A cooperative project supported by the **Lake Ocklawaha Cleanup Committee, U.S. Army Corps of Engineers (Palatka Office)**, U.S. Forest Service, Florida Canal Authority and numerous businesses, the cleanup also involved 432 participants who contributed more than 1,800 hours of volunteer labor. The recycling portion of the cleanup was sufficiently successful that there are now permanent recycling containers located in high-traffic areas and lake visitors are using them.

Since 1985, the **Citizens Association of Bonita Beach (CABB)** has worked on a number of fronts to ensure clean, accessible beaches for the many visitors and residents who spend their leisure time on Florida's Gulf Coast. CABB organizes daily litter pickups including beach areas, parking lots and picnic grounds in both Lee and Collier Counties. They have also encouraged participation in the "Adopt-A-Shore" and "Adopt-A-Road" programs; planted sea grapes, sea oats and other native vegetation; and, promoted recycling. At monthly meetings, guest speakers help educate members and guests about new and innovative ways to help preserve coastal resources.

**Devon Aire Elementary School** has responded to the advent of the environmental decade by creating "This Land is Your Land, This

Land is My Land," a creative environmental education program. The surrounding Miami neighborhood benefited by activities such as planting a butterfly garden; growing a tropical hardwood forest; and, building a pineland habitat native to the Keys—all on school grounds. Community and business leaders took an active part in this revolutionary project which spread the message that everyone is responsible for the future of the planet.

Beginning in 1975, the **Broward County Board of Commissioners** led a ten-year effort to purchase a 1,400-acre parcel of coastal wetland, stretching three miles in length along the Intracoastal Waterway in Hollywood, Florida. Their goal was to halt any possible development and they hope one day to establish and maintain a nature center on the site. The area is home to 123 different bird species, 10 animal species, 91 species of fish and 80 forms of plant life. A Coral Springs Girl Scout Troop and Hollywood professional association have shown their interest in preserving the wetlands by planting hundreds of mangrove trees in the past few years.

## GEORGIA

The **General Council Telephone Pioneers Environmental Committee** has proven they really are pioneers in the recycling arena. In the Southern Bell Center office in Atlanta, 5,000 volunteers recycled 1,340 tons of computer and ledger paper, 157,000 pounds of phone books, 2,333 pounds of aluminum and 12,093 pounds of newspapers. The profits earned by selling these recyclables were donated to the Atlanta Children's Shelter. The total volunteer hours spent on this one project in a single year surpassed 19,000. The Telephone Pioneers have become role models for others wishing to start corporate recycling programs and can be counted on to provide guidance.

Every year since 1987, **Gwinnett Clean and Beautiful, Inc.**, has organized a cleanup campaign and educational program at Tribble Mill Park in Lawrenceville. And, since the very beginning, this project has earned top Take Pride in America honors. In 1990, the Take Pride in Gwinnett/Public Lands Day event attracted 3,000 volunteers who conducted 164 educational workshops; planted 250 trees and 15,000 square feet of wildflowers; and, picked up 45 cubic yards of trash. This operation was supported by federal and local officials, 10 schools, 250 community organizations and thousands of citizens. The educational outreach may be the most crucial part of this effort, reach-

ing county residents and teaching the importance of preserving Georgia's remarkable natural resources.

In 1990, a citizens' group at a housing project in Rome decided to pool their resources to produce a clean, safe, healthy and beautiful environment—one which would give the children an the opportunity to feel good about themselves and their heritage. Thus, **Friends Within The Community of Green and Gold** began. Since the first meeting, they've been working continuously to meet their objectives. Volunteers have planted shrubs and trees; installed a basketball court; fenced around a playground; purchased playground equipment; installed better lighting; and, built a wheelchair ramp for a handicapped resident. In a show of leadership, the mothers in this community have sent out a signal, loudly and clearly—they will not accept anything but the best for their children.

More than 4,000 volunteers from Georgia and South Carolina donated in excess of 16,000 hours of labor during the 1990 **Hartwell Lake Cleanup Campaign** sponsored by the **U.S. Army Corps of Engineers**. The cleanup campaign has been growing for ten years and won a 1988 Take Pride in America award. The massive cleanup takes place during the month of August, culminating on Public Lands Day in September. Because of the scope and size of this event, not only is litter picked up, but public awareness is raised and the positive outcome helps to strengthen the bond between the Corps and the community. This cleanup represents true grassroots pride and responsibility for one of America's outstanding recreational resources.

## HAWAII

Under the leadership of **Samuel A. Cooke**, The Nature Conservancy of Hawaii, a non-profit conservation organization, raised more than \$13 million to establish ten nature preserves for the protection of Hawaii's lands and the native species that live there. Serving as chairman since 1980, Mr. Cooke has taken the lead, forging partnerships with private organizations, government agencies and individual citizens to promote conservation. Mr. Cooke's inspirational leadership has sparked an interest in conservation and led to a dramatic increase in Conservancy membership.

## IDAHO

The **Rotary Club of Twin Falls** recently led a fundraising drive to purchase the last available parcel of land with access to the Snake River in an effort to preserve this land for public use. Funds were raised following a great deal of strategizing with adjacent property owners, mostly government agencies, which have a vested interest in seeing the project proceed successfully. The property has been purchased and plans are under way for developing a park which will allow public access to six miles of trails and three miles of the river. The Snake River Canyon is one of the deepest in North America, and contains unique geological formations and breathtaking waterfalls. Thanks to the Rotary Club, local citizens will be able to enjoy these natural wonders as they enjoy their new park.

In New Meadows, Idaho, the **Heartland Recycling Committee** instituted a permanent recycling program that provides a convenient way for citizens to recycle household waste. Profits have been returned to the community and were used to build the recycling center on land donated by J.I. Morgan, Inc., a logging company. Future savings have been earmarked for tree planting and neighborhood beautification projects. This tiny town has solved its solid waste disposal problems without legislation and without regulations. In the pioneer tradition, these citizens simply confronted their problem and solved it.

## ILLINOIS

Formed in 1989, **Friends of the Fox River, Inc.**, is an environmental education program for residents of this watershed area in north-eastern Illinois. By educating the public about stream ecology, local surface water, ground water, point and non-point source water pollution and pollution abatement issues, the group instills a sense of pride for the wise management of Illinois' resources. They not only teach stream ecology, but also empower citizens with the knowledge, skills and confidence necessary to improve water quality at both the local and regional level. Their goal is to grow and involve every interested classroom, youth group and citizen group along the 195-mile river corridor.

"Taking care of the earth isn't a hobby; it's a responsibility," is the motto of a Prospect Heights sixth grade class who created **Project PEOPLE** (People Educating Other People for a Long-Lasting Environment). This sense of responsibility is what led to one student, then

another to question what they could do to really help. After brainstorming sessions identified their goal—the entire community working together—the youngsters set out to distribute information and educate the public. They have staffed information booths, marched in parades and gone from place to place signing up members and spreading the word. Perhaps the most impressive aspect of Project PEOPLE is their outreach to businesses. After local businesses have agreed to adopt safe alternatives to harmful practices, a formal agreement is signed and the place of business is permitted to display the Project PEOPLE banner. Many businesses have pursued these alliances and membership has skyrocketed. At a White House ceremony in 1990, the group was honored by President Bush for winning the President's Environmental Youth Award.

**Joseph and Marie Grieser** volunteered to patrol the Farm Creek Flood Control Project after local and federal officials stopped maintaining a law enforcement presence there. Through misuse and abuse, the area had degraded to the point where wildlife had declined; illegal trails had caused erosion; project property had been vandalized; and, decent people were unable to bring their families there because unsavory characters had started to frequent the area. The Griesers not only instituted a watch program to end criminal activity, they also supervised a cleanup, and taught young people about public resource conservation. As a direct result of their personal involvement and caring, the project now provides a unique outdoor experience in an urban, industrialized region where opportunities of this kind are rare.

In 1990, the **Ohio River Valley Water Sanitation Commission** (ORSANCO) sponsored the second annual Ohio River Sweep. In 1989, the cleanup was conducted in Ohio and Kentucky only, but the cleanup was expanded in 1990, to include Illinois and extend the entire length of the Ohio River. Illinois' portion of the cleanup involved hundreds of volunteers who worked during the one-day cleanup at several sites along 133 miles of the river. This on-going project was coordinated in conjunction with the Illinois Environmental Protection Agency and was backed by river industries, local businesses and the media.

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## INDIANA

Starting in 1989, the **Eden Elementary School** has promoted environmental education in the classroom at all grade levels through

numerous activities. The students are developing thinking skills and becoming more proficient at problem solving because of the knowledge they have gained at Eden. What began as a one-day tree planting of 200 seedlings, has evolved into a multifaceted program. The Eden Nature Lab is an environmental wonderland of learning with flower gardens, winter wildlife feeding areas, bird nesting boxes, a tree seedling nursery and more.

The **Ohio River Valley Water Sanitation Commission**, in conjunction with the Indiana Department of Environmental Management conducted Indiana's portion of the *Ohio River Sweep*, a cleanup along 358 miles of Indiana shoreline. Thirteen counties and 2,500 individuals volunteered to enhance the recreational appeal of the river. Although this was the second annual *Ohio River Sweep*, it was Indiana's first year and there is a commitment to continue participating.

Environmental education is one of the most important topics being studied at **Madison Elementary School** since eight wooded and unused acres were developed into an outdoor classroom. The classroom was built entirely by volunteers and includes a nature trail, picnic shelter with tables and benches, fruit orchard, garden, sun dial, weather station and the township's only recycling center. The "Environmental Lab" has become a popular site for educational field trips from other schools, as well as a focal point for family outings. Because the students have been directly involved in both building and maintaining the lab, they have learned through hands-on experience that natural resources need our care.

## IOWA

The *Storm Lake Pilot Tribune's* editor, **Dana Larsen** has embarked on a number of projects designed to improve the condition of public resources in northwestern Iowa. He wrote and edited "A New Era," a series of 200 articles all dealing with public resources, as well as conservation and wildlife issues. Mr. Larsen assists in recruiting hundreds of volunteers for a special "Volunteer Day" cleanup of parks and lake shores. The Living Heritage Tree Museum was co-founded by Mr. Larsen in 1988, and features rare trees, such as one grown from a seed carried to the moon on an Apollo mission. He is also involved in property acquisition projects and fostered a "Save The Lake" effort. The *Pilot Tribune* was selected as a Take Pride in America National Finalist in 1988.

## KENTUCKY

The third annual Trashmasters Classic was held at **Barren River Lake** in South Central Kentucky, drawing more than 500 volunteers to pick up trash from this man-made lake managed by the **U.S. Army Corps of Engineers**. The Corps worked with **Barren River Lake State Park** and **Barren River Regional Water Safety Council** to sponsor the event, which was also promoted heavily by the media. In a few hours of hard work, the volunteers retrieved 12.3 tons of trash from 100 miles of shoreline. This 20,000-acre lake attracts 1.4 million visitors every year and was in dire need of the special attention paid by the many dedicated volunteers.

For the second year, Kentucky has participated in the *Ohio River Sweep*, clearing 3,000 tons of litter from the river's shoreline. The cleanup is sponsored by the **Ohio River Valley Water Sanitation Commission** along with the **Kentucky Natural Resource and Environment Protection Cabinet**. Cleanups are conducted in the six states through which the Ohio passes. In Kentucky, 25 counties participated by sending 2,500 volunteers to remove unsightly debris from the shoreline. Louisville songwriter/singer Debra Tuggle contributed an original song "River of Mine" and she made TV and radio public service announcements—all to help promote water conservation and the *Ohio River Sweep*.

**Paintersville Lake**, managed by the **U.S. Army Corps of Engineers**, hosts an annual cleanup of the shoreline that surrounds this eastern Kentucky lake. In 1990, 200 volunteers collected 6.1 tons of trash from the river banks including discarded appliances, tires, scrap metal, cans and bottles. The Paintersville Kiwanis donated time and energy building a beautiful, educational walking trail which has been nominated as a National Recreation Trail. The Corps has pledged to continue with beautification of the dam site recreation areas and visitor center.

## LOUISIANA

In March 1990, the **Audubon Institute** hosted the third annual Earth Fest at the **Audubon Zoo** in New Orleans, drawing 25,000 participants who came to learn about the environment and the challenge to preserve it. The purpose of the week-long event was to promote good environmental citizenship by demonstrating solutions to

problems and ways to incorporate solutions into everyday life. Some of the activities included recycling, tree planting, "wildlife gardening" and cleanups. Visitors to the Zoo learned how their lifestyles and their actions directly affect the environment.

During 1990, the **Natchitoches National Fish Hatchery** demonstrated their commitment to public resource stewardship by becoming actively involved in four different projects. They chaired a cleanup of 36 miles of the Cane River, where 200 volunteers removed 32 tons of trash ranging from candy wrappers to a 1956 Edsel. They also staffed an exhibit at a community-sponsored Earth Day celebration and taught 800 school children about fish and their habitat. At an Open House during National Fishing Week, 250 visitors were shown the beauty of fish and their world. And, they demonstrated the value of fish for consumption and recreation through educational activities during National Hunting and Fishing Week. The hatchery staff plans to continue these types of hands-on projects specially designed to foster the appreciation of fish as a resource.

## MARYLAND

At **Antietam National Battlefield**, the **Volunteers in the Park** program serves as a bridge between the park and the community and unites citizens with a love of America's history and heritage in common. These volunteers numbered over 500 in 1990, and donated 17,000 work hours performing tasks such as teaching at training seminars; staffing the information desk; guiding tours; portraying soldiers and civilians in "living history" battle vignettes; and, assisting in many other ways during special events that take place throughout the year. Through the volunteer program, hundreds of people from the nearby community are involved in nearly every facet of park operations—building a constituency for the perpetual care of America's historic heritage.

## MICHIGAN

In June 1990, for the fifth consecutive year, **WJBK-TV** promoted *Rouge Rescue*, a week-end river cleanup at 22 sites in and along the Rouge River, which courses through Detroit, Michigan. Also for the fifth consecutive year, WJBK has captured top honors in this awards program—a remarkable achievement. WJBK works year-round in partnership with government agencies, citizen groups and volunteers

to publicize the importance of a clean and healthy river. In the past year, they produced and broadcast a special program called *Rouge Rescue: Let The River Run*, an educational/recruitment tool, which was distributed to area schools. As a result of WJBK-TV's dedication, hard work and commitment, in 1990, 2,700 volunteers collected 4,000 cubic yards of debris and broke apart 110 log jams. The success of the cleanup operation is evident—fish and wildlife have returned once more to the waters and shores of the once-dead Rouge River.

The **Boy Scouts in Troop 4** from Ann Arbor, have performed an invaluable service by restoring the St. Helena Light Station which is located in the Western Straits of Macinac. The light station has been an important navigational aid since 1873, when it guided vessels past the treacherous shoals in Northern Lake. Sixty-four scouts and their leaders contributed more than 2,200 hours of volunteer labor cleaning and beautifying the site; restoring the buildings; and, developing education materials. By preserving this maritime historic site from the ravages of vandalism and the elements, the scouts transformed a virtual pile of rubble scheduled for demolition into a restored site listed in the National Register of Historic Places.

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## MONTANA

Since 1985, the boys in the **Montana Council of Boy Scouts** have removed 5,740 tons of trash from Montana's highways, parks and campgrounds. This service project, called *Project Good Turn* has earned the scouts a charter membership in the Take Pride in America Hall of Fame. Every spring, the youngsters band together to pick up tons of trash in one of the country's biggest and best cleanup drives. Each year, the project has grown to encompass more scouts with more parks and roads to clean. Helping them achieve this honor were the Montana State Highway Department, the Montana Sheriff's and Peace Officer's Association, the Montana Amateur Radio Relay League, the Montana State Department of Highways and Hefty Bag Company. Under the leadership of the Montana Council, these scouts will continue to cultivate a sense of stewardship and responsibility and caring.

The **Committee for the Preservation of Pompeys Pillar** (CPPP) was formed in 1989, to acquire a privately owned and operated national historic landmark. The site, 357 acres adjoining the Yellowstone River near Billings, is a virtual "signature rock" and, according to CPPP, the only remaining physical evidence of the Lewis and

Clark Expedition. The Pillar rises 130 feet above a surrounding riparian habitat, rich in archaeological significance and wildlife. CPPP is committed to the preservation, interpretation, management and enjoyment of the site. So far, CPPP has been successful in increasing awareness of the importance of the site; encouraging public stewardship; and, promoting participation by individuals, organizations and communities.

## NEBRASKA

During 1990, the **Schuyler Chapter of the Future Farmers of America** embarked on a project involving three subject areas: groundwater quality, recycling and an adopt-a-highway program. Highway cleanup was performed along 7.5 miles of roadway with assistance from other high school students. To help abate litter and find a solution to Schuyler's solid waste problem, the chapter did their part by collecting newspapers, aluminum cans, glass and discarded Christmas trees for recycling. Members helped to find markets for the recyclables and were encouraged to recycle at home, as well. The groundwater quality project was primarily an effort to educate the public about the sources of pollution and the importance of clean water. These young people are highly motivated to become model citizens by first being good stewards.

Leafy Spurge is a noxious weed that until recently ~~had proliferated in~~ <sup>had</sup> Nebraska at the expense of the livestock industry. Pastures and rangeland were threatened if the weed continued to spread. Thus the eight-member **Dawes County Leafy Spurge Task Force** was formed to combat the weed through public awareness and education. Land owners and administrators were sent information on how to identify the weed; meetings were held; and, infected areas were located and treated. Thanks to the task force's early and insightful efforts, the spread has been reversed and it is hoped that the weed can be controlled by public officials and private landowners working together.

For an Earth Day project, Beatrice Clean City, Inc., an affiliate of Keep America Beautiful identified an illegal dumpsite close to town, obtained necessary permission, then recruited a small army of volunteers to clean it up. Seventy members of the **Southeast Community College Agriculture Club** worked all morning removing appliances and household trash—even a piano—from the dumpsite. By the time they finished, 17 truck loads of debris had been hauled away.

With cooperation from the County Highway Department and the city government, the first step had been taken to cleanse the area of many dangerous dumps. Future cleanups have been planned and the Ag Club has expressed a desire to help again.

In July 1989, dry weather, strong winds and lightening combined to create one of the largest wildfires in Nebraska history, burning 48,000 acres in the area of **Fort Robinson State Park**. The **Nebraska Game and Parks Commission** began recovery efforts almost immediately. And, by May 1990, 1,600 **Volunteer Tree Planters** spent 12,000 hours planting 60,000 ponderosa pine seedlings. Individuals from South Dakota, Colorado and Wyoming joined Nebraskans re-planting this popular park. This tree planting was merely the first step in a ten-year program to plant 300,000 trees in the park. With the help of scouts, 4-H Clubs, university students and community organizations, they will succeed.

The **Salt Creek/Papio Field Office** of the U.S. Army Corps of Engineers is responsible for managing 14 multipurpose reservoirs in the Lincoln and Omaha area. They orchestrated 25 different natural resource improvement activities during 1990, not only accomplishing management goals, but also promoting stewardship. Community and youth groups, nature and sportsmen's clubs, government officials and school children were involved in projects such as developing fish habitats; planting trees; building picnic tables; and, planting aquatic vegetation to protect shorelines. These volunteer partnerships have united the community working with the Corps to better prevent floods and improve the recreational life of the lakes.

## NEW MEXICO

In response to reports that a resort might be built on a privately owned ranch nearby, the **Village of Pecos** called a town meeting and passed a resolution opposing the development. Shortly thereafter, the Congress passed Public Law 101-313, which provides for integrating the ranch and Pecos National Monument into a park called Pecos National Historical Park. Citizens of Pecos feel they have contributed to the preservation of the prehistoric and historic significance of the area which serves as a gateway between the Great Plains and Rio Grande Valley.

TAKE  
PRIDE IN  
AMERICA

*Taking Pride in American Troops and Their Families*

# NATIONAL CAMPAIGN NEWS

## President Signs TPIA Act

President Bush signed into law the Take Pride in America Act in December 1990. Senator Steve Symms (R-ID) sponsored the legislation, which he introduced at last year's National Awards Ceremony in Washington, D.C., where he was the keynote speaker. The Take Pride Act enjoyed broad bipartisan support, and was one of the last bills passed by the 101st Congress.

The legislation establishes a permanent Take Pride in America office at the U.S. Department of the Interior; enables the office to solicit and accept donations from private organizations; authorizes Congress to appropriate funds for Take Pride; and, permits volunteer workers.

The legislation provides the opportunity for Americans to donate time and resources to the campaign tax-free, and allows the Take Pride office to allocate those resources where they are needed. The TPIA Act sustains the interdepartmental participation, federal partnership, that has proven so successful during Take Pride's six year history.

This partnership between government and the private sector should help provide real solutions to many of our environmental problems, and further the stewardship ethic in America.



The seven STS 35 crewmembers aboard the Space Shuttle Columbia assemble for an in-space portrait. Astronaut Vance D. Brand, mission commander, is at bottom center. Others, clockwise from lower left, are Robert A.R. Parker, Ronald A. Parise, Jeffrey A. Hoffman, Guy S. Gardner, John M. (Mike) Lounge, and Samuel T. Durrance.

## Shuttle Columbia Takes Pride

As part of NASA's Take Pride in America partnership activities, the Space Shuttle Columbia, which orbited in December, carried an assortment of Take Pride memorabilia, including gold lapel pins and a Take Pride banner. The seven astronauts also carried specially designed T-shirts with the Take Pride in America logo on the front. Interior Secretary Manuel Lujan plans to present one of the lapel pins to the President and each member of the Cabinet.

"We are proud of the outstanding job our astronauts do. The Space Shuttle Program increases pride in America, which is a prime objective of the Take Pride in America campaign," said Lujan. "There is no better way to demonstrate how very much we care for this beautiful country. By participating in the campaign and wearing the Take Pride T-shirts, these seven courageous astronauts display their tremendous respect for America's public resources."

# Federal Energy Regulatory Commission Becomes Take Pride Partner

In a ceremony on December 7, 1990, the Federal Energy Regulatory Commission (FERC) joined the Take Pride in America campaign. Commissioner Martin L. Allday and Interior Secretary Manuel Lujan signed a memorandum of understanding formalizing the commission's role as the newest federal partner in the campaign. The ceremony was well-attended by FERC employees, indicating the high level of their interest in environmental matters.

"FERC is in a unique position to enhance the stewardship activities of the energy industries of this country," said Lujan. "FERC's



*Interior Secretary Manuel Lujan and FERC Chairman Martin Allday sign a Memorandum of Understanding formalizing FERC's partnership in TPIA.*

participation in Take Pride will have a beneficial and long-lasting

effect on the careful use of our public resources."

Commissioner Allday noted broad concern about the environment, adding, "Many of the industries we regulate are very involved in... programs like Take Pride. I believe these efforts can educate and inspire people to embrace the spirit of good citizenship for which Take Pride stands."

An independent agency, FERC regulates the natural gas, electric utility, hydroelectric power and oil pipeline industries. Take Pride and its partners look

forward to a productive partnership with FERC.

## Historic Forest Project Plants the Past

America's Historic Forests is a project that has been adopted by the American Forestry Association through its Global ReLeaf Program. This long term project will develop unique environmental and educational tree-planting projects that will benefit the entire nation.

The American Forestry Association (AFA), is the nation's oldest nonprofit citizen conservation organization and has been a Take Pride in America private sector partner since 1986. AFA introduced Global ReLeaf in 1988 as an international education, action and policy campaign aimed at improving the environment by planting more trees and forests.

Seeds from famous and historic trees and champion trees are being grown into seedlings under strict horticultural standards. For example, George Washington planted

many species of trees at his Mount Vernon home on the Potomac River in Virginia, including White Ash,



English Lindens, Aspen, Tulip Poplar, Magnolia and Pecan. Seeds are collected by an extensive volunteer network of Global ReLeaf coordinators, members of foundations and private citizens.

An array of historic trees will be planted in America's Historic Forests. Each forest will contain more than 1,000 acres and will include more than 500,000 trees,

each tree of historical significance planted in an individual's name. There will be an activity center that also will serve as a learning center with educational displays about trees and their relevance to history and the environment. Miles of nature trails will wind through each forest tracing America's history through trees.

Local organizations and individuals can sponsor their own tree-planting programs at schools, neighborhood parks and road medians. Start-up information and steps to organize a tree-planting program are available. For more information about America's Historic Forests or about how to plant a grove in your community, please call 1-800-677-0727 or write, America's Historic Forests, 8555 Plummer Road, Jacksonville, Florida 32219.

## StateSide

### Pennsylvania's First Lady Honors State TPIA Winners

First Lady of Pennsylvania Ellen Casey presented the 1990 Take Pride in Pennsylvania awards to 77 winners on December 10 in Harrisburg. In presenting the awards, Mrs. Casey said, "Through the actions of groups and individuals like those gathered at the Take Pride in Pennsylvania awards ceremony, we are winning victories on behalf of our dwindling resources."

U.S. Congressman Peter H. Kostmayer and Secretary of the State Department of Environmental Resources, Arthur A. Davis, participated in the awards program and assisted in the presentation of the awards.

The day-long program, held at the Pennsylvania State Museum, in-

cluded focus group sessions, a luncheon and the awards ceremony. The day began at 9:00 AM

with registration for the focus groups and continental breakfast. The focus groups, which met twice during the morning, discussed topics such as "Recruiting Volunteers,"

"Fund Raising," "Media Relations," and "Gathering Local Support."

After the meetings, all participants gathered for a sit-down luncheon. Music was provided by Arcona Reel, which performed traditional Pennsylvania folk songs, finishing with the Take Pride in America theme song. The awards ceremony was held after the luncheon was concluded.



### Nation's Capitol to Run for Clean Water

On Saturday, April 20, 1991, America's Clean Water Foundation will again sponsor a community run in tribute to the water heritage we enjoy as a result of this country's achievements under the Clean Water Act. This 10K road race will take place on Hains Point in the Nation's Capitol. Federal agencies, Congressional staff, the military, professional associations, schools and corporations are expected to participate.

On the following day, the Foundation will co-sponsor a public education event with the U.S. National Arboretum in Washington, D. C., along the Anacostia River. This activity caps a year-long effort by Prince George's County, Maryland, to clean up the tributaries to the river and an initiative by the National Arboretum to enlist Americans in a campaign to adopt a "new ethic" in maintaining our properties and preserving our horticultural and arboreal treasures. Early in the morning, a river cleanup will be conducted to remove debris from the main stem of the Anacostia as it borders the

See Water, p. 4

## Florida Unveils State Take Pride Logo

The Take Pride in America campaign was personalized for Floridians in the summer of 1990 when the Florida Department of Natural Resources unveiled the Take Pride in Florida logo at a governor's press conference. The logo will be used to bring attention to the campaign and awards program in Florida. Also present for the announcement were U.S. Interior Department Deputy Secretary Frank Bracken and Florida State TPIA Coordinator Shari Naftzinger.

The press conference also was used to announce the Florida winners in the TPIA 1989 National



Awards Program, as well as to kick off the competition for the 1990 awards cycle.

As part of her TPIA partnership efforts, Naftzinger has been working closely with the new Keep Florida Beautiful planning board and has been invited to conduct two concurrent workshops at the KFB statewide conference on June 13 of this year. In addition, she was invited to make a presentation to the Clean Florida Commission during the winter. The Commission is composed of agencies, including KFB, that promote and practice the clean stewardship ethic.

# USDA Initiates TPIA Conservation Farm Program

On September 26, 1990, at the Farm Progress Show in Amana, Iowa the U.S. Department of Agriculture (USDA) proudly announced the beginning of a 3-year Take Pride in America Conservation Farm Program, which is a cooperative effort between USDA, Goodyear Tire and Rubber, the National Association of Conservation Districts (NACD), and the National Association of State Conservation Agencies (NASCA). This unique partnership among USDA, industry and conservation groups provides for recognition of the many American farmers who are caring stewards of the land.

Over this 3-year period, the Take Pride in America Conservation Farm Program will honor the exemplary operations of one farm in each of the nearly 3,000 soil and water conservation districts across the United States. Farmers will be selected by their local conservation districts based on their implementation of conservation plans addressing erosion, water quality, wildlife habitat, forest management, animal waste, and related concerns. Roadside signs will identify the selected properties, whose operators will be given an opportunity to share their conservation successes with fellow farmers, the media, and the public.

The National Association of Conservation Districts has prepared for mailing to the conservation district offices a "How-To" information kit, which includes: (1) a checklist for

## Water, from p. 3

Arboretum, and Hickey Run, the main creek that drains the nation's premier garden.

Other events will be held concurrently with the river cleanup. Students, teachers and parents are invited to sign up for participation in stream cleanups, water quality monitoring exercises, nature walks, tours of the New American Garden



(L-R) Robert Wetherbee (President, NACD), Clayton Yeutter (former Secretary, USDA), Hal Wilson (Vice President, Goodyear Tire and Rubber Co.), and Graham Liles (President, NASCA) at the kickoff of the TPIA Conservation Farm Program during the Farm Progress Show in Amana, Iowa, September 26, 1990.

district participation; (2) a fact sheet about the program; (3) criteria for selecting the outstanding farm; (3) news releases; (4) radio public service announcements; (5) print public service ads and logos; (6) an order form for a free property sign; and, (7) a recognition certificate. After selecting a site, the district is responsible for installing the property sign at the farm to designate it as the selected property and coordinating a recognition ceremony, including appropriate media, to participate and cover the recognition events. If the recognition event is held at the farm site, it is also

(and how to adopt the new ethic at home), interactive learning games, video presentations, software demonstrations, and presentations by water quality professionals.

Dr. Mark Cathey, Director of the National Arboretum, will be joined by Robbie Savage, Chair of the Clean Water Foundation, on WRC radio on April 13, 1991. For more information, call 202/624-7833.

suggested that a farm tour could follow the ceremony.

USDA is committed to promoting and encouraging the conservation of America's natural resources. The nation's farmers and ranchers take pride in their stewardship of farmland, and USDA is pleased to join its partners in helping to recognize agriculture's contributions to this effort. All feel that this is an exciting opportunity to give American farmers the credit they deserve.

*The Take Pride in America National Campaign News is a publication of Take Pride in America, U.S. Department of the Interior. Comments and news articles are welcome and should be sent to:*

*Trudy P. Harlow, Editor  
National Campaign News  
Take Pride in America  
1849 C Street, N.W., Room 5123  
Washington, D. C. 20240  
Telephone (202) 208-3726*

*All articles and photographs submitted become the property of Take Pride in America and will not be returned.*

## TPIA Month Materials Available

There are new materials available free of charge for Take Pride in America Month 1990 from the TPIA National Office. Perhaps the most valuable in planning TPIA Month events is a booklet entitled, "Preserving our National Heritage: A Stewardship Guide for Public Resources." A joint publication of Take Pride in America and Keep America Beautiful, Inc., it offers concrete, helpful information on how to organize events, obtain publicity, work with volunteers, and more. It also contains information on special observances such as Take Pride Month and how to obtain award nomination forms.

Specific to Take Pride Month are this year's poster and print ad (left). They are available at no cost in limited quantities. The print ad is camera-ready and appropriate for all types of publications.

In addition to the above products, there also is available in camera-ready form a prepared print media article which describes the Take

*See Materials, p. 7*

Protect our precious resources.



### May is Take Pride in America Month.

Our public resources range from magnificent national parks to the schoolyard in your neighborhood, from rivers to roadways. Every day, they suffer at the hands of those who own them — us. Be part of the solution.

Write:

Take Pride in America  
Jessup, MD 20794



# America Takes Pride in May

Once again, May has been designated as Take Pride in America Month to provide a special occasion for citizens to volunteer for America's natural, cultural and historical resources. It is an opportunity to raise public awareness about the importance of volunteerism and the need for citizens to participate personally in the care of public resources in their communities.

Reminding Americans about their unlimited opportunities to volun-

teer during Take Pride in America Month, Secretary of the Interior Manuel Lujan, Jr., said, "Millions of Americans are awakening to their responsibility to care for this great land of ours. We can all join the individual efforts of people in thousands of communities across America in celebration of Take Pride Month."

Take Pride in America Month provides the chance for every American to become involved in grass roots activities. "Protect our

Precious Resources" is the theme for Take Pride Month this year. And, the job can be initiated in your own neighborhood—your own back yard.

This Special Supplement of the National Campaign News includes suggestions for Take Pride events and activities for families, businesses, organizations and communities. Any portion of this supplement may be reprinted or circulated to help make every Take Pride in America project a success.

# How To Organize a TPIA Month Poster Contest At Your School

- Decide which grades are eligible. First, second and third places should be awarded at each grade level.
- Establish a timeframe for the contest. One month should be sufficient time to announce the contest, publicize it, select the winners and present the awards.
- Approach a local business (grocery store, restaurant, movie theater, etc.) and ask them to sponsor the contest. They would be responsible for helping to publicize the contest, identifying and providing the prizes, and also for displaying the winning posters. Prizes can include ribbons, Take Pride certificates, or gift certificates.
- Establish contest rules, including due date in May, ages or grades eligible, size of poster paper, and materials allowed (markers, crayons, chalk, etc.).
- Select a judge or panel of judges.
- Determine a time, date in May, and location to judge the posters.
- Invite the entire community to attend the contest judging. Pass out flyers, place an ad in the newspaper, and post notices to advertise the event.
- Take photographs of winning posters and send them to Take Pride in America—perhaps they will be published in the *Take Pride in America National Campaign News!*

## Environmental Education Materials Available

The *Video Projects 1991 Catalog* lists more than 130 programs on critical global issues. The Video Project, 5332 College Avenue, #101, Oakland, CA 94618, 415/655-9050.

*Community Streams, Community Choices: The Natural Stream Environment* is a video that shows what individuals can do to enhance stream quality. \$15 deposit. Save Our Streams, 258 Scotts Manor Drive, Glen Burnie, MD 21061, 301/969-0084.

*Conservation on Your Own* is a video produced by the National Association of Conservation Districts and the U.S. Soil Conservation Service, which demonstrates conservation techniques for farmers. NACD, Post Office Box 855, League City, TX 77574, 713/332-3402.

*Waste in Place* (\$45) is a K-6 curriculum guide developed by Keep America Beautiful, Inc. Also available is a Mister Rogers video (\$20) and activity book (\$2.35) on recycling for pre-schoolers. KAB, 9 West

Broad Street, Stamford, CT 06902.

*Environmental Education Materials for Teachers and Young People 1990* is a list of materials for grades K-12 and is available free from the Environmental Protection Agency: Office of Community and Intergovernmental Relations (A-108 EA), EPA, 401 M Street, S.W., Washington, D.C. 20460.

*Water and Me* is a coloring book and activity book, and *Land for Life* is a fold-out activity poster—both specifically designed for K-2. National Association of Conservation Districts, Post Office Box 855, League City, TX 77574, 713/332-3402.

*A Place to Live* is an environmental workbook for early elementary students growing up in urban areas. Activities, illustrations and exercises teach how to be good stewards of the earth. National Audubon Society, Route 1, Box 171, Sharon, CT 06090. (A Spanish language edition is planned for 1991.)

## 1991 Award Applications

Applications for the 1991 Take Pride in America National Awards Program will be available beginning in April. They can be obtained from State Coordinators, Federal Coordinators and Private Sector Partners.

Application deadlines are published in the booklet and vary from state to state (some deadlines are in September). Please check your state's deadline and remember that your State Coordinator has set the deadline to ensure time to process and submit the applications to the National Awards Program Office by December 1.

# Proclaim May as Take Pride in America Month

Take Pride in America is a national campaign that depends on local commitment and grassroots involvement. An effective way to encourage members of your community to become involved is to ask state and local officials to proclaim May as Take Pride in America Month. Below is a sample proclamation that can be sent to the governor, mayor and other elected officials. Please remember that the Take Pride national office is happy to receive copies of proclamations issued by state and local officials.

## SAMPLE PROCLAMATION

WHEREAS, America is blessed with outstanding natural, cultural and historical resources on federal, state and local lands; and,

WHEREAS, America is blessed with outstanding human resources — citizens with a unique volunteer spirit rooted in our frontier tradition; and,

WHEREAS, this country's recreational and cultural resources contribute to the economic and social wellbeing of communities and the country as a whole; and,

WHEREAS, the future of America's great monuments to history, as well as the vast treasury of natural wonders depends on the commitment of the American people to whom they belong; and,

WHEREAS, the Take Pride in America campaign is a partnership of federal agencies, states, communities and private organizations committed to the wise use of public resources; and,

WHEREAS, a national Take Pride in America Month was established to focus attention on public resources, and on the

concerned citizens involved in the care of these resources;

NOW, THEREFORE, I (*name of official*), do hereby proclaim the month of May as Take Pride in America Month and call upon the citizens of (*this city or state*) to recognize and participate in this important public awareness effort. Together we will promote the wise use of this magnificent land—now and for future generations.

## Materials (from p.6)

Pride in America campaign. Focusing on the diversity of projects which take place across the country, the article provides information on how the campaign began and how to get involved.

Other materials available from Take Pride in America include bumper stickers, "We Support [TPIA]" stickers for businesses, youth membership cards and book marks, and TPIA brochures.

Take Pride supporters who wish to obtain materials for Take Pride Month should write to Take Pride in America, Post Office Box 1339, Jessup, MD 20794. Please allow 4-6 weeks for delivery.

## SAMPLE PRESS RELEASE

*Press releases should be typed double-spaced. Be sure to include a local contact name and phone number.*

### Take Pride in America Month Set For May

(*Spokesperson*) today announced the designation of May 1990 as Take Pride in America Month. Special events have been planned across the nation to encourage Americans to become involved personally in the preservation of natural, cultural and historical resources.

(*Spokesperson*) said, "During the month of May, Americans begin to think about returning to the outdoors. This is an ideal time to spread the message that this land is ours to preserve for this, and for future generations."

Approximately 700 million acres of lands and waters are managed by the federal government on behalf of the public. Millions more acres of state, county and city lands contribute to our wealth of resources.

"Public lands belong to all of us. We cannot afford to sit idly by and watch these valuable resources deteriorate. All of us must pitch in and help promote preservation of public resources," (*Spokesperson*) said. "One way you can motivate your community and stimulate their interest in public land stewardship is to participate in Take Pride in America Month."

Take Pride in America Month ushers in the season that most Americans prefer to spend outside. It is a splendid time to make a commitment to find out how you can become involved in activities which benefit public lands and resources in your neighborhood. To find out more about what has been planned for Take Pride Month, contact (*local contact or state coordinator*).

For more information on the Take Pride in America campaign, interested persons may write: Take Pride in America, Post Office Box 1339, Jessup, MD 20794.

## Take Pride Partnerships Benefit National Parks

**U**nder the banner of Take Pride in America, the National Park Service, Dow Chemical Company and Huntsman Chemical Corporation have formed a unique partnership to introduce a recycling program at three national parks—Acadia in Maine, Great Smoky Mountain in Tennessee and the Grand Canyon. A fourth, Yosemite, will join them this year, as soon as bear-proof containers are perfected.

Announced last spring, the project has allowed more than 5 million visitors to recycle over

150,000 pounds of plastic, glass and aluminum during the project's first season. The project, whose slogan reads "Recycling: It's as Easy as a Walk in the Park," provides campers with a constructive way to help resolve solid waste



*A camper at the Grand Canyon National Park separates his plastic, glass and aluminum as part of the new recycling program sponsored by the National Park Service, The Dow Chemical Company, and Huntsman Corp.*

disposal problems in parks. Park visitors will find a convenient recycling infrastructure consisting of easily identifiable recycling bins and an extensive recycling education program.

"This new recycling program is a perfect example of how public-pri-

vate partnerships can work to solve some of the nation's problems," Yosemite's superintendent Mike Finley said.

"Our goal, ultimately, is to achieve a high level of participation in the parks, and to create an increased public awareness that recycling is something we all should be doing in our homes, neighborhoods and communities," said Frank Popoff, Dow's President and C.E.O.

As a final step in the project, salvaged plastic will be returned to parks in the form of picnic

tables, park benches and signs which demonstrate that recycling works. After observing the success of the pilot project, plans are being made to expand the recycling effort to other sites in the National Park System.

**T**he National Park Service has taken possession of 4.3 miles of abandoned railroad right-of-way along the historic C&O Canal, bringing to a conclusion five years of negotiations to create an 11-mile hiking and biking corridor know as Capital Crescent Trail from Georgetown to Silver Spring, Maryland.

In a signing ceremony last November, Deputy Secretary of the Interior Frank Bracken accepted title to the right-of-way from Washington, D.C. businessman Kingdon Gould on behalf of the Georgetown Branch Foundation. Mr. Gould was awarded with a Department of the Interior Take Pride in America certificate for assisting the National Park Service and Montgomery County with the land purchase by negotiating with CSX

Transportation, Inc., previous owners of the property.

Also presented with Take Pride certificates were two other principal players in the project: the Rails-To-Trails Conservancy and the Coalition for the Capital Crescent Trail. Advocates of rails-to-trails projects, which are flourishing across America, point to the benefits of these recreation areas: they provide pleasant routes for biking and jogging; uncrowded natural tracts in urban settings; improved habitats for wildflowers and birds; higher property values near the trails; and greater tax revenues for local governments.

For more information on how to become involved in converting an abandoned railway to a recreational trail, write Rails-To-Trails Conser-

vancy, 1701 K Street, N.W., Suite 304, Washington, D.C. 20002.



*Washington, D.C., businessman Kingdon Gould, whose efforts made the Capital Crescent Trail possible.*

**TAKE PRIDE  
IN AMERICA**



**1991  
NATIONAL AWARDS  
PROGRAM**

# THE AWARDS PROGRAM

The Take Pride in America Awards Program recognizes individuals and public and private groups for outstanding stewardship projects or awareness efforts involving federal, state, local and Indian lands, waters and cultural resources. If activities can be demonstrated to have public benefit, projects may take place on privately owned lands.

The goals of the Take Pride in America campaign are to:

- Increase awareness of the importance of wise use of natural and cultural resources;
- Encourage an attitude of stewardship and responsibility toward America's resources; and,
- Promote participation by individuals, organizations and communities in caring for public and private resources.

The awards program is open to any individual and to public and private sector groups that have contributed to the increased wise use of America's land, water and cultural resources.

## JUDGING

Projects will undergo a two-stage review process. Entries will be screened first to produce the program finalists; then, a Blue Ribbon Panel will judge the finalists and select the winners. Categories may be subdivided by project size for judging purposes. Each entry will be judged according to four general guidelines:

- Does the activity promote Take Pride in America's goals?
- Does the activity encourage development of a new public resource stewardship ethic?
- Did the activity improve conditions for the public land and/or resources?
- Did the activity demonstrate a high level of commitment?

Any individual or organization which has won top honors in the Awards Program for five consecutive years will be automatically nominated to the **Take Pride in America Hall of Fame**.

## CATEGORIES

Choose only one. Examples are included to help nominators select the most appropriate category.

**I. Constituent Organizations and Civic Associations:** Trade, professional and special interest groups (for example, Audubon Society, National Association of Manufacturers, American Recreation Coalition) and organizations and clubs that have a public service mission (Jaycees, Lions, Optimists).

- As a part of the 1989 Clean Up Ohio Campaign, the Lake Erie Marine Trades Association sponsored a Clean Up and Treasure Hunt to kick off National Safe Boating Week.
- The Camden City Garden Club of New Jersey administers a community gardening program to turn unused public lands into productive urban gardens while at the same time improving blighted areas in their neighborhoods.

**II. Businesses/Corporations:** For profit companies.

- The First National Bank of Jasper took an innovative approach to the litter problem in Walker County, Alabama, by helping to sponsor cleanup activities along local roadways.
- Based in Dallas, Texas, the Mobil Exploration and Producing U.S., Inc., has been in the forefront of corporate support for and involvement in beach cleanups in the Gulf of Mexico Region since comprehensive statewide cleanups began in 1986.

**III. Youth:** Non-academic organizations for persons 18 years and younger (for example, scouting groups, Future Farmers of America).

- Nearly 1,000 people, representing forty 4-H Clubs, participated in "adopt-a-park" projects in Montgomery County, Maryland, helping to foster volunteerism and wise stewardship of parkland and other public property.
- An Eagle Scout tackled planning and building an interpretive trail for physically-challenged visitors to Kootenai National Wildlife Refuge in northern Idaho.

**IV. Media:** Print and broadcast organizations.

- The publisher and staff of the Franklin News-Post have helped sustain and support stewardship activities by providing wide coverage to a range of litter control and beautification activities in their area of Virginia.
- WJBK-TV coordinates the annual cleanup of the Rouge River which courses through 48 communities in southeastern Michigan.

**V. Education Institutions:** Students, teachers, and administrators from elementary, middle and high schools, colleges and universities.

- A Cape Henlopen High School oceanography class initiated a continuing dune stabilization project for students to benefit Cape Henlopen State Park in Delaware following Hurricane Gloria.
- The Madison School in Hinsdale, Illinois, developed a unique curriculum which ties regular school studies to environmental topics.

**VI. Individuals:** Persons or families not acting as part of any organized group.

- A public-spirited businesswoman has been the driving force behind efforts to develop the Stowe Recreation Path in that small Vermont ski resort and promote the concept of greenways throughout the state and nation.
- A California husband-wife professional photography team volunteered 1,540 hours to inventory and monitor hawk, prairie falcon, bald and golden eagle nests.

**VII. Public/Private Partnerships:** Joint efforts between government agencies and private individuals or organizations.

- Volunteers for Outdoor Colorado acts in partnership with public agencies and other civic organizations to enlist citizens to carry on constructive projects that improve public resources and augment citizens' ability to participate knowledgeably in land management policy decisions.
- Due to the efforts of the East Gallatin State Recreation Area Task Force, an 83-acre site near Bozeman, Montana, is being used for a variety of outdoor activities. Cooperation among the Soil Conservation Service, Montana's Department of Fish, Wildlife and Parks, private citizens, local businesses and the task force produced this award-winning project.

**VIII. Local Governments:** Cities, townships, counties, Indian governments, or other local governmental bodies and their employees in projects above and beyond what is normally considered to be the scope of their day-to-day responsibilities.

- The Arlington County, Virginia, Department of Parks, Recreation and Community Resources sponsors stream cleanup and improvement activities and manages a pilot program to re-introduce trout to a local stream.
- The Town of Stratford, Connecticut, reclaimed and renovated Short Beach Park on the banks of the Housatonic River, converting the neglected land into a recreational facility that is compatible with the natural habitat.

**IX. State Governments:** Employees or agencies of a state or commonwealth in projects above and beyond what is normally considered to be the scope of their day-to-day responsibilities.

- The State of Hawaii's Department of Transportation launched a major anti-litter program called "Litter Bugs Me," which included public education and awareness activities as well as cleanups at airport terminals, in commercial and pleasure boat harbors, and along the state's scenic highways.
- Five agencies of the State of North Carolina sponsor an annual Beach Sweep, involving thousands of volunteers who pick up tons of trash during the day-long event every September.

**X. Federal Government:** Employees or agencies of the U.S. Government in projects above and beyond what is normally considered to be the scope of their day-to-day responsibilities.

- The Hartwell Lake Cleanup Campaign is a lake-wide event organized by the U.S. Army Corps of Engineers. The cleanup has been staged on the reservoir, which is located on the border between Georgia and South Carolina every year since 1981.
- A special effort sponsored by the Bienville Ranger District National Forest in Forest, Mississippi, has resulted in the Living Legacy Plantation, where over 10,000 trees were planted to commemorate the Constitution and the Bill of Rights.



## **NOMINATION PROCESS**

Participating states and state contacts are listed at the end of this application booklet. These states have been provided with awards applications and other informational materials. Individuals and groups located in participating states **MUST** submit nominations to the state contact prior to the designated deadline date to become eligible for a national award. A number of states hold their own Take Pride in America awards ceremonies for the winners of these state-wide competitions.

Participating states may submit up to five state winners per category to the National Awards Program. Individuals and groups in the District of Columbia may enter the awards competition by submitting nominations directly to the Take Pride in America National Awards Program Office at 1849 C Street, N.W. (Room 5123), Washington, D.C. 20240.



## ENTRY PROCEDURES

- Your activity must have been begun, completed or continuing in 1990 or 1991.
- Activities on privately owned lands may be entered if it can be demonstrated that there is some public benefit.
- Select the correct awards category. Nominations with many parts or activities should be combined and submitted as one entry in the most appropriate category.
- Complete the attached Awards Application (pages 6-9). PLEASE TYPE. Incomplete applications will be subject to disqualification. Be sure to include a mailing address and daytime telephone number where the nominee, or a representative in the nominee's organization, may receive awards program correspondence.
- Please keep the Application form separate from supplemental materials and do not staple, bend, punch holes in, or laminate Application form pages. Do not use facsimile paper.
- Additional supplementary information is NOT ENCOURAGED, nor will it necessarily be considered in judging. If it is provided, place the information in a clearly labeled folder or binder. Supplementary materials may be no larger than a standard-size 2" three-ring binder or folder and include no more than 10 pages (these may be front-and-back or front side only, single or double spaced). Each page should be clearly labeled with the project name.
- Nominees should be told in advance that their names will be placed for consideration in the Awards Program. Surprises are not always welcome.
- There is no entry fee. All materials become the property of the Take Pride in America National Awards Program and WILL NOT BE RETURNED.
- Send the Application and any supplementary materials to the appropriate state contact by the deadline indicated for that state.

**Applications will be accepted ONLY from the state contacts listed in this booklet.**



## PRESENTATION OF AWARDS

The national winners will receive their awards and be recognized publicly at a special Take Pride in America National Awards Ceremony in Washington, D. C. All nominees to the National Awards Program will be invited to this ceremony. Participants will be responsible for their own transportation and lodging expenses. No cash awards are given.



**PART I**

FOR TPIA OFFICE USE ONLY

\_\_\_\_ APPLICATION  
\_\_\_\_ SUMMARY STATEMENT  
\_\_\_\_ ACTIVITY DATA RECOR  
\_\_\_\_ OPT. SUPP. MATERIAL

DATE & INITIALS \_\_\_\_\_

APPLICATION #91- \_\_\_\_\_

**1991 TAKE PRIDE IN AMERICA  
AWARDS APPLICATION**

**PLEASE TYPE**

Name of Individual/Group Being Nominated\* \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_  
City State Zip Code

Contact Person in Group Being Nominated \_\_\_\_\_

Title, if any, of Contact Person \_\_\_\_\_

Daytime Phone Number (\_\_\_\_) \_\_\_\_\_ Category \_\_\_\_\_

**INFORMATION ABOUT PERSON SUBMITTING NOMINATION**

Name \_\_\_\_\_

Title \_\_\_\_\_ Daytime Phone (\_\_\_\_) \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_  
City State Zip Code

**COMMUNITY REFERENCES: PLEASE LIST CONTACTS/ORGANIZATIONS IN YOUR COMMUNITY THAT ARE FAMILIAR WITH THE HISTORY AND SUCCESS OF YOUR PROGRAM.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*\*Name to be inscribed on award or certificate.*

**PART II**

**1991 ACTIVITY DATA RECORD**

Title of Activity: \_\_\_\_\_

Award Category (Name & Number): \_\_\_\_\_

Frequency of Activity (check only one):     one-time     periodic     continuing

Type of Activity (check only one):

<input type="checkbox"/> cleanup	<input type="checkbox"/> patrol/watch
<input type="checkbox"/> donation	<input type="checkbox"/> research/studies
<input type="checkbox"/> "adopt-a"	<input type="checkbox"/> public awareness
<input type="checkbox"/> maintenance	<input type="checkbox"/> interpretation
<input type="checkbox"/> recycling	<input type="checkbox"/> administration
<input type="checkbox"/> environmental education	<input type="checkbox"/> construction
<input type="checkbox"/> volunteer recognition	<input type="checkbox"/> other (specify): _____

Subject Area:

<input type="checkbox"/> camping/hiking	<input type="checkbox"/> trails/greenways
<input type="checkbox"/> cultural/historical resources	<input type="checkbox"/> forestry
<input type="checkbox"/> soil/water conservation	<input type="checkbox"/> geology/mapping
<input type="checkbox"/> engineering/architecture	<input type="checkbox"/> wildlife/fish
<input type="checkbox"/> beautification/litter control	<input type="checkbox"/> roadways
<input type="checkbox"/> environmental protection	<input type="checkbox"/> rangeland/farms
<input type="checkbox"/> schools/playgrounds	<input type="checkbox"/> recreational parks
<input type="checkbox"/> other (specify): _____	

Beginning Date: \_\_\_\_\_ End Date: \_\_\_\_\_ Continuing? Y\_\_\_\_ N \_\_\_\_

Total Volunteer Hours Donated:\* \_\_\_\_\_ Total Number of People Involved:\* \_\_\_\_\_

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

Closest City/Town: \_\_\_\_\_ County: \_\_\_\_\_

U.S. Congressional District: \_\_\_\_\_ State: \_\_\_\_\_

Land/Site Owner:     Federal     State     County     City  
 Other (specify): \_\_\_\_\_

Land/Site Owner/Agency: \_\_\_\_\_

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

\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Daytime Telephone Number: (    ) \_\_\_\_\_

\*For 1990-1991.

**PART III**

**SUMMARY STATEMENT**

PLEASE INCLUDE (**MUST BE TYPED**; PAGES 7 AND 8 MAY BE USED):

1. A ONE-PARAGRAPH SUMMARY OF YOUR PROJECT. THIS PARAGRAPH MUST FIT IN THE BOX BELOW.
2. A DETAILED DESCRIPTION AND EXPLANATION OF THE PROJECT'S OBJECTIVES AND RESULTS.
3. A STATEMENT OF WHETHER THE ACTIVITY IS CONTINUING, OCCASIONAL, PERIODIC, OR A ONE-TIME EVENT.
4. A DETAILED DESCRIPTION OF HOW THE ACTIVITY IMPROVED CONDITIONS FOR THE LAND AND/OR RESOURCE.
5. INDICATION OF PRINCIPAL SOURCE(S) OF FUNDING AND CORPORATE IN-KIND/MATERIAL DONATIONS..

Please provide comments or suggestions regarding this Application or the Take Pride in America National Awards Program process here.

**ALABAMA****Awards Deadline: 10/01/91**

James D. Martin, Commissioner  
 Conservation and Natural Resources  
 64 North Union Street  
 Montgomery, AL 36130  
*Staff Contact:*

*Diana Hart*  
 205/242-3151

**ALASKA****Awards Deadline: 9/17/91**

Margaret Ward  
 Office of the Governor  
 3601 "C" Street, Suite 758  
 Anchorage, AK 99503-5990  
 907/561-4228

**AMERICAN SAMOA**

Tulafono Solaita, Director  
 Department of Parks and Recreation  
 American Samoa Government  
 Pago Pago, American Samoa 96799  
 684-699-1614

**ARIZONA****Awards Deadline: 11/15/91**

Marcia Dillman  
 Commission on the Arizona  
 Environment  
 1645 West Jefferson, Suite 416  
 Phoenix, AZ 85007

*Staff Contact:*

*Marion Reeves*  
 602/542-2102

**ARKANSAS****Awards Deadline: 10/31/91**

Peggy Harris  
 Office of the Governor  
 State Capitol, Room 205  
 Little Rock, AR 72201  
 501/682-2345

**CALIFORNIA****Awards Deadline: 9/19/91**

John Arnold  
 Take Pride in California  
 Department of Parks & Recreation  
 Room 1442-10  
 Post Office Box 942896  
 Sacramento, CA 94296-0001  
 916/445-6477

**COLORADO****Awards Deadline: 11/12/91**

Kate Jones  
 Public Information Coordinator  
 Department of Natural Resources  
 1313 Sherman, Room 718  
 Denver, CO 80203  
 303/866-5887

**CONNECTICUT****Awards Deadline: 11/1/91**

Timothy Keeney  
 Commissioner for Environmental  
 Protection  
 165 Capitol Avenue, Room 117  
 Hartford, CT 06106

*Staff Contact:*

*Bill Delaney*  
 203/566-5391

**DELAWARE****Awards Deadline: 11/15/91**

Jeffrey J. Leggett  
 Office of the Governor  
 Carvel State Office Building  
 820 French Street  
 Wilmington, DE 19801  
 302/571-3210

**FLORIDA****Awards Deadline: 9/30/91**

Shari Naftzinger  
 Department of Natural Resources  
 3900 Commonwealth Boulevard  
 (MS-30)  
 Tallahassee, FL 32399-3000  
 904/487-2018

**GEORGIA****Awards Deadline: 10/11/91**

Joe Tanner, Commissioner  
 Department of Natural Resources  
 205 Butler Street, S.W., Suite 1352  
 Atlanta, GA 30334

*Staff Contacts:*

- *Burt Weerts*  
404/656-5872
- *Chuck Gregory*  
404/656-6539

**GUAM****Awards Deadline: 11/1/91**

Roseanne Ada  
 First Lady of Guam  
 Government House  
 Post Office Box 2950  
 Agana, Guam 96910  
 671/477-9845

**HAWAII****Awards Deadline: 10/31/91**

William W. Paty, Chairman  
 Board of Land and  
 Natural Resources  
 Post Office Box 621  
 Honolulu, HI 96809

*Staff Contact:*

*Keiji Ikezaki*  
 808/548-7455

**IDAHO****Awards Deadline: 11/15/91**

John Barnes, Executive Director  
 Idaho Heritage Trust  
 508 South Fifth Street  
 Boise, ID 83702  
 208/384-0176

**ILLINOIS****Awards Deadline: 11/1/91**

Carol Knowles  
 Office of Public Information  
 Department of Conservation  
 524 South Second Street, Suite 510  
 Springfield, IL 62701-1787  
 217/782-7454

**INDIANA****Awards Deadline: 10/15/91**

Anna Sayre  
 Department of Natural Resources  
 402 West Washington, Room 271-W  
 Indianapolis, IN 46204  
 317/232-4070

**IOWA****Awards Deadline: 11/1/91**

Daryl Howell  
 Department of Natural Resources  
 Wallace State Office Building  
 East Ninth and Grand  
 Des Moines, IA 50319  
 515/281-8524

**KANSAS****Awards Deadline: 9/30/91**

Jack Lacey, Acting Secretary  
 Wildlife & Parks Department  
 900 S.W. Jackson Street, Suite 502  
 Topeka, KS 66612-1220

*Staff Contact:*

*Tom Kirker*  
 913/296-2281

**KENTUCKY****Awards Deadline: 11/1/91**

Carl H. Bradley, Secretary  
 Natural Resources and  
 Environmental Protection Cabinet  
 18 Reilly Road  
 Frankfort, KY 40601

*Staff Contact:*

*Debra Hockensmith  
 Division of Waste Mgmt.  
 502/564-6716*

**LOUISIANA****Awards Deadline: 11/12/91**

Martha A. Swan, Deputy Secretary  
 Department of Natural Resources  
 Natural Resources Building  
 Post Office Box 94396  
 Baton Rouge, LA 70804-9396  
 504/342-4500

**MAINE****Awards Deadline: 11/1/91**

Richard H. Silkman, Director  
 State Planning Office  
 State House Station 38  
 Augusta, ME 04333  
 207/289-8261

**MARYLAND****Awards Deadline: 10/31/91**

Torrey C. Brown, M.D., Secretary  
 Department of Natural Resources  
 580 Taylor Avenue  
 Annapolis, MD 21401

*Staff Contact:*

*Helene Tenner  
 301/974-2505*

**MASSACHUSETTS****Awards Deadline: 11/1/91**

Andrew Winter, Special Assistant  
 Office of the Governor  
 State House  
 Boston, MA 02133  
 617/727-5787

**MICHIGAN****Awards Deadline: 11/1/91**

Rollie Harmes, Chief  
 Real Estate Division  
 Department of Natural Resources  
 Post Office Box 30028  
 Lansing, MI 48909

*Staff Contact:*

*Bill Schmidt  
 517/335-3257*

**MINNESOTA****Awards Deadline: 11/1/91**

Renee Vail  
 Director of Volunteer Programs  
 Department of Natural Resources  
 Box 36, 500 Lafayette Road  
 St. Paul, MN 55155-4036  
 612/297-1448

**MISSISSIPPI****Awards Deadline: 10/1/91**

Becky T. McNair  
 Public Affairs Specialist  
 Soil Conservation Service  
 Federal Building, Suite 1321  
 100 West Capitol  
 Jackson, MS 39269  
 601/965-4336

**MISSOURI****Awards Deadline: 11/1/91**

G. Tracy Mehan III, Director  
 Department of Natural Resources  
 Post Office Box 176  
 Jefferson City, MO 65102

*Staff Contact:*

*Joe Scott  
 314/751-3443*

**MONTANA****Awards Deadline: 10/15/91**

Glenn Marx  
 Natural Resources Policy Analyst  
 Office of the Governor  
 Capitol Station  
 Helena, MT 59620  
 406/444-3111

**NEBRASKA****Awards Deadline: 11/15/91**

Dayle E. Williamson  
 Nebraska Natural Resources  
 Commission  
 301 Centennial Mall South  
 Lincoln, NE 68509-4876

*Staff Contact:*

*Steve Gaul  
 402/471-2081*

**NEVADA****Awards Deadline: 10/15/91**

Ron James  
 Department of Conservation  
 and Natural Resources  
 Capital Complex  
 123 West Nye Lane  
 Carson City, NV 89710  
 702/687-5138

**NEW HAMPSHIRE****Awards Deadline: 11/1/91**

Wilbur F. LaPage  
 Director of Parks & Recreation  
 Department of Resources  
 and Economic Development  
 Post Office Box 856  
 Concord, NH 03302-0856

*Staff Contact:*

*Terri E. Edwards  
 603/271-3255*

**NEW JERSEY****Awards Deadline: 11/1/91**

Dawn Blauth  
 Assistant to the Director  
 Office of Communications & Public  
 Education  
 Department of Environmental  
 Protection CN402  
 401 East State Street, 7th Floor  
 Trenton, NJ 08625  
 609/984-3643

**NEW MEXICO****Awards Deadline: 10/31/91**

Karen Brown  
 State Parks & Recreation Division  
 408 Galisteo Street  
 Santa Fe, NM 87504-1147  
 505/827-7862

**NEW YORK****Awards Deadline: 11/1/91**

Madeline J. Gallo  
 Assistant Commissioner  
 Office of Public Affairs  
 Department of Environmental  
 Conservation  
 50 Wolf Road, Room 602  
 Albany, NY 12233-1016  
 518/457-2390

**NORTH CAROLINA****Awards Deadline: 11/1/91**

John Poole  
 Department of Environment, Health  
 & Natural Resources  
 Division of Parks & Recreation  
 Post Office Box 27687  
 Raleigh, NC 27611  
 919/733-7795

**NORTH DAKOTA****Awards Deadline: 10/1/91**

Terry Messmer  
 Department of Animals & Range  
 Science—Room 181, Hultz Hall  
 ND State University  
 Box 5053, University Station  
 Fargo, ND 58105  
 701/237-7950

**OHIO****Awards Deadline: 11/1/91**

Mary V. Hayes  
 Public Information & Education Office  
 Department of Natural Resources  
 1930 Belcher Drive, Building D-3  
 Columbus, OH 43224  
 614/265-6791

**OKLAHOMA****Awards Deadline: 10/15/91**

J. B. Bennett, Executive Director  
 Department of Tourism & Recreation  
 500 Will Rogers Building  
 Oklahoma City, OK 73105  
*Staff Contact:*  
*Statewide Comprehensive  
 Planner*  
 405/521-2973

**OREGON****Awards Deadline: 11/1/90**

Mary Englund  
 State Volunteer  
 Program Coordinator  
 Bureau of Land Management  
 Post Office Box 2965  
 Portland, Oregon 97208  
 503/280-7033

**PENNSYLVANIA****Awards Deadline: 10/1/91**

Matthew G. Azeles  
 Bureau of State Parks  
 Post Office Box 8551  
 Harrisburg, PA 17105-8551  
 717/783-4356

**RHODE ISLAND****Awards Deadline: 11/1/91**

Michelle Merola  
 Program Administrator (OSCAR)  
 Department of Environmental  
 Management  
 Nine Hayes Street  
 Providence, RI 02908  
 401/277-3434

**SOUTH CAROLINA****Awards Deadline: 11/4/91**

Diane Waddle  
 State Litter Coordinator  
 South Carolina Clean & Beautiful  
 1205 Pendleton Street  
 Columbia, SC 29201  
 803/734-0141

**SOUTH DAKOTA****Awards Deadline: 10/15/91**

Chuck Post  
 Information Supervisor  
 Game, Fish and Parks Department  
 Foss Building, 523 East Capitol  
 Pierre, SD 57501-3182  
*Staff Contact:*  
*Ken Moun*  
 605/773-3485

**TENNESSEE****Awards Deadline: 11/15/91**

J. W. Luna, Commissioner  
 Department of Environment &  
 Conservation  
 701 Broadway  
 Nashville, TN 37243-0435  
*Staff Contact:*  
*Mary Locker*  
 615/742-6738

**TEXAS****Awards Deadline: 10/31/91**

Cynthia W. Galvan  
 Director, Volunteer Services  
 Governor's Office  
 Post Office Box 12428  
 Austin, TX 78711  
 512/463-1782

**UTAH****Awards Deadline: 11/15/91**

Dotti Brockbank  
 Director of Public Affairs  
 Department of Natural Resources  
 1636 West North Temple  
 Salt Lake City, UT 84116  
*Staff Contact:*  
*Sharry Pickett*  
 801/538-7200

**VERMONT****Awards Deadline: 10/1/91**

George Plumb  
 Department of Forests, Parks &  
 Recreation  
 103 South Main Street  
 Waterbury, VT 05676  
 802/244-8713

**VIRGINIA****Awards Deadline: 10/1/91**

B. C. Leynes, Jr., Director  
 Department of Conservation &  
 Recreation  
 203 Governor Street, Suite 302  
 Richmond, VA 23219  
*Staff Contact:*  
*Leon E. App*  
 804/786-6124

**WASHINGTON****Awards Deadline: 11/15/91**

Joan Hauser-Crowe  
 Volunteer Program Coordinator  
 Parks and Recreation Commission  
 7150 Cleanwater Lane, KY-11  
 Olympia, WA 98504-5711  
 206/753-5759

**WEST VIRGINIA****Awards Deadline: 11/1/91**

J. Edward Hamrick III, Director  
 Division of Natural Resources  
 Capitol Complex, Building 3  
 1900 Kanawha Boulevard East  
 Charleston, WV 25305  
*Staff Contact:*  
*Maxine Scarbro*  
 304/348-3370

**WISCONSIN****Awards Deadline: 11/1/91**

Scott Fromader  
 Office of the Governor  
 115 East State Capitol  
 Madison, WI 53707-8983  
 608/267-8912

**WYOMING****Awards Deadline: 10/15/91**

Rod Miller  
 Federal Lands Coordinator  
 State Planning Coordinator's Office  
 Herchler Building, 4th Floor East  
 Cheyenne, WY 82002  
 307/777-7574



**Take Pride in America**  
**Post Office Box 1129**  
**Jessup, MD 20794-1129**