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(Grossman)  
November 23, 1992  
Draft One  
ENVIRO

PRESIDENTIAL REMARKS: ENVIRONMENTAL EXCELLENCE AWARDS  
THE EAST ROOM  
DECEMBER 2, 1992

Welcome everyone to the White House. [Acknowledgments]. And a special welcome to the nine awards winners and thirteen citation recipients, congratulations.

[[One of our recipients here today is called "Keep Texas Beautiful." I want them to know that we'll soon be making a contribution to the state's wildlife preserves....Now where's Millie? I guess I frightened her off.]]

I'm not going to make a long-winded speech today. \ I take the Clean Air Act very seriously. \\ But I've had a lot of time to think, over the past two weeks, and I'd like to share some of my reflections.

It's a strange time now: a twilight between the dusk of one administration and the dawn of another. Over the next few years I reckon I'll be spending a lot of time under what Teddy Roosevelt called "the great cathedral of the outdoors;" and I'll remember what we've done to conserve it, and preserve it....and I'll be proud.

The environmental presidency was born out of the concerns of a President, an outdoorsman, and a grandfather. Our approach relied on sound policies over soundbites. We resisted the "green fringe" of environmental extremism: holding fast to the principle

that only a growing economy can provide the resources needed to protect the environment.

We combined a pragmatism about human nature with an idealism about Mother Nature: an ambitious agenda that sought to harness the energy of capitalism in the service of conservation.

Here are the accomplishments I am proud to pass on to a new generation: The Clean Air Act -- we broke ten years of congressional gridlock by proposing and signing the world's most protective and cost-effective clean air legislation. \ We won major funding shifts to environmental programs -- increasing the EPA's budget by almost a half, and increasing funding for clean energy R&D by 66%.

On the law enforcement fronts we broke new ground and old records: filing more cases, collecting more penalties, and putting more polluters behind bars than in all of EPA's 18 year history. \

We helped make America's Great Outdoors even greater: securing over \$750 million to expand parks, wildlife refuges, campgrounds, and scenic rivers. \ We ended the standard practice of clear-cutting on federal land. And to make sure no one would miss the forest for the trees, we planted over two million new trees all across this great land. \

We ensured that America's seas would still be "shining": ending ocean dumping of sewage sludge \ signing a tough oil pollution bill \ and imposing a 10-year moratorium on oil and gas leasing.

We've made real progress in conserving energy -- by redefining how we use it, and re-refining what we use. We increased funding for energy conservation and renewables by 66% in FY '92. We launched more than a dozen international partnerships to spur clean technology development and exports. And we proposed comprehensive national energy legislation -- legislation I invite our new president to use as his guide. \

In terms of federal leadership, we've tripled funding for federal facility cleanups \ secured over a hundred enforceable cleanup agreements for federal facilities \ and signed executive orders spurring the federal government to take the lead in increasing energy efficiency, recycling, and waste reduction. \

And finally, we've insisted that a new world order include a cleaner world environment. We reached over twenty new international environmental agreements. \ We made America first in the world to accelerate the phaseout of CFCs. \ We weaved environmental cooperation into trade negotiations with our neighbors; expanded debt-for-nature swaps with Latin America; and proposed, signed, and submitted to Congress a comprehensive, action-oriented global climate treaty.

This awards program itself was established to honor those who've honored the environment. Some here have forged innovative partnerships -- environmental alliances that are protecting our wetlands, preserving our resources, and preparing a new generation of environmental leadership. \ \

Others here have taken the lead in combining sound business with a safer environment -- a smart, new merger between profitability and preservation. \\

Still others are pioneers on the frontier of environmental technology: finding ways to remove CFC production from manufacturing; or reduce pollution while recycling metal scrap.

Finally we've got recipients here who are cultivating our human resources to conserve our natural ones. Leaders, like Hazel Johnson, who realize that the greening of America is a truly a grassroots operation. Or the Environmental Education Program, teaching our children how to care for the great land they will inherit. \\

I remember back in July I was out west visiting Sequoia National Park. There was a camp there for inner-city youngsters, Pyles Boys Camp I think it was called. I remember quoting Teddy Roosevelt talking about the "beautiful gifts" we receive from nature -- gifts we "ought to hand on as a precious heritage to [our] children and [our] children's children."

That heritage is the family legacy that all Americans share, and share responsibility for. Each of you understands President Roosevelt's challenge. Each of you has acted on it. For that you have my admiration, my respect, and my gratitude. Now, Mike, if you'd hand out those awards.

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## Bush's green screwup.

# BLACK THUMBS

By Gregg Easterbrook

Hasn't anyone noticed that George Bush's poll numbers began to dive in late May, during the buildup to the Earth Summit? That was when he began a calculated attempt to sneer at environmental regulation: snapping and snarling about global warming, the Endangered Species Act, fuel efficiency, and other matters. Of course Bush's sudden anti-green attitude was not the primary factor in his declining popularity; the economy weighs much more heavily on the public mind. But the unveiling of an environmental president seems to have supported one of voters' worst fears about Bush—that he is out of touch with common American concerns.

The anti-environmental presidency was orchestrated by administration insiders who have specialized in being out of touch—Vice President Dan Quayle, the short-lived domestic policy “czar” Clayton Yeutter, domestic Council of Economic Advisers chairman Michael Boskin, and most of all OMB chief Richard Darman. Pundits may one day cite the White House self-destruct on the environment as the perfect metaphor for Bush's administration: afraid of its genuine accomplishments, perversely pandering to the lowest common denominator of the right wing, satisfying no one.

“Remember, there has never been an environmental regulation that has not hurt the economy,” Darman is said to have told Bush during final preparations for the 1991 G7 summit in London, at which several Western leaders wanted to talk green talk. Few if any credentialed economists endorse this view. But Darman has a deep personal investment in anti-environmental rhetoric, which he has advanced with increasing insistence within the White House. Darman detests ecological thinking generally. He considers professional enviros to be con artists interested mainly in publicity and fund-raising, and those Republican leaders who make green guilt gestures to be squish-heads incapable of maintaining their convictions. A key squish-head in Darman's universe is rival James Baker, a moderate convert to environmental protection partly because other governments have been bending his ear about the issue for four years.

From early in the administration, Darman has been animated with antipathy toward EPA administrator William Reilly. Reilly has Bush's personal affection and protected status with the media; Darman has neither. Darman reportedly told Bush that Reilly's first major

initiative, the 1990 Clean Air Act, would be an incredible blunder. Reilly prevailed, the act became a sweeping reform, and Darman lost several notches of corridor reputation around Washington.

As the economic slump has progressed, Darman is said to have told Bush with increasing conviction that environmental strictures are a primary cause of the recession. This view, too, is not shared by any important economist. For example, although Darman and his allies go on and on about how the Endangered Species Act is strangling economic development, no major academic theorist has supported this notion with research.

But Darman is the president's chief economic adviser. He evidently hoped that if he could persuade Bush to turn anti-environmental, he would both divert blame from his own economic advice and set Reilly up as the fall guy. Through 1991 most Bush advisers ignored Darman's analysis. But by winter 1992, with the November lock unlocking, the White House became susceptible. Darman's ideas began to catch on.

Darman began pushing the president to back Quayle's bid to rewrite wetland regulations in a way that would open millions of protected acres to development. The “no net loss of wetlands” assertion was among Bush's few specific campaign promises of 1988. “That was just in a speech, it doesn't really count as a promise,” Darman said at one meeting. Pointing to OMB deputy director Robert Grady, Darman added, “He put it in there, he got us into this mess.”

Grady has been the green world's White House mole, protecting environmental initiatives even as he has managed to stay on as Darman's No. 2 (by virtue of being a deficit hawk). Grady's political education came as an assistant to Republican Governor Thomas Kean of New Jersey, at a time when New Jersey could not attract business investment without environmental cleanup. This taught Grady that pollution control is good for business, a view now accepted by many top CEOs, who see good environmental records as relatively cheap ways to earn a competitive advantage in the global marketplace. Grady also understands that almost everyone from the boomer age group approves of conservation. He was horrified by the idea of an anti-environmental campaign transformation but, lacking Darman's regular contact with the president, was unable to get his objections to register.

Around May, according to administration officials, Darman persuaded Bush that an offensive against greenery would win the president new support. This reveals breathtaking detachment from public opinion. Polls consistently show that 70 percent to 80 percent of Americans now call themselves “environmentalists,” and though some of that sentiment is shallow, polls show strong across-the-board negative reactions to anti-environmental snarling. This is true if only for self-centered reasons—at most a tiny percentage of voters have had their jobs affected by environmental regulation, but nearly all have encountered pollution and

been disgusted by it. The strategy was bound to make the president seem an idiot, and did.

In the weeks leading up to Rio, Darman became almost maniacal about environmentalist influence. "Darman thought the global warming treaty was the Clean Air Act for the world; the biodiversity treaty was the Endangered Species Act for the world. He was so bent out of shape about the biodiversity treaty he couldn't see straight," said an informed observer (not Grady). There were valid reasons for White House trepidation about these treaties in their original forms (see "Rio-Con," *TNR*, July 6). Darman, however, saw Rio as a chance not to fix flawed treaties, but to deliver a stinging setback to the green movement. Thus when it turned out that U.S. negotiators pulled a coup by making the final global warming agreement better than the original U.N. version, Darman was angry. Offended by the idea that any greenhouse restrictions could be a good development, the Darman faction endlessly talked down this breakthrough. Similarly, Bush's actions on the biodiversity treaty—which forced renewed negotiations—may prevent it from becoming an ineffective muddle like its antecedent, the Convention on International Trade in Endangered Species. But the Darman faction hated the notion of biodiversity progress so much that it created the false impression that Bush killed the treaty, a perception that now harms the president politically.

**N**eedless to say, Darman could not have undone Bush's environmental image without accomplices. One was CEA head Boskin. Boskin has the same blame-shifting incentive as Darman—anything to divert attention from his own economic advice. As the recession has lingered, Boskin has had increasing difficulty getting the president's attention. This year he became an anti-environmentalist if only to keep open a channel to the Oval Office, through Darman.

Another culprit is Yeutter. He behaved as though his portfolio called not for charting a new domestic policy vision, but for settling scores for various factions and parceling handouts to the favored—which is how the Agriculture Department, whence Yeutter came, conducts its business. Yeutter was USDA chief during negotiations over the 1990 farm bill, to which environmentalists attached a few mild conservation provisions. These inflamed farmers, who are accustomed to doing as they please both with their land and public payments. They blamed Yeutter. Yeutter, who never objected to Darman's anti-environmental strategy, seemed to feel his chance had come to take revenge on the enviros.

While Darman, Boskin, Quayle, and Yeutter were doing their best to isolate Reilly, they even intrigued against the high-minded Michael Deland, head of Bush's Council on Environmental Quality. Deland is a lifelong Republican and a true believer in conservation. As the EPA regional administrator for New England in the 1980s, he made John Sununu hopping mad by enforcing wetlands regulations when Sununu wanted waivers for New Hampshire development projects.

Waivers from Republican appointees to Republican governors were then automatic. Deland carried much of the fight against Quayle's wetlands proposal. He repeatedly offered to defend Bush's Rio positions, but was never accorded a White House forum sufficient to give his explanations force. A measure of Darman's retrograde influence in this area is that he stopped Bush from making Deland an effective point man on Rio.

Then there is Quayle's Council on Competitiveness, which has regulatory review powers. Many Washington reporters have suggested there is something nefarious about the very existence of the council. There isn't. Watching for silly or overly costly regulations is a good idea, and other presidents, including Jimmy Carter, have had committees with this assignment. The problem is not so much what the council does, but what it pretends to do. Its two directors, Allan Hubbard and David McIntosh, are anti-green fanatics who delight in talk of exposing the enviro con artists. This boasting ends up being treated by the press as a fact, since few reporters do more than glance at the actual output of the EPA regulatory machine. For instance the Competitiveness Council has not succeeded, as Al Gore has charged, in "gutting" the Clean Air Act. But Hubbard and McIntosh would have you believe it has.

**B**ush can take credit for a number of environmental achievements, including the Clean Air Act, which will nearly eliminate smog and toxic air emissions while halving acid rain; the abolition of CFCs by the year 1995; moratoriums on most offshore oil exploration; the end of ocean dumping of sludge; an import ban on tuna caught in the type of nets that kill dolphins; measures to create markets for alternative fuels and renewable power; new drinking water quality standards; acceleration of the Superfund program; the start of the nuclear weapons complex cleanup; the *Exxon Valdez* cleanup, which worked; the Rio global warming treaty; an agreement that stops most First World exports of toxic waste to the Third World; the closing of hundreds of unsafe landfills; and many lesser, technical milestones. This is easily the most impressive record of any president since the birth of the environmental movement with the 1962 publication of *Silent Spring*, and certainly more than Carter accomplished in the four years of his presidency.

But though Bush will someday be judged on the right side of history regarding environmentalism, he is on the wrong side of the present. When I vote for Clinton on November 3, one reason will be that although Bush did well by the environment in his first four years, he seems determined to convince the nation he will do poorly in his second. As in so many areas, he lacks the conviction to defend his genuine achievements and feels it is politically expedient to denigrate them now. Of course, it may really be Darman, not Bush, who is speaking. But that's even worse.

GREGG EASTERBROOK is a contributing editor of *The Atlantic and Newsweek*.

## TALKING POINTS

### PRESIDENT'S ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS

Welcome to the White House.

It is with great pleasure that today we salute in the Rose Garden a group of distinguished Americans dedicated to caring for our Earth.

We are presenting the Presidential Medal for Environmental Excellence -- the nation's highest environmental honor -- to nine individuals and organizations who have distinguished themselves as advocates for the environment. In addition, 13 groups are receiving Citations for their outstanding environmental achievements.

But first, let me say that to orchestrate a program of this magnitude is no small feat. It requires a team of people who give their time and expertise throughout the year that makes these national environmental awards possible and I want to say thank you. The team has many participants starting with our captains:

Gil Grosvenor of the National Geographic Society;  
Frank Bennack of the Hearst Corporation;  
John Ong of the Business Roundtable; and  
Russell Train of the World Wildlife Fund.

These individuals and their staffs have worked with the staff of the Council on Environmental Quality over the past two years to develop and implement this environmental initiative. Thank you very much for your ongoing support. I appreciate the commitment you have put into this project.

The scouters of our Awards team are the members of the Selection Committee and the Technical Advisors. These some 50 professionals -- representing the environmental, academic and corporate fields -- have diligently reviewed the award applications and recommended the distinguished group we are recognizing today.

Now, our team players are the recipients. Individually and collectively each of the award recipients is part of the development of a new generation of environmental entrepreneurs -- all dedicated to conserving our environment as one of our top national priorities.

The overall objectives of the Challenge Awards program are to build cooperative partnerships among groups to solve a variety of issues, to create new products and processes that better care for our lands, to incorporate environmental thinking into everyday business decision-making, and to promote a conservative ethic throughout the United States and other countries. And the groups we are recognizing today have succeeded in these goals.

With us today are people who have worked to save some of our nation's most precious ecological systems -- ranging from the Chesapeake Bay to the Florida Everglades to grassland plateaus and wetlands areas across the country.

Others are working to develop a region-wide closed loop recycling infrastructure throughout the Great Lakes states. Another is promoting the use of natural gas as a clean-burning fuel, and yet another is utilizing source reduction techniques to address waste in the first place.

One group is working to "Keep Texas Beautiful" -- and I especially thank you for that effort. Others have become

partners in an effort to implement energy conservation programs in the northeast.

Other individuals have worked to educate our youth and the general public about a variety of environmental problems. These efforts have range from the classroom, to field studies, to inner city housing projects. One group is accomplishing its goals through self-reliance and self-education, and is fighting for environmental justice for all individuals in our country.

We include award recipients who have pioneered the use of creative technologies that are innovative, yet economically sound. Some have taken steps to reduce the volume of emissions entering our atmosphere. One company eliminated the use of CFCs entirely from their production processes; another provided incentives to remove highly polluting pre-1971 automobiles from our roadways.

Some organizations have made "quality environmental management" a trademark of their efforts. A hotel instituted, within its management and operations, more than 85 environmental initiatives and now holds environmental conferences to teach others about their efforts. Other companies have institutionalize their environmental practices throughout their entire organization. Another company incorporated these techniques into a new automobile factory line, while at the same time, recycled a blighted urban area of Detroit.

Each of the individuals we are recognizing today are working to preserve a safe and healthy environment for future generations to enjoy. For that, you have my admiration and thanks, and the gratitude of the entire nation. And now, let's hand out the awards.

THE WHITE HOUSE  
Office of the Press Secretary

For Immediate Release

October 29, 1992

The President announced today that nine U.S. individuals and organizations will receive the nation's highest environmental honor -- the President's Environment and Conservation Challenge Award. These innovative and effective leaders have distinguished themselves as pioneers in protecting and conserving our environment. They will receive the Presidential medal for environmental excellence at a White House ceremony later this fall.

In addition to the medal recipients, Presidential citations are also being awarded to 13 finalists who demonstrated notable environmental achievements.

The Presidential medal and citation recipients are representative of the new generation of environmental entrepreneurs and activists. They are doers, not takers. They are building cooperative problem-solving partnerships, creating new products and processes that are sensitive to the ecology, incorporating environmental thinking into business decision-making, and promoting a conservation ethic throughout the United States and other countries.

Medal Recipients

Boston Park Plaza Hotel and Towers  
Chesapeake Bay Foundation  
Florida Save Our Everglades  
IBM Corporation  
New England Electric System &  
the Conservation Law Foundation  
Northern Telecom, Inc.  
People for Community Recovery  
Think Earth Environmental  
Education Program  
Unocal Corporation

Citation Recipients

3COM Corporation  
Chrysler Corporation  
Council of Great Lakes Governors  
Georgia Office of Energy  
Resources  
Hannaford Brothers Co.  
Keep Texas Beautiful  
Maryland Chesapeake Bay License  
Plate  
New Mexico Department of  
Energy, Minerals and Natural  
Resources, & the Gas Company  
of New Mexico  
Partnership for Wetlands  
Conservation  
Procter & Gamble Company  
Santa Rosa Plateau Agreement  
Save Our Streams  
Tennessee Conservation League

The President's Environment and Conservation Challenge Awards are administered by the Council on Environmental Quality, in partnership with The National Geographic Society, The Hearst Corporation, The Business Roundtable, and the World Wildlife Fund.

The Awards program was established by Executive Order in 1991. An independent selection committee of notable leaders in the academic, business, environmental, and professional fields judged the nominations. Presidential medals and citations are awarded in four categories: Partnership, Environmental Quality Management, Innovation, and Education and Communications.

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Editor's note: A description of medal and citation recipients is attached.



EXECUTIVE OFFICE OF THE PRESIDENT  
COUNCIL ON ENVIRONMENTAL QUALITY  
WASHINGTON, D.C. 20503

## RECIPIENTS OF 1992 PRESIDENTIAL MEDALS

*Medals are presented to individuals and organizations whose efforts epitomize the ideals of the Challenge Awards*

**PARTNERSHIP:** *Awarded for fostering cooperative approaches to environmental needs at the local, regional, or national level.*

### **Florida Save Our Everglades Program State of Florida and partners, Tallahassee, FL**

The Save Our Everglades program was created to preserve and restore Florida's unique wetlands ecosystem. Objectives included the restoration of the Kissimmee River and protection of Lake Okeechobee, Water Conservation Areas, Big Cypress Swamp, the Florida panther and other endangered wildlife. Since its initiation, 290,000 acres of land have been acquired; landmark federal and state legislation has been passed; and 36 wildlife highway crossings and bridges have been constructed to protect endangered species and improve hydrology. Partners include the State of Florida, 22 conservation groups forming the Everglades Coalition, the U.S. Army Corps of Engineers, the National Park Service, and the U.S. Fish and Wildlife Service.

Contact: Estus Whitfield, Office of Planning and Budget, (904) 488-5551

### **Think Earth Environmental Education Program Southern California "Think Earth" Environmental Education Consortium, Lakewood, CA**

This consortium of 13 California organizations developed and distributed "Think Earth," an elementary school environmental education curriculum. The curriculum teaches children to conserve natural resources, reduce waste, and minimize pollution. "Think Earth" has reached approximately one million students nationwide. Partners include the Atlantic Richfield Company, City of Los Angeles, Education Development Specialists, GTE California, Los Angeles Department of Water and Power, Metropolitan Water District of Southern California, Orange County Sanitation Districts, Sanitation Districts of Los Angeles County, South Coast Air Quality Management District, Southern California Edison, The Gas Company, Ventura County Air Pollution Control District, and the Ventura Regional Sanitation District.

Contact: Anne Crafton, Director of Marketing, (310) 420-6814

### **Energy Conservation Collaborative Effort New England Electric System, Westboro, MA, and the Conservation Law Foundation of New England, Boston, MA**

The unlikely union of an electric utility and an environmental group has resulted in two major achievements: the development of one of the nation's most successful energy conservation programs and regulatory approval for a utility earnings incentive. The "power plant that conservation built" significantly reduced the utility's air pollutants and the need for new capacity, while saving consumers and stockholders money.

Contacts: Mary Smith, Coordinator, NEES, (508) 366-9011  
Armond Cohen, CLF, (617) 742-2540

## — 1992 Presidential Medals —

**ENVIRONMENTAL QUALITY MANAGEMENT:** *Awarded for demonstrating that environmental values can be integrated into sound management decisions and practices.*

### **Environmental Management and Conservation Programs IBM Corporation, Stamford, CT**

IBM demonstrated that a large company can institutionalize and practice environmental protection and conservation through sound policy practices, executive leadership, and employee commitment. IBM's record of accomplishments results from meeting or exceeding government regulations and, where none exist, from setting and adhering to its own stringent standards.

Contact: Wayne Balta, Director of Corporate Environmental Programs, (203) 973-7750

### **Boston Park Plaza Hotel and Towers Environmental Action Program Saunders Hotels Group, Inc., Boston, MA**

The Boston Park Plaza Hotel and Towers has created an environmental campaign which encompasses more than 85 initiatives throughout all departments of the hotel. This program has shown clearly that the competitive hospitality service industry can make dramatic changes and maintain a high quality of service and standards. This family-owned and -operated landmark property has successfully aligned business with environmental action.

Contact: Tedd Saunders, Environmental Program Director, (617) 457-2413

**INNOVATION:** *Awarded for developing creative technologies, programs, or services that are environmentally sound and economically sensible.*

### **CFC Solvent Phase Out Northern Telecom, Inc., Nashville, TN**

In 1988, Northern Telecom, Inc., pledged the complete phase out of CFC-113 solvents from all of its 42 manufacturing and research operations worldwide within three years. Northern Telecom was the first global telecommunications company to make such a pledge. At the end of 1991, all 42 Northern Telecom operations had totally eliminated these solvents from their operations. CFC solvent emissions to the atmosphere were reduced from greater than 1,000 tons per year to zero in three years.

Contact: Gary Minck, Senior Manager of Environmental Affairs, (615) 734-4057

### **South Coast Recycled Auto Project (SCRAP) Unocal Corporation, Los Angeles, CA**

Unocal's SCRAP Project was an unprecedented effort to improve air quality in the Los Angeles Basin by scrapping heavily polluting, pre-1971 cars. In four months, 8,376 old cars were purchased and crushed for recycling. The SCRAP project reduced air pollutants by nearly 13 million pounds per year for a cost of approximately 50 cents per pound.

Contact: James Bray, Public Relations Representative, (213) 977-5390

— 1992 Presidential Medals —

**EDUCATION AND COMMUNICATIONS:** *Awarded for developing informational programs that inspire respect for the environment and raise the public's environmental awareness.*

**People for Community Recovery**  
People for Community Recovery, Inc., Chicago, IL

People for Community Recovery (PCR) is a grassroots environmental education and advocacy organization serving a predominantly low-income, African-American community. PCR assesses the level of environmental hazards in the community and mobilizes its constituents to alleviate these hazards. Hazel Johnson, the group's executive director and founder, is recognized as a national leader in the grassroots environmental movement.

Contact: Cheryl Johnson, Administrative Assistant, (312) 468-1645

**Environmental Education Program**  
Chesapeake Bay Foundation, Annapolis, MD

The Chesapeake Bay Foundation's (CBF) Outdoor Environmental Education Program provides over 35,000 student-days per year of field instruction in estuarine issues to students, teachers, and adults throughout the Bay watershed. The goal is to create a constituency that not only values and understands the Bay, but also works actively to restore it. Individuals and groups participate in hands-on water activities through the use of canoes, rowboats, skipjacks, powerboats, and even work on a model low-input farm operated by CBF.

Contact: Donald Baugh, Director of Education Program, (410) 268-8816

# # #

## RECIPIENTS OF 1992 PRESIDENTIAL CITATIONS

*Citations are presented to finalists whose efforts demonstrate noteworthy achievements in the four Award categories*

### FOR PARTNERSHIP

#### **Compressed Natural Gas Vehicle Conversion Projects New Mexico Department of Energy, Minerals and Natural Resources, Santa Fe, NM, and the Gas Company of New Mexico, Albuquerque, NM**

The New Mexico Department of Energy, Minerals and Natural Resources and the Gas Company of New Mexico joined forces to introduce compressed natural gas (CNG) vehicles to the area's diverse transportation sectors. The objective was to increase public acceptance of energy-saving, cost effective and environmentally compatible alternatives to petroleum fuels. The program introduced CNG technology to school districts, government agencies, municipalities and non-profit groups.

Contact: Dianne Caron, Director of Conservation and Management, (505) 827-5917

#### **Santa Rosa Plateau Agreement Metropolitan Water District of Southern California and partners, Los Angeles, CA**

The Santa Rosa Plateau Management Committee saved the unique resources of this natural grasslands ecosystem. By creating a model for cooperation in regional environmental planning, the partnership brought regulatory agencies and responsible developers together in a program which simultaneously benefited wildlife and people. Partners include: the Metropolitan Water District of Southern California, The Nature Conservancy, Riverside County, California Department of Fish and Game, and the U.S. Fish and Wildlife Service.

Contact: Gregory Taylor, Executive Assistant to General Manager, (213) 250-6115

#### **Keep Texas Beautiful Keep Texas Beautiful, Inc., Austin, TX**

The mission of Keep Texas Beautiful is to preserve the natural beauty and environment of the Lone Star State. The group forges partnerships between grassroots volunteer organizations and the public and private sectors to improve the quality of life, enhance economic development and tourism, and conserve public and natural resources through education and public awareness activities which emphasize proper solid waste management and responsible behavior by all Texans and visitors to Texas.

Contact: Leann Garms, Media and Marketing Coordinator, (1-800-CLEAN-TX)

#### **Partnership for Wetlands Conservation Dow Chemical Company and partners, Midland, MI**

The Partnership for Wetlands Conservation is a public/private partnership supporting the goals of the North American Wetlands Conservation Act of 1990. Partners include the National Fish and Wildlife Foundation, Ducks Unlimited, The Nature Conservancy, and the Dow Chemical Company. The partnership commits conservation expertise and \$6 million to preserve endangered wetlands acres. Dow employees also volunteer to coordinate habitat projects on and near Dow properties.

Contact: Sarah Opperman, Group Manager, Science & Environmental Communications, (517) 636-3270

**FOR ENVIRONMENTAL QUALITY MANAGEMENT**

**Corporate Environmental Policies  
3COM Corporation, Santa Clara, CA**

3COM, a leading supplier of data networking products, believes that pollution prevention and conservation practices ensure its success. 3COM was a pioneer in CFC replacement and the use of organic packaging. Conservation efforts include recycling 89% of all office paper, 98% of toner cartridges, and 4 tons of cardboard annually. Employees voluntarily recycle, rideshare, and work in a smokefree environment.

Contact: David Abramson, Corporate Public Relations, (408) 764-6621

**FOR INNOVATION**

**Georgia No-Tillage Assistance Program  
Georgia Office of Energy Resources, Atlanta, GA**

The No-Tillage Assistance Program, funded by the state Office of Energy Resources and administered by the Georgia Soil & Water Conservation Commission, provides small farmers access to costly conservation tillage equipment at a minimal per acre fee. No-Tillage methods prevent water pollution, soil erosion, and save non-renewable fossil fuels. To date, more than 6,000 acres on 2,200 farms have been converted to no-till systems, saving more than 200,000 tons of soil and 225,000 gallons of fuel over conventional tilling methods.

Contact: Paul Burks, Director, (404) 656-5176

**Jefferson North Project  
Chrysler Corporation, Detroit, MI**

Chrysler's objective was to build an environmentally-sound, world-class manufacturing facility to produce an automobile production line. The company reclaimed an urban site to construct the Jefferson North Assembly Plant. Pollution prevention was factored into decisions about plant design, raw materials, manufacturing processes, and the vehicle built at the new facility.

Contact: Lee Sechler, Public Affairs, (313) 252-8802

**"Great Lakes Recycle" Program  
Council of Great Lakes Governors, Chicago, IL**

"Great Lakes Recycle" stimulates market development for recycled products through a joint purchase approach, which is unprecedented in size. The program contributes to the emergence of an ecologically sound economy in the region by creating common specifications and stimulating investment in environmentally sound technologies. States involved include Illinois, Indiana, Michigan, Minnesota, Ohio, New York, Pennsylvania, and Wisconsin.

Contact: Tim McNulty, Executive Director, (312) 407-0177

**Innovative Source Reduction  
Procter & Gamble Company, Cincinnati, OH**

Innovation in reducing the volume of material going to solid waste is a hallmark of Procter & Gamble's environmental programs. Through the largest source reduction program ever, the company has eliminated .5% of the volume of the total U.S. waste stream. In partnership with retailers and consumers, P&G has applied this innovation and high technology to use less material in its products and packages while at the same time delivering quality products.

Contact: Edward Fox, Associate Director of Corporate Packaging, (513) 634-2376

FOR EDUCATION AND COMMUNICATIONS

**Save Our Streams  
Save Our Streams, Glen Burnie, MD**

Save Our Streams is a volunteer advocacy group that identifies and corrects problems on Maryland's waterways through hands-on water quality testing and local activism. Save Our Stream's 7,000 volunteers strive to educate and build partnerships between citizens, businesses, industries, and government agencies. The group provides a range of educational materials, tools and techniques for stream monitoring, and organizes communities to develop and strengthen leadership focused on a common conservation goal.

Contact: Barbara Taylor, Director, (410) 969-0084

**Earth Matters  
Hannaford Brothers Co., Scarborough, ME**

The "Earth Matters" program works in partnership with customers, associates, and suppliers. Through this program, the Hannaford Brothers supermarket chain raises awareness of environmental issues, increases community involvement in conservation programs, and encourages others to reduce, reuse, and recycle resources. Local communities recognize and value the company's high recycling rates and its effective programs.

Contact: Ted Brown, Environmental Affairs Manager, (207) 883-2911

**Chesapeake Bay License Plate Program  
State of Maryland, Annapolis, MD**

The State of Maryland's Chesapeake Bay commemorative license plate program has raised more than \$3.5 million for Bay education and restoration projects while increasing public awareness of the Bay among the 4.5 million citizens of Maryland and throughout the Bay region.

Contact: Barbara Knisely, Chesapeake Bay Communications Office, (410) 974-5300

**Project CENTS  
Tennessee Conservation League, Nashville, TN**

Project CENTS is an interdisciplinary program for students in grades K-12, using basic skills in reading and math to teach natural resource concepts. The program provides students with the knowledge to understand and evaluate their actions in relation to the environment. Since 1983, more than 19,000 teachers and 300,000 Tennessee students have benefitted from this program.

Contact: Anthony Campbell, Executive Director, (615) 353-1133

For further information about the President's Environment and Conservation Challenge Awards, contact Heather Beldon or Dale Curtis at the Council on Environmental Quality, 722 Jackson Place, Washington, DC, 20503. Telephone: (202) 395-5750.

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1991

For Immediate Release

October 31, 1991

REMARKS BY THE PRESIDENT  
IN PRESENTATION OF PRESIDENT'S ENVIRONMENT  
AND CONSERVATION CHALLENGE AWARDS

The Rose Garden

11:29 A.M. EST

THE PRESIDENT: Some beautiful day here in the Rose Garden. And may I salute Secretary Lujan and Secretary Jim Watkins here and Bill Reilly, EPA Administrator. Of course, Chairman Mike Deland and Dick Austin of GSA. Welcome to the White House, and happy Halloween to all. (Applause.)

I saw something on TV last night that I'd like to respond to before we begin here. Despite what happens to Linus every year in the pumpkin patch, I do believe in the Great Pumpkin. (Applause.) Now you old guys wouldn't get it, but I'll tell you -- (Applause.)

It is a real pleasure to have our Presidential Award winners -- the Challenge Award, it's called -- here on such a beautiful late October day. And I'd especially like to thank the Awards Partners who made this first-time awards ceremony possible. Gil Grosvenor behind me here of the National Geographic; Frank Bennack here of the Hearst Corporation; Mr. Addison is here today representing Drew Lewis of the Business Roundtable; and Russell Train of the World Wildlife Fund. Let me also add a note of thanks to the Awards Selection Committee and the technical advisors.

Last month, I had the chance to visit the Grand Canyon, a magnificent, almost miraculous sight on a spectacular day. And the scale of all that actually staggers the senses. And that day in September, I spoke about the power of innovation and the strength of cooperation as the foundation for a new generation of environmental action.

Today, we are honoring nine medalists and 23 citation winners who embody the new generation of environmental entrepreneurs. As President, I've had the distinction of honoring Americans for their achievement in the arts, humanities, sciences, and this time now has come for the country to honor achievement in the understanding and conservation of our environment.

We have with us today people who have formed partnerships to protect natural wildlife -- from the Great Lakes in the North to the Playa Lakes in the Great Southwest, and from the Sacramento River to the Barrier Islands off the Atlantic Seaboard.

We are also recognizing companies that have integrated environmental values into virtually every single business decision -- whether they are involved in fast food or financial services, newspapers, utilities, household products or furniture.

And we honor other winners because they pioneered new technologies that save both money and the environment -- with creative solutions to challenges like agricultural pollution and

MORE

ozone depletion, and state-of-the-art techniques for recycling paper, metal and plastics.

And finally, we recognize groups who have inspired a new respect for the environment in millions of Americans: newspaper and magazine groups, book publishers, teaching institutions, media advisors to TV and film industries -- even the Girl Scouts. And these outstanding Americans have given us cleaner technologies and products, better ways to manage natural areas, and a greater capacity for environmental problem-solving. They are working to improve the quality of life for all Americans through a safe and healthy environment.

Earlier in this century, a man I deeply admire also visited the Grand Canyon -- and likewise shared his thoughts with the crowd assembled. Looking out over what he called a vista of "great loneliness and beauty," President Theodore Roosevelt said: "The ages have been at work on it, and man can only mar it. We have gotten past the stage when we are to be pardoned if we treat any part of our country as something to be skinned for two or three years for the use of the present generation, whether it is the forest, the water, the scenery. Whatever it is, handle it so that your children's children will get the benefit of it."

Each of you understands President Roosevelt's challenge. Each of you has acted on it -- taken it upon yourselves to ensure that future generations will inherit a safe and healthy environment. And for that, you have my admiration, my gratitude. And please keep up the good fight. And now let's, if we could, Mike, hand out these well-earned awards.

MR. STRUHS:\* In the Partnership category, awarded for fostering cooperative approaches to environmental concerns, we have the Virginia Coast Reserve for working with dozens of government agencies, citizens groups and local residents to protect 40,000 acres of undeveloped barrier islands on the Atlantic Coast. Representing the Virginia Coast Reserve is John C. Sawhill, President of the Nature Conservancy. (Applause.)

The next award is being presented to the McDonald's Corporation and the Environmental Defense Fund for their task force aimed at dramatically reducing solid waste at McDonald's 8,500 restaurants, represented by two members of that task force, Keith Magnuson of McDonald's Directors of Operations and Development, and Jackie Prince, Staff Scientist for the Environmental Defense Fund. (Applause.)

Next is the Marine Resources Council for working with governments, businesses and civic groups to manage both the economic and environmental values of the Indian River Lagoon in Eastern Florida. Today they are represented by Diane Barile, Executive Director. (Applause.)

In the next category of Environmental Quality Management, these awards are for integrating environmental values into sound business management decisions and practices. We first recognize the Pacific Gas and Electric Company for its programs to increase energy efficiency, develop environmentally preferred technologies, and promote the use of clean fuels, represented by their Chairman and Chief Executive Officer Richard A. Clarke. (Applause.)

Next is The Los Angeles Times for its recycling and conservation efforts as one of the nation's largest consumers of recycled newsprint, represented by Eugene L. Falk, Executive Vice President. (Applause.)

In the Innovation category, awarded for developing creative technologies in programs that are environmentally sound and economically sensible we recognize the American Farmland Trust for

\* CEO Chief of Staff David Struhs

its more than 200 sustainable agriculture farming programs in the Midwest, represented by Ralph Grossi, President. (Applause.)

The next category is the Education and Communications category awarded for developing programs that inspire respect for the environment and raise the public's environmental awareness. We recognize Tufts Environmental Literacy Institute, the first education program that integrates environmental values into undergraduate, graduate and professional school curricula, represented by its founders Dr. Jean Mayer, President of Tufts University and Edward Callahan, Vice President of Allied Signal. (Applause.)

Next is the Environmental Media Association for encouraging the entertainment industry to incorporate environmental messages into television programs, movies and feature films, represented by its President, Andrew Spahn. (Applause.)

And finally, Project Wild and the wildlife agencies in this country that have help support it for its conservation programs that have educated more than 20 million young people nationwide in less than a decade, represented by Dr. Cheryl Charles, Executive Director. (Applause.)

THE PRESIDENT: While you all are here, I have a special announcement to make. We talk a lot about recycling. Well, today we're going to save a few trees by giving two speeches at the same time -- (laughter) -- piloting a new program in recycling audiences, too. So here goes. (Laughter.)

But seriously, we are taking a major step in placing the federal government in its proper role of leadership by example by increasing all federal recycling and use of recycled materials. By signing this Executive Order today, we will establish a Federal Recycling Coordinator and individual recycling coordinators at each federal agency. And we are directing, where possible, products made from recycled materials are procured for government use. Simply put, we are requiring all federal agencies to strengthen their recycling efforts, hopefully thus setting an example for others around our country.

And so, with that said, I am very pleased to sign this Executive Order. (Applause.)

(The Executive Order is signed.)

Thank you all. Such a beautiful day. Thank you for being with us.

END

11:40 A.M. EST

COPY



EXECUTIVE OFFICE OF THE PRESIDENT  
COUNCIL ON ENVIRONMENTAL QUALITY  
WASHINGTON, D.C. 20500

Michael R. Deland  
Chairman

(202) 395-5080

SCHEDULE PROPOSAL

NOVEMBER 10, 1992

TO: KATHERINE L. SUPER  
DEPUTY ASSISTANT TO THE PRESIDENT  
FOR APPOINTMENTS AND SCHEDULING

FROM: MICHAEL R. DELAND  
CHAIRMAN  
COUNCIL ON ENVIRONMENTAL QUALITY

REQUEST: For the President to present the Presidential Medals for Environmental Excellence -- the Nation's highest environmental honor -- to the 1992 recipients of the President's Environment and Conservation Challenge Awards.

BACKGROUND: In 1991, the President signed an Executive Order establishing the President's Environment and Conservation Challenge Awards program. These national environmental awards recognize outstanding U.S. environmental achievements and raise the Nation's conservation awareness.

This event will recognize the nine organizations who are receiving 1992 Medals. I will have presented certificates to the 13 Presidential Citation recipients (finalists in the program) at a ceremony earlier in the day.

DATE: TBD, November or December

WEDNESDAY, DEC. 2

LOCATION: East Room, the White House.

at 2:30 PM

PARTICIPANTS: The President  
Michael Deland, Chairman, CEQ  
Award Partners:

Gilbert Grosvenor -- National Geographic

Frank Bennack -- Hearst Corporation

Russell Train -- World Wildlife Fund

John Ong -- The Business Roundtable

(Chairman of B.F. Goodrich)

225 guests in the East Room

-more-

Secretary of the Interior Manuel Lujan  
Secretary of Energy James Watkins  
EPA Administrator William Reilly  
Members of President's Commission on  
Environmental Quality  
Nine "Medal" Recipients  
13 "Citation" Recipients  
Awards' Selection Committee and Technical  
Evaluators  
Members of national business, trade and  
environmental community  
Members of legislative and executive branches

EVENT OUTLINE: East Room ceremony.

- Presidential remarks.
- Presentation of Presidential Medals.
- Special Citations to the Award Partners in recognition of their two years of support of the Challenge Awards.
- Upon departure, Presidential handshakes with the 13 Citation recipients who will be seated in the first row.

Reception will immediately follow in the State Dining Room.

MEDIA COVERAGE: Open Photo, Writing Pool Coverage.

# # #



EXECUTIVE OFFICE OF THE PRESIDENT  
COUNCIL ON ENVIRONMENTAL QUALITY  
WASHINGTON, D.C. 20503

**1992 PRESIDENTIAL MEDAL RECIPIENTS**

The following environmental program summaries are based on the original applications submitted to the President's Environment and Conservation Challenge Awards program.

**FLORIDA SAVE OUR EVERGLADES PROGRAM**  
c/o State of Florida  
The Capitol  
Tallahassee, FL 32399-0001  
904-488-5551

The Florida Everglades and its interrelated lakes, rivers, marshes, freshwater swamps, mangrove forests and coastal estuaries stretch from Orlando to Florida Bay, and from Ft. Myers to Ft. Lauderdale, covering an area approximately 9,000 square miles on the Florida peninsula. A sub-tropical climate, flat terrain, and some 60 inches of annual rainfall created a water-dependent ecological system in South Florida with a rich and productive species diversity, unique to the continental United States.

The interrelated hydrological system, characterized by an overland sheet flow of freshwater, is the only source of drinking water for Southeast Florida. More than 100 years of drainage and development have severely damaged the Everglades ecological system. Dredging, filling, and draining for agriculture, urban development, and flood control destroyed large portions of the historic Kissimmee River floodplain, the Everglades, and Big Cypress Swamp, with negative effects on water quality and supplies, fish and wildlife habitat, and the quality of human life.

The Save Our Everglades program was initiated in August 1983. Partners include the State of Florida, 21 conservation groups forming the Everglades Coalition, the U.S. Army Corps of Engineers, the National Park Service and the U.S. Fish and Wildlife Service. The program's goal is to restore and preserve the Everglades so that by the year 2000 it will look and function more as it did in the year 1900. It is a strategic program with six primary objectives, which are:

1. Re-establish the natural values of the Kissimmee River;
2. Protect Lake Okeechobee;
3. Protect the Water Conservation Areas;
4. Protect the Big Cypress Swamp;
5. Restore Everglades National Park; and,
6. Protect the Florida Panther and other endangered wildlife.

The Save Our Everglades Program has achieved remarkable success. A \$420 million, expansive restoration of the Kissimmee River has begun, with the support of the U.S. Army Corps of Engineers. Legislation has been enacted by Congress adding 146,000 acres to the Big Cypress National Preserve and 107,600 acres to Everglades National Park. Two new National Wildlife Refuges have been created.

To improve the quality of water in Lake Okeechobee, pollution control measures are being installed on all dairies north of the Lake's watershed. In converting State Road 84 to I-75 across the Everglades, hydrological improvements and wildlife underpasses have been constructed. Some 290,000 acres of land have been acquired for preservation and protection of the Everglades ecosystem. National, State and local environmental organizations, and the general public support the program. The environmental organizations have been instrumental in working with government agencies, the Congress and the Florida Legislature to enact programs and legislation to further the goals of the program.

**THINK EARTH ENVIRONMENTAL EDUCATION PROGRAM**  
**Southern California "Think Earth" Environmental Consortium**  
**5505 East Carson Street, Suite 250**  
**Lakewood, CA 90713**  
**310-420-6814**

The Think Earth Environmental Education Program began in 1989 when several public and private organizations met with environmental groups and educators to address the need for a comprehensive environmental education program. The group agreed that individually the task would be intense, but a consortium of development sponsors could pool their resources to produce the curriculum.

The consortium is unique in that its partners represent a broad environmental spectrum: ARCO, City of Los Angeles Clean Water Program, Educational Development Specialists, GTE California, Los Angeles Department of Water and Power, Metropolitan Water District of Southern California, Orange County Sanitation District, Sanitation Districts of Los Angeles County, South Coast Air Quality Management District, Southern California Edison, Southern California Gas Company, Ventura County Air Pollution Control District, and the Ventura Regional Sanitation District. The diversity of this group has helped produce a comprehensive, unbiased program.

Educational Development Specialists (EDS), a curriculum development firm, developed *Think Earth*. The program consists of seven complete educational units for kindergarten through sixth grade. The goal of the program is to teach children to "Think Earth" -- to conserve natural resources, to reduce waste, and to minimize pollution. The program also promotes an environmental ethic by which students balance human and environmental needs. Children learn important environmental concepts, with emphasis on behaviors to empower children with practical life skills that will make a difference.

The curriculum is innovative in that it is comprehensive, yet brief. It interrelates all elements of the environment in an integrated instructional program. Most importantly, *Think Earth* is measurable; unit tests allow teachers to assess student learning of objectives and behaviors.

The consortium has provided free *Think Earth* K-3 instructional units to approximately 70% of the 3,500 public and private elementary schools in Southern California. To date, more than 10,000 teachers have taught the units to nearly 500,000 students in Southern California. The units for grades 4-6 have been field tested and will be distributed beginning in 1993. The program is also available throughout the nation. So far, companies and agencies in all 50 states have provided *Think Earth* to an estimated 1 million students.

Results of field tests show high levels of student achievement. In addition, student and teacher attitudes were positive. All of the teachers felt the program helped students develop an understanding of environmental problems and a commitment to solving them.

The *Think Earth* program is a successful example of a public/private collaborative alliance. It serves not only as a case study of a quality environmental program for Southern California, but also as a model of how similar programs can be implemented throughout the country.

**NEW ENGLAND ELECTRIC SYSTEM/CONSERVATION LAW FOUNDATION**  
**Collaborative Efforts**

**New England Electric System**  
**25 Research Drive**  
**Westboro, MA 01582**  
**508-366-9011**

**Conservation Law Foundation**  
**of New England**  
**3 Joy Street**  
**Boston, MA 02108**  
**617-742-2540**

In 1988, the New England Electric System Companies (NEES) and the Conservation Law Foundation (CLF) embarked on an unlikely joint venture -- the union of an electric utility and environmental group. At a time when utilities were finding it difficult to build new power plants, groups such as CLF were arguing that energy conservation, not new power plants, should provide the needed capacity. Formed as an alternative to working out differences within the regulatory arena, the partnership implemented the largest, most comprehensive, cost-effective conservation program in the nation in proportion to the utility's size.

Hoping to bridge their differences, NEES and CLF officials originally met for lunch, sketching out a proposed collaborative plan on a paper napkin. Challenged with the joint goal of lessening environmental impacts through conservation, NEES and the CLF developed an agreement which committed the utility to a substantial increase in conservation spending (up to \$40 million that first year).

NEES, in cooperation with the CLF, developed a comprehensive series of cost-effective new energy conservation programs for its commercial, industrial and residential customers. The partnership heralded a new era in utility-sponsored energy-efficiency efforts. A primary concern of NEES was its ability to maintain funding for its conservation programs without jeopardizing the company's overall financial stability. Options involved either slowing the development of its conservation and load management (C&LM) program to an average utility level, or gambling that a truly first-class level would yield a sound regulatory response allowing the utility to profit from its efforts.

In 1989, NEES and CLF filed proposals in Massachusetts, Rhode Island and New Hampshire for a new C&LM program. NEES proposed to spend \$65 million on its efforts in 1990 and asked regulatory agencies to allow NEES to share in its customers' savings. All three states approved variations of the incentive proposal. For the first time in the region's history, an electric utility earned a return on its conservation expenses at the state level. The action assured the continuation of utility-sponsored conservation programs and increased investment on NEES' part. In 1991, despite flat electricity demand and a recession, NEES spent \$92 million and proposed to spend \$108 million in 1992.

Clearly, the NEES/CLF partnership has been a positive situation for all concerned -- for NEES, its customers, the CLF, and the environment. More than 550 gigawatthours (GWH), or enough power to supply 80,000 households for one year, was saved. The "power plant that conservation built" has already displaced the need to burn fossil fuels saving approximately 320 million pounds of carbon dioxide emissions. By 2000, NEES expects its efforts to supplant the need for 800 megawatts (MW) of generation and to contribute to an overall 45% reduction in net weighted air emissions. Without their partnership, NEES and the CLF could not have achieved the same results.

**ENVIRONMENTAL MANAGEMENT AND CONSERVATION PROGRAMS**  
**IBM Corporation**  
**208 Harbor Dr.**  
**Stamford, CT 06904**  
**203-973-7750**

IBM has a long-standing commitment to environmental protection. In 1967, 1971, and 1974, the company issued worldwide policies on safety, the environment and conservation. These policies, and subsequent actions, often were initiated before government regulations were issued. IBM's 1990 corporate policy statement on environmental affairs is the latest affirmation of objectives that have been woven into IBM's business fabric for decades.

A corporate vice president oversees worldwide environmental affairs. Daily operations are guided by written instructions and practices concerning environmental protection. Compliance responsibilities are well-defined. Environmental considerations are integral to research, development and in relationships with customers and are applied equally wherever IBM does business.

IBM's long-standing waste management hierarchy calls for reducing, reusing, recycling, and as a last resort, safely treating and disposing. Over the past decade, IBM has invested more than \$1 billion in upgrading facilities and implementing approaches, such as secondary containment with leak detection and above-ground tanks and piping. All new construction incorporates state-of-the-art environmental protection. In 1978, IBM established a safe PCB incineration program, and in the same year, initiated a worldwide groundwater monitoring program.

IBM has a comprehensive assessment program, including corporate audits. Environmental Impact Assessments are prepared for every product and process. All sites annually submit Environmental Master Plans, which are consolidated and used by management to assess performance and identify areas for improvement.

All plants are prepared to handle potential environmental emergencies, with trained employees, proper equipment and community coordination. A worldwide computer network is used to provide immediate notification of problems, alert other locations to exposures and prevent potential recurrences.

IBM's goal to eliminate CFCs from processes and products by 1993 is six years ahead of the Clean Air Act targets. IBM has established a similar goal to stop using methyl chloroform by 1995. IBM's programs have produced results, including the following: reduced CFC emissions worldwide by 83% from 1987 through 1991; reduced generated hazardous materials worldwide by 44% from 1987 through 1991 and recycled 86% of them in 1991; achieved 61% recycling of solid waste; conserved 4.1 billion kilowatt-hours of energy since 1986; reduced SARA releases by 66% from 1987-1991, including an 86% reduction in air emissions; and achieved an exemplary OSHA record.

Over the years, IBM has extended its commitment to the environment -- from its daily operations to philanthropic efforts to facilitate knowledge growth and technology transfer. Examples include a \$6.5 million donation to the United Nations to support the Global Resource Information Database and a \$25 million grant program for environmental research at universities and research institutes.

In summary, through visionary policies, sound practices, employee leadership and commitment, environmental protection and conservation are ingrained within IBM.

**BOSTON PARK PLAZA HOTEL AND TOWERS**  
**Saunders Hotels Group, Inc.**  
**64 Arlington St.**  
**Boston, MA 02116**  
**617-457-2413**

The Boston Park Plaza Hotel has created an environmental program whose magnitude clearly outlines how a company can make dramatic ecological changes, while maintaining extremely high standards of service and quality. Since 1990, 95 initiatives have been put into place encompassing all major departments of the hotel. The hotel has learned that a long-term perspective, top management's commitment, and an integrated approach can successfully balance economic viability with ecological responsibility. This is merely good and efficient business practice in the 1990's. The hotel has continued to operate a first-class operation and at the same time, make a commitment to preserve the planet.

The boldest innovation is the creation of new, elegant amenity pump-dispensers for all 1,100 guest-room bathrooms. This eliminates nearly 2 million one-ounce plastic bottles annually from the waste stream. The resulting cost savings from reduced packaging have been redirected to where it counts -- improving the product quality of the shampoo, conditioner, body gel and handsoap. The Boston Plaza Hotel is the first hotel in the country to take this bold step.

Other major initiatives include the installation of 1,686 new thermopane windows in all guest rooms at a cost of \$1.2 million. Eleven recycling programs are now in place including: steel; #1 and #2 plastics; clear and brown glass; white, computer and mixed paper; cardboard; telephone books; and aluminum. Other steps include solid waste reduction, energy and water conservation, hazardous waste elimination, education, and communications. Working at all levels of the company to integrate this program, a "green team" of enthusiastic employees volunteered to work alongside management to implement initiatives and help spread the word. All hotel managers now meet monthly for the sole purpose of discussing environmental goals and accomplishments.

Some initiatives can be strictly categorized as efficient operations; others are creative efforts which round out a truly comprehensive approach. In reality, there is much overlap between the two because efficient business is environmentally sound business.

What distinguishes this program from many other "green efforts" is management's commitment to incorporating environmental action into every facet of the hotel. Spearheading the program is Tedd Saunders, the hotel's environmental program director. Tedd has made a personal and professional commitment to establish his family's company as a model for integrating voluntary environmental solutions into everyday business practice.

To date, the hotel has invested more than \$1.8 million dollars in the program. In return, nearly three quarters of a million dollars of new business can be directly attributable to customer support of the hotel's environmental commitment.

The key to creating a successful environmental action plan is to formulate one that is initially affordable and feasible to maintain long-term. Numerous benefits include a healthier bottom line from improved efficiency and better use of resources, high morale and loyalty from employees, opportunities to uniquely present a positive public image, and additional business from increasingly conscious customers.

**CFC SOLVENT PHASE OUT  
Northern Telecom  
200 Athens Way  
Nashville, TN 37228  
(615) 734-4057**

Fulfilling a pledge made in 1988, Northern Telecom has become the first large electronics company in the world to meet a public commitment to eliminate ozone-depleting chlorofluorocarbon solvents (CFC-113) from its manufacturing operations nine years ahead of an international mandate set by the Montreal Protocol, an international agreement now signed by 86 nations which calls for the elimination of CFCs and other ozone-depleting substances by the year 2000.

Chlorofluorocarbons are chemicals widely used as refrigerants, as propellants, for foam blowing and as cleaning agents in various industrial applications. When emitted into the atmosphere, CFCs break down the protective ozone layer which shields the Earth from the sun's harmful ultraviolet rays. Northern Telecom, like most electronic manufacturing companies, used CFC-113 solvents to clean flux residue from printed circuit boards.

Northern Telecom was the first company to commit to such an aggressive timetable when, in 1988, it publicly announced that it would eliminate CFC-113 solvents from its 42 worldwide manufacturing operations by the end of 1991. The company achieved the goal by developing alternatives to the CFC solvent cleaning processes. These alternatives involve the use of low-residue fluxes and solder pastes that eliminate the need for cleaning after soldering.

The company estimates that the alternatives it has developed will prevent nearly 9,000 tons of CFCs from being released by facilities into the atmosphere over the next eight years. The new process will save the company in excess of \$50 million during the same time period in direct CFC solvent purchasing costs and other expenses.

Northern Telecom has built only CFC solvent-free facilities since 1988. The company has also committed to eliminate CFC-113 solvents from purchased facilities within 15 months of acquisition. In addition, Northern Telecom has pledged to eliminate methyl chloroform from its manufacturing process in 1993. Furthermore, Northern Telecom is sharing its technology with the global community through the Industry Cooperative for Ozone Layer Protection (ICOLP), of which Northern Telecom was a founding member, and through managing technology cooperation projects in Mexico and other countries in collaboration with U.S. EPA and national environmental agencies.

**SOUTH COAST RECYCLED AUTO PROJECT (SCRAP)**  
c/o Unocal Corporation  
1201 W. 5th Street  
Los Angeles, CA 90017  
213-977-5390

SCRAP showed that a market-based attack on major pollution sources could be cost-effective in improving air quality. Despite decades of work by federal, state and local entities, the Los Angeles Basin has the dirtiest air in the U.S. Progress has been made, but much remains to be done. Mobile sources account for over 60% of all ozone-precursor emissions in the Basin, with a disproportionate share coming from old cars. Oil refineries and power plants add 5%; the rest is from small businesses and private homes, some of which are not yet regulated sources. Regulators have concentrated on stationary sources despite studies calling for old-car buy backs; the question has always been, "who would pay for the cars, and why?"

SCRAP answered this question. Unocal budgeted over \$5 million to buy, test and scrap 7,000 pre-1971 autos (which have little or no emission controls). The company paid \$700 per car, and turned them over to a scrap yard to be crushed, shredded and recycled. The goal was to gather data to show regulators that a policy shift to market-based regulation and emissions credit "trading" could be faster and more cost-effective than command-and-control measures. The Ford Motor Company, as well as other companies, agencies, and individuals contributed another \$1 million to SCRAP, and 1,400 more vehicles were bought and destroyed.

SCRAP's economic incentives elicited the voluntary participation of old-car owners, and government agencies provided great support. The South Coast Air Quality Management District donated \$100,000, the California Air Resources Board (CARB) tested vehicles to quantify emissions reductions, the Department of Motor Vehicles did on-site records clearance, and the Bureau of Automotive Repair researched mileage and smog-check histories of the SCRAP cars.

Unocal tested the tailpipe emissions of every SCRAP car, and (with CARB) ran Federal Test Procedures on 74 of them. On average, the cars emitted 99 times more hydrocarbons per mile than a new 1990 auto, 50 times more carbon monoxide, and "only" 11 times more nitrogen oxides. Thus SCRAP eliminated twice the expected volume of air pollutants -- nearly 13 million pounds -- for about \$6 million (a fraction of the cost of an equivalent cleanup from stationary sources).

SCRAP-type programs can be replicated around the country depending on cost-effectiveness and the willingness of the regulators to allow emissions credits for stationary sources based on mobile source emissions cleanup. At least six programs are in progress or planning stages in the states of Delaware, California, Illinois, and Virginia. The precedent has been set and the program will be repeated in more and more places.

**PEOPLE FOR COMMUNITY RECOVERY, INC.**  
**13116 South Ellis Avenue**  
**Chicago, IL 60627**  
**312-468-1645**

People for Community Recovery is one of the nation's only environmental organizations whose grassroots are based in a public housing project where the residents are predominantly low-income African-Americans. The marked success that PCR has achieved in working with the State of Illinois, the Water Reclamation District of Metropolitan Chicago, and others is due to the strength of its educational program.

Environmental consciousness has been raised among the people of Altgeld Gardens, so that they can take informed action in finding and changing the environmental causes of their health problems. As a national leader in the grassroots environmental movement among people of color, PCR's executive director and founder, Hazel Johnson, has been called the "black mother of the environmental movement."

PCR's home is Altgeld Gardens, a 47-year-old Chicago Housing Authority project constructed on the former garbage dump of the Pullman Company. Located in the heart of the Calumet Industrial District, PCR's neighbors include at least fifty landfills and toxic waste sites, a sewage treatment plant, and a range of industries, including coke ovens, blast furnaces, refineries, and chemical plants.

Many residents of this area have experienced higher than normal rates of cancer and other diseases. Altgeld Gardens is the highest priority community to be conducted by the Agency for Toxic Substance and Disease Registry (ATSDR). For the first time, an assessment by ATSDR will be conducted with the collaboration of the community representatives.

PCR played a lead role in establishing a link between the environment and health issues by seeing that environmental education is an ongoing process of self-knowledge and self-improvement. By conducting its own extensive surveys of community health problems and convincing responsible authorities to conduct their own, by communicating information clearly and frequently to residents, by coordinating action programs to achieve do-able environmental goals, PCR has become a national model for community based environmental education and action.

Membership in PCR has soared from 12 to 969 in just 10 years; 11,000 residents of Altgeld Gardens are directly effected by PCR's programming. The 780,000 residents of Chicago's Far South Side and the communities of Calumet City, Burnham, Harvey, Phoenix, and South Holland who reside within the "Southeast Chicago" site as defined by the ATSDR, also receive direct benefit from PCR's programming.

The mere fact of PCR's ability to bring people of color together to address environmental issues -- in spite of social and economic hard times -- is testimony to its fundamental dedication, commitment, and perseverance, and is an inspiration to environmental advocates everywhere.

**ENVIRONMENTAL EDUCATION PROGRAM**  
**c/o Chesapeake Bay Foundation**  
**162 Prince George Street**  
**Annapolis, MD 21401**  
**410-268-8816**

The Chesapeake Bay Foundation's (CBF) outdoor environmental education program provides instruction in estuarine ecology for 35,000 students a year at 17 centers from the Susquehanna River to the Virginia Capes, east into the marshes of Maryland's Eastern Shore and west to the Piedmont and beyond. Students, teachers, and other adult groups participate in hands-on activities through the use of canoes, rowboats, skipjacks, diesel-powered Bay workboats, and even on a model low-input farm owned and operated by CBF. (At the Clagett Farm the EPA, USDA, the University of Maryland Department of Agriculture work cooperatively to monitor ground and surface water contamination as well as relative yields from different farming practices.)

CBF's program was the first of its kind on the Bay, beginning in 1971 with a borrowed Boston Whaler. Since then, it has grown to become one of the most sophisticated outdoor environmental education programs in the country. It is looked to as a model for the development and operation of other such programs nationwide. CBF's goal is to create a constituency who will value the Bay and its watershed as a living, connected system and who will act to restore clean water and insure a high quality of life for all inhabitants. Its objectives include the following: to create sensitivity to what is needed to cleanse and restore the Chesapeake as an ecosystem; to develop a sense of "ownership" of difference; and to impart the knowledge that must underlie any meaningful and effective action on the Bay's behalf.

Teachers are required to complete a one-day workshop before bringing their classes on a field trip. In addition, many teachers also complete a one-week training program for which in-service credit is available. Because of this, the benefit to the students is far more than the short time spent on field trips. Using CBF materials, teachers work extensively with students before the trip and after, often weaving the concepts into their semester-long curricula.

Finally, CBF's Environmental Education Program is an integral component of the entire organization, a characteristic that makes it a better program itself. Staff educators have full access to CBF's lawyers, scientists, agricultural experts, land planners, etc. In this way, the education staff are kept up to date on the latest science and policy of the overall Chesapeake Bay Program. They are able to work this information into their daily teachings. It is this capacity for a holistic approach that puts CBF's education program on the cutting edge.

# # # .

November 1992

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EXECUTIVE OFFICE OF THE PRESIDENT  
COUNCIL ON ENVIRONMENTAL QUALITY

11-20-92

Steve -

This is a package of  
background material on the recipients  
of the President's Environment and  
Conservation Awards, to be presented  
by the President in the East Room  
a week from Wednesday, on Dec. 2.

Mike Deland would like to  
speak with you and/or whomever  
drafts the President's talking points.  
Ben Jarratt in our office (x5750)  
is immersed in the details.

Best regards,  
Dale Curtis

cc. Dan McGowan

5080  
Susan Olsen  
Mike Deland

David Strubbs X 3742

THE WHITE HOUSE  
Office of the Press Secretary

For Immediate Release

October 29, 1992

The President announced today that nine U.S. individuals and organizations will receive the nation's highest environmental honor -- the President's Environment and Conservation Challenge Award. These innovative and effective leaders have distinguished themselves as pioneers in protecting and conserving our environment. They will receive the Presidential medal for environmental excellence at a White House ceremony later this fall.

In addition to the medal recipients, Presidential citations are also being awarded to 13 finalists who demonstrated notable environmental achievements.

The Presidential medal and citation recipients are representative of the new generation of environmental entrepreneurs and activists. They are doers, not takers. They are building cooperative problem-solving partnerships, creating new products and processes that are sensitive to the ecology, incorporating environmental thinking into business decision-making, and promoting a conservation ethic throughout the United States and other countries.

Medal Recipients

Boston Park Plaza Hotel and Towers  
Chesapeake Bay Foundation  
Florida Save Our Everglades  
IBM Corporation  
New England Electric System &  
the Conservation Law Foundation  
Northern Telecom, Inc.  
People for Community Recovery  
Think Earth Environmental  
Education Program  
Unocal Corporation

Citation Recipients

3COM Corporation  
Chrysler Corporation  
Council of Great Lakes Governors  
Georgia Office of Energy  
Resources  
Hannaford Brothers Co.  
Keep Texas Beautiful  
Maryland Chesapeake Bay License  
Plate  
New Mexico Department of  
Energy, Minerals and Natural  
Resources, & the Gas Company  
of New Mexico  
Partnership for Wetlands  
Conservation  
Procter & Gamble Company  
Santa Rosa Plateau Agreement  
Save Our Streams  
Tennessee Conservation League

The President's Environment and Conservation Challenge Awards are administered by the Council on Environmental Quality, in partnership with The National Geographic Society, The Hearst Corporation, The Business Roundtable, and the World Wildlife Fund.

The Awards program was established by Executive Order in 1991. An independent selection committee of notable leaders in the academic, business, environmental, and professional fields judged the nominations. Presidential medals and citations are awarded in four categories: Partnership, Environmental Quality Management, Innovation, and Education and Communications.

# # #

Editor's note: A description of medal and citation recipients is attached.



EXECUTIVE OFFICE OF THE PRESIDENT  
COUNCIL ON ENVIRONMENTAL QUALITY  
WASHINGTON, D.C. 20503

## RECIPIENTS OF 1992 PRESIDENTIAL MEDALS

*Medals are presented to individuals and organizations whose efforts epitomize the ideals of the Challenge Awards*

**PARTNERSHIP:** *Awarded for fostering cooperative approaches to environmental needs at the local, regional, or national level.*

**Florida Save Our Everglades Program  
State of Florida and partners, Tallahassee, FL**

The Save Our Everglades program was created to preserve and restore Florida's unique wetlands ecosystem. Objectives included the restoration of the Kissimmee River and protection of Lake Okeechobee, Water Conservation Areas, Big Cypress Swamp, the Florida panther and other endangered wildlife. Since its initiation, 290,000 acres of land have been acquired; landmark federal and state legislation has been passed; and 36 wildlife highway crossings and bridges have been constructed to protect endangered species and improve hydrology. Partners include the State of Florida, 22 conservation groups forming the Everglades Coalition, the U.S. Army Corps of Engineers, the National Park Service, and the U.S. Fish and Wildlife Service.

Contact: Estus Whitfield, Office of Planning and Budget, (904) 488-5551

**Think Earth Environmental Education Program  
Southern California "Think Earth" Environmental Education Consortium, Lakewood, CA**

This consortium of 13 California organizations developed and distributed "Think Earth," an elementary school environmental education curriculum. The curriculum teaches children to conserve natural resources, reduce waste, and minimize pollution. "Think Earth" has reached approximately one million students nationwide. Partners include the Atlantic Richfield Company, City of Los Angeles, Education Development Specialists, GTE California, Los Angeles Department of Water and Power, Metropolitan Water District of Southern California, Orange County Sanitation Districts, Sanitation Districts of Los Angeles County, South Coast Air Quality Management District, Southern California Edison, The Gas Company, Ventura County Air Pollution Control District, and the Ventura Regional Sanitation District.

Contact: Anne Crafton, Director of Marketing, (310) 420-6814

**Energy Conservation Collaborative Effort  
New England Electric System, Westboro, MA, and the Conservation Law Foundation of New England, Boston, MA**

The unlikely union of an electric utility and an environmental group has resulted in two major achievements: the development of one of the nation's most successful energy conservation programs and regulatory approval for a utility earnings incentive. The "power plant that conservation built" significantly reduced the utility's air pollutants and the need for new capacity, while saving consumers and stockholders money.

Contacts: Mary Smith, Coordinator, NEES, (508) 366-9011  
Armond Cohen, CLF, (617) 742-2540

— 1992 Presidential Medals —

**ENVIRONMENTAL QUALITY MANAGEMENT:** *Awarded for demonstrating that environmental values can be integrated into sound management decisions and practices.*

**Environmental Management and Conservation Programs  
IBM Corporation, Stamford, CT**

IBM demonstrated that a large company can institutionalize and practice environmental protection and conservation through sound policy practices, executive leadership, and employee commitment. IBM's record of accomplishments results from meeting or exceeding government regulations and, where none exist, from setting and adhering to its own stringent standards.

Contact: Wayne Balta, Director of Corporate Environmental Programs, (203) 973-7750

**Boston Park Plaza Hotel and Towers Environmental Action Program  
Saunders Hotels Group, Inc., Boston, MA**

The Boston Park Plaza Hotel and Towers has created an environmental campaign which encompasses more than 85 initiatives throughout all departments of the hotel. This program has shown clearly that the competitive hospitality service industry can make dramatic changes and maintain a high quality of service and standards. This family-owned and -operated landmark property has successfully aligned business with environmental action.

Contact: Tedd Saunders, Environmental Program Director, (617) 457-2413

**INNOVATION:** *Awarded for developing creative technologies, programs, or services that are environmentally sound and economically sensible.*

**CFC Solvent Phase Out  
Northern Telecom, Inc., Nashville, TN**

In 1988, Northern Telecom, Inc., pledged the complete phase out of CFC-113 solvents from all of its 42 manufacturing and research operations worldwide within three years. Northern Telecom was the first global telecommunications company to make such a pledge. At the end of 1991, all 42 Northern Telecom operations had totally eliminated these solvents from their operations. CFC solvent emissions to the atmosphere were reduced from greater than 1,000 tons per year to zero in three years.

Contact: Gary Minck, Senior Manager of Environmental Affairs, (615) 734-4057

**South Coast Recycled Auto Project (SCRAP)  
Unocal Corporation, Los Angeles, CA**

Unocal's SCRAP Project was an unprecedented effort to improve air quality in the Los Angeles Basin by scrapping heavily polluting, pre-1971 cars. In four months, 8,376 old cars were purchased and crushed for recycling. The SCRAP project reduced air pollutants by nearly 13 million pounds per year for a cost of approximately 50 cents per pound.

Contact: James Bray, Public Relations Representative, (213) 977-5390

— 1992 Presidential Medals —

**EDUCATION AND COMMUNICATIONS:** *Awarded for developing informational programs that inspire respect for the environment and raise the public's environmental awareness.*

**People for Community Recovery**  
**People for Community Recovery, Inc., Chicago, IL**

People for Community Recovery (PCR) is a grassroots environmental education and advocacy organization serving a predominantly low-income, African-American community. PCR assesses the level of environmental hazards in the community and mobilizes its constituents to alleviate these hazards. Hazel Johnson, the group's executive director and founder, is recognized as a national leader in the grassroots environmental movement.

Contact: Cheryl Johnson, Administrative Assistant, (312) 468-1645

**Environmental Education Program**  
**Chesapeake Bay Foundation, Annapolis, MD**

The Chesapeake Bay Foundation's (CBF) Outdoor Environmental Education Program provides over 35,000 student-days per year of field instruction in estuarine issues to students, teachers, and adults throughout the Bay watershed. The goal is to create a constituency that not only values and understands the Bay, but also works actively to restore it. Individuals and groups participate in hands-on water activities through the use of canoes, rowboats, skipjacks, powerboats, and even work on a model low-input farm operated by CBF.

Contact: Donald Baugh, Director of Education Program, (410) 268-8816

# # #

## RECIPIENTS OF 1992 PRESIDENTIAL CITATIONS

*Citations are presented to finalists whose efforts demonstrate noteworthy achievements in the four Award categories*

### FOR PARTNERSHIP

#### **Compressed Natural Gas Vehicle Conversion Projects New Mexico Department of Energy, Minerals and Natural Resources, Santa Fe, NM, and the Gas Company of New Mexico, Albuquerque, NM**

The New Mexico Department of Energy, Minerals and Natural Resources and the Gas Company of New Mexico joined forces to introduce compressed natural gas (CNG) vehicles to the area's diverse transportation sectors. The objective was to increase public acceptance of energy-saving, cost effective and environmentally compatible alternatives to petroleum fuels. The program introduced CNG technology to school districts, government agencies, municipalities and non-profit groups.

Contact: Dianne Caron, Director of Conservation and Management, (505) 827-5917

#### **Santa Rosa Plateau Agreement Metropolitan Water District of Southern California and partners, Los Angeles, CA**

The Santa Rosa Plateau Management Committee saved the unique resources of this natural grasslands ecosystem. By creating a model for cooperation in regional environmental planning, the partnership brought regulatory agencies and responsible developers together in a program which simultaneously benefited wildlife and people. Partners include: the Metropolitan Water District of Southern California, The Nature Conservancy, Riverside County, California Department of Fish and Game, and the U.S. Fish and Wildlife Service.

Contact: Gregory Taylor, Executive Assistant to General Manager, (213) 250-6115

#### **Keep Texas Beautiful Keep Texas Beautiful, Inc., Austin, TX**

The mission of Keep Texas Beautiful is to preserve the natural beauty and environment of the Lone Star State. The group forges partnerships between grassroots volunteer organizations and the public and private sectors to improve the quality of life, enhance economic development and tourism, and conserve public and natural resources through education and public awareness activities which emphasize proper solid waste management and responsible behavior by all Texans and visitors to Texas.

Contact: Leann Garms, Media and Marketing Coordinator, (1-800-CLEAN-TX)

#### **Partnership for Wetlands Conservation Dow Chemical Company and partners, Midland, MI**

The Partnership for Wetlands Conservation is a public/private partnership supporting the goals of the North American Wetlands Conservation Act of 1990. Partners include the National Fish and Wildlife Foundation, Ducks Unlimited, The Nature Conservancy, and the Dow Chemical Company. The partnership commits conservation expertise and \$6 million to preserve endangered wetlands acres. Dow employees also volunteer to coordinate habitat projects on and near Dow properties.

Contact: Sarah Opperman, Group Manager, Science & Environmental Communications, (517) 636-3270

**FOR ENVIRONMENTAL QUALITY MANAGEMENT**

**Corporate Environmental Policies  
3COM Corporation, Santa Clara, CA**

3COM, a leading supplier of data networking products, believes that pollution prevention and conservation practices ensure its success. 3COM was a pioneer in CFC replacement and the use of organic packaging. Conservation efforts include recycling 89% of all office paper, 98% of toner cartridges, and 4 tons of cardboard annually. Employees voluntarily recycle, rideshare, and work in a smokefree environment.

Contact: David Abramson, Corporate Public Relations, (408) 764-6621

**FOR INNOVATION**

**Georgia No-Tillage Assistance Program  
Georgia Office of Energy Resources, Atlanta, GA**

The No-Tillage Assistance Program, funded by the state Office of Energy Resources and administered by the Georgia Soil & Water Conservation Commission, provides small farmers access to costly conservation tillage equipment at a minimal per acre fee. No-Tillage methods prevent water pollution, soil erosion, and save non-renewable fossil fuels. To date, more than 6,000 acres on 2,200 farms have been converted to no-till systems, saving more than 200,000 tons of soil and 225,000 gallons of fuel over conventional tilling methods.

Contact: Paul Burks, Director, (404) 656-5176

**Jefferson North Project  
Chrysler Corporation, Detroit, MI**

Chrysler's objective was to build an environmentally-sound, world-class manufacturing facility to produce an automobile production line. The company reclaimed an urban site to construct the Jefferson North Assembly Plant. Pollution prevention was factored into decisions about plant design, raw materials, manufacturing processes, and the vehicle built at the new facility.

Contact: Lee Sechler, Public Affairs, (313) 252-8802

**"Great Lakes Recycle" Program  
Council of Great Lakes Governors, Chicago, IL**

"Great Lakes Recycle" stimulates market development for recycled products through a joint purchase approach, which is unprecedented in size. The program contributes to the emergence of an ecologically sound economy in the region by creating common specifications and stimulating investment in environmentally sound technologies. States involved include Illinois, Indiana, Michigan, Minnesota, Ohio, New York, Pennsylvania, and Wisconsin.

Contact: Tim McNulty, Executive Director, (312) 407-0177

**Innovative Source Reduction  
Procter & Gamble Company, Cincinnati, OH**

Innovation in reducing the volume of material going to solid waste is a hallmark of Procter & Gamble's environmental programs. Through the largest source reduction program ever, the company has eliminated .5% of the volume of the total U.S. waste stream. In partnership with retailers and consumers, P&G has applied this innovation and high technology to use less material in its products and packages while at the same time delivering quality products.

Contact: Edward Fox, Associate Director of Corporate Packaging, (513) 634-2376

FOR EDUCATION AND COMMUNICATIONS

**Save Our Streams**  
**Save Our Streams, Glen Burnie, MD**

Save Our Streams is a volunteer advocacy group that identifies and corrects problems on Maryland's waterways through hands-on water quality testing and local activism. Save Our Stream's 7,000 volunteers strive to educate and build partnerships between citizens, businesses, industries, and government agencies. The group provides a range of educational materials, tools and techniques for stream monitoring, and organizes communities to develop and strengthen leadership focused on a common conservation goal.

Contact: Barbara Taylor, Director, (410) 969-0084

**Earth Matters**  
**Hannaford Brothers Co., Scarborough, ME**

The "Earth Matters" program works in partnership with customers, associates, and suppliers. Through this program, the Hannaford Brothers supermarket chain raises awareness of environmental issues, increases community involvement in conservation programs, and encourages others to reduce, reuse, and recycle resources. Local communities recognize and value the company's high recycling rates and its effective programs.

Contact: Ted Brown, Environmental Affairs Manager, (207) 883-2911

**Chesapeake Bay License Plate Program**  
**State of Maryland, Annapolis, MD**

The State of Maryland's Chesapeake Bay commemorative license plate program has raised more than \$3.5 million for Bay education and restoration projects while increasing public awareness of the Bay among the 4.5 million citizens of Maryland and throughout the Bay region.

Contact: Barbara Knisely, Chesapeake Bay Communications Office, (410) 974-5300

**Project CENTS**  
**Tennessee Conservation League, Nashville, TN**

Project CENTS is an interdisciplinary program for students in grades K-12, using basic skills in reading and math to teach natural resource concepts. The program provides students with the knowledge to understand and evaluate their actions in relation to the environment. Since 1983, more than 19,000 teachers and 300,000 Tennessee students have benefitted from this program.

Contact: Anthony Campbell, Executive Director, (615) 353-1133

For further information about the President's Environment and Conservation Challenge Awards, contact Heather Beldon or Dale Curtis at the Council on Environmental Quality, 722 Jackson Place, Washington, DC, 20503. Telephone: (202) 395-5750.

# # #



EXECUTIVE OFFICE OF THE PRESIDENT  
COUNCIL ON ENVIRONMENTAL QUALITY  
WASHINGTON, D.C. 20503

MEDIA ADVISORY

FOR INFORMATION ONLY  
NOT FOR PUBLICATION  
OR BROADCAST

November 23, 1992

**SUMMARY SCHEDULE FOR PRESIDENT'S  
ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS**

On Wednesday, December 2, President Bush will honor the 1992 recipients of the President's Environment and Conservation Challenge Awards at the White House. The President will bestow Presidential Medals for environmental excellence to nine organizations for their outstanding environmental achievements. In addition, 13 groups are being cited for their environmental work as finalists in the Awards program.

Media wishing access to cover either White House ceremonies should contact Mia Kelly or Meg Offit, White House Office of Media Affairs, at (202) 456-7150.

**Citation Ceremony**

Time: 1:00 pm -- 2:00 pm  
Site: Room 450 Old Executive Office Building  
Format: Remarks by CEQ Chairman Michael Deland.  
Presentation of Citation certificates.

Note: Press should arrive no later than 12:30 pm at Pennsylvania Avenue entrance of Old Executive Office Building.

**Medals Ceremony**

Time: 2:30 pm -- 3:00 pm  
Site: White House East Room  
Format: President makes remarks and presents Medals.

Note: Press should arrive no later than 1:45 pm at Northwest Gate for access to White House Press Briefing Room. Award recipients will be available for interviews after the East Room ceremony.

For further information about the President's Environment and Conservation Challenge Awards, contact Heather Beldon or Dale Curtis at the Council on Environmental Quality, (202) 395-5750.

# # #



EXECUTIVE OFFICE OF THE PRESIDENT  
COUNCIL ON ENVIRONMENTAL QUALITY  
WASHINGTON, D.C. 20503

**1992 PRESIDENTIAL MEDAL RECIPIENTS**

The following environmental program summaries are based on the original applications submitted to the President's Environment and Conservation Challenge Awards program.

**FLORIDA SAVE OUR EVERGLADES PROGRAM**  
c/o State of Florida  
The Capitol  
Tallahassee, FL 32399-0001  
904-488-5551

The Florida Everglades and its interrelated lakes, rivers, marshes, freshwater swamps, mangrove forests and coastal estuaries stretch from Orlando to Florida Bay, and from Ft. Myers to Ft. Lauderdale, covering an area approximately 9,000 square miles on the Florida peninsula. A sub-tropical climate, flat terrain, and some 60 inches of annual rainfall created a water-dependent ecological system in South Florida with a rich and productive species diversity, unique to the continental United States.

The interrelated hydrological system, characterized by an overland sheet flow of freshwater, is the only source of drinking water for Southeast Florida. More than 100 years of drainage and development have severely damaged the Everglades ecological system. Dredging, filling, and draining for agriculture, urban development, and flood control destroyed large portions of the historic Kissimmee River floodplain, the Everglades, and Big Cypress Swamp, with negative effects on water quality and supplies, fish and wildlife habitat, and the quality of human life.

The Save Our Everglades program was initiated in August 1983. Partners include the State of Florida, 21 conservation groups forming the Everglades Coalition, the U.S. Army Corps of Engineers, the National Park Service and the U.S. Fish and Wildlife Service. The program's goal is to restore and preserve the Everglades so that by the year 2000 it will look and function more as it did in the year 1900. It is a strategic program with six primary objectives, which are:

1. Re-establish the natural values of the Kissimmee River;
2. Protect Lake Okeechobee;
3. Protect the Water Conservation Areas;
4. Protect the Big Cypress Swamp;
5. Restore Everglades National Park; and,
6. Protect the Florida Panther and other endangered wildlife.

The Save Our Everglades Program has achieved remarkable success. A \$420 million, expansive restoration of the Kissimmee River has begun, with the support of the U.S. Army Corps of Engineers. Legislation has been enacted by Congress adding 146,000 acres to the Big Cypress National Preserve and 107,600 acres to Everglades National Park. Two new National Wildlife Refuges have been created.

To improve the quality of water in Lake Okeechobee, pollution control measures are being installed on all dairies north of the Lake's watershed. In converting State Road 84 to I-75 across the Everglades, hydrological improvements and wildlife underpasses have been constructed. Some 290,000 acres of land have been acquired for preservation and protection of the Everglades ecosystem. National, State and local environmental organizations, and the general public support the program. The environmental organizations have been instrumental in working with government agencies, the Congress and the Florida Legislature to enact programs and legislation to further the goals of the program.

**THINK EARTH ENVIRONMENTAL EDUCATION PROGRAM**  
**Southern California "Think Earth" Environmental Consortium**  
**5505 East Carson Street, Suite 250**  
**Lakewood, CA 90713**  
**310-420-6814**

The Think Earth Environmental Education Program began in 1989 when several public and private organizations met with environmental groups and educators to address the need for a comprehensive environmental education program. The group agreed that individually the task would be intense, but a consortium of development sponsors could pool their resources to produce the curriculum.

The consortium is unique in that its partners represent a broad environmental spectrum: ARCO, City of Los Angeles Clean Water Program, Educational Development Specialists, GTE California, Los Angeles Department of Water and Power, Metropolitan Water District of Southern California, Orange County Sanitation District, Sanitation Districts of Los Angeles County, South Coast Air Quality Management District, Southern California Edison, Southern California Gas Company, Ventura County Air Pollution Control District, and the Ventura Regional Sanitation District. The diversity of this group has helped produce a comprehensive, unbiased program.

Educational Development Specialists (EDS), a curriculum development firm, developed *Think Earth*. The program consists of seven complete educational units for kindergarten through sixth grade. The goal of the program is to teach children to "Think Earth" -- to conserve natural resources, to reduce waste, and to minimize pollution. The program also promotes an environmental ethic by which students balance human and environmental needs. Children learn important environmental concepts, with emphasis on behaviors to empower children with practical life skills that will make a difference.

The curriculum is innovative in that it is comprehensive, yet brief. It interrelates all elements of the environment in an integrated instructional program. Most importantly, *Think Earth* is measurable; unit tests allow teachers to assess student learning of objectives and behaviors.

The consortium has provided free *Think Earth* K-3 instructional units to approximately 70% of the 3,500 public and private elementary schools in Southern California. To date, more than 10,000 teachers have taught the units to nearly 500,000 students in Southern California. The units for grades 4-6 have been field tested and will be distributed beginning in 1993. The program is also available throughout the nation. So far, companies and agencies in all 50 states have provided *Think Earth* to an estimated 1 million students.

Results of field tests show high levels of student achievement. In addition, student and teacher attitudes were positive. All of the teachers felt the program helped students develop an understanding of environmental problems and a commitment to solving them.

The *Think Earth* program is a successful example of a public/private collaborative alliance. It serves not only as a case study of a quality environmental program for Southern California, but also as a model of how similar programs can be implemented throughout the country.

**NEW ENGLAND ELECTRIC SYSTEM/CONSERVATION LAW FOUNDATION**  
**Collaborative Efforts**

**New England Electric System**  
**25 Research Drive**  
**Westboro, MA 01582**  
**508-366-9011**

**Conservation Law Foundation**  
**of New England**  
**3 Joy Street**  
**Boston, MA 02108**  
**617-742-2540**

In 1988, the New England Electric System Companies (NEES) and the Conservation Law Foundation (CLF) embarked on an unlikely joint venture -- the union of an electric utility and environmental group. At a time when utilities were finding it difficult to build new power plants, groups such as CLF were arguing that energy conservation, not new power plants, should provide the needed capacity. Formed as an alternative to working out differences within the regulatory arena, the partnership implemented the largest, most comprehensive, cost-effective conservation program in the nation in proportion to the utility's size.

Hoping to bridge their differences, NEES and CLF officials originally met for lunch, sketching out a proposed collaborative plan on a paper napkin. Challenged with the joint goal of lessening environmental impacts through conservation, NEES and the CLF developed an agreement which committed the utility to a substantial increase in conservation spending (up to \$40 million that first year).

NEES, in cooperation with the CLF, developed a comprehensive series of cost-effective new energy conservation programs for its commercial, industrial and residential customers. The partnership heralded a new era in utility-sponsored energy-efficiency efforts. A primary concern of NEES was its ability to maintain funding for its conservation programs without jeopardizing the company's overall financial stability. Options involved either slowing the development of its conservation and load management (C&LM) program to an average utility level, or gambling that a truly first-class level would yield a sound regulatory response allowing the utility to profit from its efforts.

In 1989, NEES and CLF filed proposals in Massachusetts, Rhode Island and New Hampshire for a new C&LM program. NEES proposed to spend \$65 million on its efforts in 1990 and asked regulatory agencies to allow NEES to share in its customers' savings. All three states approved variations of the incentive proposal. For the first time in the region's history, an electric utility earned a return on its conservation expenses at the state level. The action assured the continuation of utility-sponsored conservation programs and increased investment on NEES' part. In 1991, despite flat electricity demand and a recession, NEES spent \$92 million and proposed to spend \$108 million in 1992.

Clearly, the NEES/CLF partnership has been a positive situation for all concerned -- for NEES, its customers, the CLF, and the environment. More than 550 gigawatthours (GWH), or enough power to supply 80,000 households for one year, was saved. The "power plant that conservation built" has already displaced the need to burn fossil fuels saving approximately 320 million pounds of carbon dioxide emissions. By 2000, NEES expects its efforts to supplant the need for 800 megawatts (MW) of generation and to contribute to an overall 45% reduction in net weighted air emissions. Without their partnership, NEES and the CLF could not have achieved the same results.

## **ENVIRONMENTAL MANAGEMENT AND CONSERVATION PROGRAMS**

**IBM Corporation  
208 Harbor Dr.  
Stamford, CT 06904  
203-973-7750**

IBM has a long-standing commitment to environmental protection. In 1967, 1971, and 1974, the company issued worldwide policies on safety, the environment and conservation. These policies, and subsequent actions, often were initiated before government regulations were issued. IBM's 1990 corporate policy statement on environmental affairs is the latest affirmation of objectives that have been woven into IBM's business fabric for decades.

A corporate vice president oversees worldwide environmental affairs. Daily operations are guided by written instructions and practices concerning environmental protection. Compliance responsibilities are well-defined. Environmental considerations are integral to research, development and in relationships with customers and are applied equally wherever IBM does business.

IBM's long-standing waste management hierarchy calls for reducing, reusing, recycling, and as a last resort, safely treating and disposing. Over the past decade, IBM has invested more than \$1 billion in upgrading facilities and implementing approaches, such as secondary containment with leak detection and above-ground tanks and piping. All new construction incorporates state-of-the-art environmental protection. In 1978, IBM established a safe PCB incineration program, and in the same year, initiated a worldwide groundwater monitoring program.

IBM has a comprehensive assessment program, including corporate audits. Environmental Impact Assessments are prepared for every product and process. All sites annually submit Environmental Master Plans, which are consolidated and used by management to assess performance and identify areas for improvement.

All plants are prepared to handle potential environmental emergencies, with trained employees, proper equipment and community coordination. A worldwide computer network is used to provide immediate notification of problems, alert other locations to exposures and prevent potential recurrences.

IBM's goal to eliminate CFCs from processes and products by 1993 is six years ahead of the Clean Air Act targets. IBM has established a similar goal to stop using methyl chloroform by 1995. IBM's programs have produced results, including the following: reduced CFC emissions worldwide by 83% from 1987 through 1991; reduced generated hazardous materials worldwide by 44% from 1987 through 1991 and recycled 86% of them in 1991; achieved 61% recycling of solid waste; conserved 4.1 billion kilowatt-hours of energy since 1986; reduced SARA releases by 66% from 1987-1991, including an 86% reduction in air emissions; and achieved an exemplary OSHA record.

Over the years, IBM has extended its commitment to the environment -- from its daily operations to philanthropic efforts to facilitate knowledge growth and technology transfer. Examples include a \$6.5 million donation to the United Nations to support the Global Resource Information Database and a \$25 million grant program for environmental research at universities and research institutes.

In summary, through visionary policies, sound practices, employee leadership and commitment, environmental protection and conservation are ingrained within IBM.

**BOSTON PARK PLAZA HOTEL AND TOWERS**  
**Saunders Hotels Group, Inc.**  
**64 Arlington St.**  
**Boston, MA 02116**  
**617-457-2413**

The Boston Park Plaza Hotel has created an environmental program whose magnitude clearly outlines how a company can make dramatic ecological changes, while maintaining extremely high standards of service and quality. Since 1990, 95 initiatives have been put into place encompassing all major departments of the hotel. The hotel has learned that a long-term perspective, top management's commitment, and an integrated approach can successfully balance economic viability with ecological responsibility. This is merely good and efficient business practice in the 1990's. The hotel has continued to operate a first-class operation and at the same time, make a commitment to preserve the planet.

The boldest innovation is the creation of new, elegant amenity pump-dispensers for all 1,100 guest-room bathrooms. This eliminates nearly 2 million one-ounce plastic bottles annually from the waste stream. The resulting cost savings from reduced packaging have been redirected to where it counts -- improving the product quality of the shampoo, conditioner, body gel and handsoap. The Boston Plaza Hotel is the first hotel in the country to take this bold step.

Other major initiatives include the installation of 1,686 new thermopane windows in all guest rooms at a cost of \$1.2 million. Eleven recycling programs are now in place including: steel; #1 and #2 plastics; clear and brown glass; white, computer and mixed paper; cardboard; telephone books; and aluminum. Other steps include solid waste reduction, energy and water conservation, hazardous waste elimination, education, and communications. Working at all levels of the company to integrate this program, a "green team" of enthusiastic employees volunteered to work alongside management to implement initiatives and help spread the word. All hotel managers now meet monthly for the sole purpose of discussing environmental goals and accomplishments.

Some initiatives can be strictly categorized as efficient operations; others are creative efforts which round out a truly comprehensive approach. In reality, there is much overlap between the two because efficient business is environmentally sound business.

What distinguishes this program from many other "green efforts" is management's commitment to incorporating environmental action into every facet of the hotel. Spearheading the program is Tedd Saunders, the hotel's environmental program director. Tedd has made a personal and professional commitment to establish his family's company as a model for integrating voluntary environmental solutions into everyday business practice.

To date, the hotel has invested more than \$1.8 million dollars in the program. In return, nearly three quarters of a million dollars of new business can be directly attributable to customer support of the hotel's environmental commitment.

The key to creating a successful environmental action plan is to formulate one that is initially affordable and feasible to maintain long-term. Numerous benefits include a healthier bottom line from improved efficiency and better use of resources, high morale and loyalty from employees, opportunities to uniquely present a positive public image, and additional business from increasingly conscious customers.

**CFC SOLVENT PHASE OUT  
Northern Telecom  
200 Athens Way  
Nashville, TN 37228  
(615) 734-4057**

Fulfilling a pledge made in 1988, Northern Telecom has become the first large electronics company in the world to meet a public commitment to eliminate ozone-depleting chlorofluorocarbon solvents (CFC-113) from its manufacturing operations nine years ahead of an international mandate set by the Montreal Protocol, an international agreement now signed by 86 nations which calls for the elimination of CFCs and other ozone-depleting substances by the year 2000.

Chlorofluorocarbons are chemicals widely used as refrigerants, as propellants, for foam blowing and as cleaning agents in various industrial applications. When emitted into the atmosphere, CFCs break down the protective ozone layer which shields the Earth from the sun's harmful ultraviolet rays. Northern Telecom, like most electronic manufacturing companies, used CFC-113 solvents to clean flux residue from printed circuit boards.

Northern Telecom was the first company to commit to such an aggressive timetable when, in 1988, it publicly announced that it would eliminate CFC-113 solvents from its 42 worldwide manufacturing operations by the end of 1991. The company achieved the goal by developing alternatives to the CFC solvent cleaning processes. These alternatives involve the use of low-residue fluxes and solder pastes that eliminate the need for cleaning after soldering.

The company estimates that the alternatives it has developed will prevent nearly 9,000 tons of CFCs from being released by facilities into the atmosphere over the next eight years. The new process will save the company in excess of \$50 million during the same time period in direct CFC solvent purchasing costs and other expenses.

Northern Telecom has built only CFC solvent-free facilities since 1988. The company has also committed to eliminate CFC-113 solvents from purchased facilities within 15 months of acquisition. In addition, Northern Telecom has pledged to eliminate methyl chloroform from its manufacturing process in 1993. Furthermore, Northern Telecom is sharing its technology with the global community through the Industry Cooperative for Ozone Layer Protection (ICOLP), of which Northern Telecom was a founding member, and through managing technology cooperation projects in Mexico and other countries in collaboration with U.S. EPA and national environmental agencies.

**SOUTH COAST RECYCLED AUTO PROJECT (SCRAP)**  
c/o Unocal Corporation  
1201 W. 5th Street  
Los Angeles, CA 90017  
213-977-5390

SCRAP showed that a market-based attack on major pollution sources could be cost-effective in improving air quality. Despite decades of work by federal, state and local entities, the Los Angeles Basin has the dirtiest air in the U.S. Progress has been made, but much remains to be done. Mobile sources account for over 60% of all ozone-precursor emissions in the Basin, with a disproportionate share coming from old cars. Oil refineries and power plants add 5%; the rest is from small businesses and private homes, some of which are not yet regulated sources. Regulators have concentrated on stationary sources despite studies calling for old-car buy backs; the question has always been, "who would pay for the cars, and why?"

SCRAP answered this question. Unocal budgeted over \$5 million to buy, test and scrap 7,000 pre-1971 autos (which have little or no emission controls). The company paid \$700 per car, and turned them over to a scrap yard to be crushed, shredded and recycled. The goal was to gather data to show regulators that a policy shift to market-based regulation and emissions credit "trading" could be faster and more cost-effective than command-and-control measures. The Ford Motor Company, as well as other companies, agencies, and individuals contributed another \$1 million to SCRAP, and 1,400 more vehicles were bought and destroyed.

SCRAP's economic incentives elicited the voluntary participation of old-car owners, and government agencies provided great support. The South Coast Air Quality Management District donated \$100,000, the California Air Resources Board (CARB) tested vehicles to quantify emissions reductions, the Department of Motor Vehicles did on-site records clearance, and the Bureau of Automotive Repair researched mileage and smog-check histories of the SCRAP cars.

Unocal tested the tailpipe emissions of every SCRAP car, and (with CARB) ran Federal Test Procedures on 74 of them. On average, the cars emitted 99 times more hydrocarbons per mile than a new 1990 auto, 50 times more carbon monoxide, and "only" 11 times more nitrogen oxides. Thus SCRAP eliminated twice the expected volume of air pollutants -- nearly 13 million pounds -- for about \$6 million (a fraction of the cost of an equivalent cleanup from stationary sources).

SCRAP-type programs can be replicated around the country depending on cost-effectiveness and the willingness of the regulators to allow emissions credits for stationary sources based on mobile source emissions cleanup. At least six programs are in progress or planning stages in the states of Delaware, California, Illinois, and Virginia. The precedent has been set and the program will be repeated in more and more places.

**PEOPLE FOR COMMUNITY RECOVERY, INC.  
13116 South Ellis Avenue  
Chicago, IL 60627  
312-468-1645**

People for Community Recovery is one of the nation's only environmental organizations whose grassroots are based in a public housing project where the residents are predominantly low-income African-Americans. The marked success that PCR has achieved in working with the State of Illinois, the Water Reclamation District of Metropolitan Chicago, and others is due to the strength of its educational program.

Environmental consciousness has been raised among the people of Altgeld Gardens, so that they can take informed action in finding and changing the environmental causes of their health problems. As a national leader in the grassroots environmental movement among people of color, PCR's executive director and founder, Hazel Johnson, has been called the "black mother of the environmental movement."

PCR's home is Altgeld Gardens, a 47-year-old Chicago Housing Authority project constructed on the former garbage dump of the Pullman Company. Located in the heart of the Calumet Industrial District, PCR's neighbors include at least fifty landfills and toxic waste sites, a sewage treatment plant, and a range of industries, including coke ovens, blast furnaces, refineries, and chemical plants.

Many residents of this area have experienced higher than normal rates of cancer and other diseases. Altgeld Gardens is the highest priority community to be conducted by the Agency for Toxic Substance and Disease Registry (ATSDR). For the first time, an assessment by ATSDR will be conducted with the collaboration of the community representatives.

PCR played a lead role in establishing a link between the environment and health issues by seeing that environmental education is an ongoing process of self-knowledge and self-improvement. By conducting its own extensive surveys of community health problems and convincing responsible authorities to conduct their own, by communicating information clearly and frequently to residents, by coordinating action programs to achieve do-able environmental goals, PCR has become a national model for community based environmental education and action.

Membership in PCR has soared from 12 to 969 in just 10 years; 11,000 residents of Altgeld Gardens are directly effected by PCR's programming. The 780,000 residents of Chicago's Far South Side and the communities of Calumet City, Burnham, Harvey, Phoenix, and South Holland who reside within the "Southeast Chicago" site as defined by the ATSDR, also receive direct benefit from PCR's programming.

The mere fact of PCR's ability to bring people of color together to address environmental issues -- in spite of social and economic hard times -- is testimony to its fundamental dedication, commitment, and perseverance, and is an inspiration to environmental advocates everywhere.

**ENVIRONMENTAL EDUCATION PROGRAM**  
c/o Chesapeake Bay Foundation  
162 Prince George Street  
Annapolis, MD 21401  
410-268-8816

The Chesapeake Bay Foundation's (CBF) outdoor environmental education program provides instruction in estuarine ecology for 35,000 students a year at 17 centers from the Susquehanna River to the Virginia Capes, east into the marshes of Maryland's Eastern Shore and west to the Piedmont and beyond. Students, teachers, and other adult groups participate in hands-on activities through the use of canoes, rowboats, skipjacks, diesel-powered Bay workboats, and even on a model low-input farm owned and operated by CBF. (At the Clagett Farm the EPA, USDA, the University of Maryland Department of Agriculture work cooperatively to monitor ground and surface water contamination as well as relative yields from different farming practices.)

CBF's program was the first of its kind on the Bay, beginning in 1971 with a borrowed Boston Whaler. Since then, it has grown to become one of the most sophisticated outdoor environmental education programs in the country. It is looked to as a model for the development and operation of other such programs nationwide. CBF's goal is to create a constituency who will value the Bay and its watershed as a living, connected system and who will act to restore clean water and insure a high quality of life for all inhabitants. Its objectives include the following: to create sensitivity to what is needed to cleanse and restore the Chesapeake as an ecosystem; to develop a sense of "ownership" of difference; and to impart the knowledge that must underlie any meaningful and effective action on the Bay's behalf.

Teachers are required to complete a one-day workshop before bringing their classes on a field trip. In addition, many teachers also complete a one-week training program for which in-service credit is available. Because of this, the benefit to the students is far more than the short time spent on field trips. Using CBF materials, teachers work extensively with students before the trip and after, often weaving the concepts into their semester-long curricula.

Finally, CBF's Environmental Education Program is an integral component of the entire organization, a characteristic that makes it a better program itself. Staff educators have full access to CBF's lawyers, scientists, agricultural experts, land planners, etc. In this way, the education staff are kept up to date on the latest science and policy of the overall Chesapeake Bay Program. They are able to work this information into their daily teachings. It is this capacity for a holistic approach that puts CBF's education program on the cutting edge.

# # #

November 1992

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+ big book McGregor

EXECUTIVE OFFICE OF THE PRESIDENT  
COUNCIL ON ENVIRONMENTAL QUALITY

11-20-92

Steve -

This is a package of background material on the recipients of the President's Environment and Conservation Awards, to be presented by the President in the East Room a week from Wednesday, on Dec. 2.

Mike Deland would like to speak with you and/or whomever drafts the President's talking points. Ben Jarratt in our office (x5750) is immersed in the details.

Best regards,  
Dale Artis

cc. Dan Mc Groarty

COPY



EXECUTIVE OFFICE OF THE PRESIDENT  
COUNCIL ON ENVIRONMENTAL QUALITY  
WASHINGTON, D.C. 20500

Michael R. Deland  
Chairman

(202) 395-5080

SCHEDULE PROPOSAL

NOVEMBER 10, 1992

TO: KATHERINE L. SUPER  
DEPUTY ASSISTANT TO THE PRESIDENT  
FOR APPOINTMENTS AND SCHEDULING

FROM: MICHAEL R. DELAND  
CHAIRMAN  
COUNCIL ON ENVIRONMENTAL QUALITY

REQUEST: For the President to present the Presidential Medals for Environmental Excellence -- the Nation's highest environmental honor -- to the 1992 recipients of the President's Environment and Conservation Challenge Awards.

BACKGROUND: In 1991, the President signed an Executive Order establishing the President's Environment and Conservation Challenge Awards program. These national environmental awards recognize outstanding U.S. environmental achievements and raise the Nation's conservation awareness.

This event will recognize the nine organizations who are receiving 1992 Medals. I will have presented certificates to the 13 Presidential Citation recipients (finalists in the program) at a ceremony earlier in the day.

DATE: TBD, November or December

WEDNESDAY, DEC. 2  
at 2:30 PM

LOCATION: East Room, the White House.

PARTICIPANTS: The President  
Michael Deland, Chairman, CEQ  
Award Partners:

- Gilbert Grosvenor -- National Geographic
- Frank Bennack -- Hearst Corporation
- Russell Train -- World Wildlife Fund
- John Ong -- The Business Roundtable  
(Chairman of B.F. Goodrich)

225 guests in the East Room

-more-

Secretary of the Interior Manuel Lujan  
Secretary of Energy James Watkins  
EPA Administrator William Reilly  
Members of President's Commission on  
Environmental Quality  
Nine "Medal" Recipients  
13 "Citation" Recipients  
Awards' Selection Committee and Technical  
Evaluators  
Members of national business, trade and  
environmental community  
Members of legislative and executive branches

EVENT OUTLINE: East Room ceremony.

- Presidential remarks.
- Presentation of Presidential Medals.
- Special Citations to the Award Partners in recognition of their two years of support of the Challenge Awards.
- Upon departure, Presidential handshakes with the 13 Citation recipients who will be seated in the first row.

Reception will immediately follow in the State Dining Room.

MEDIA COVERAGE: Open Photo, Writing Pool Coverage.

# # #

THE WHITE HOUSE  
Office of the Press Secretary

For Immediate Release

October 29, 1992

The President announced today that nine U.S. individuals and organizations will receive the nation's highest environmental honor -- the President's Environment and Conservation Challenge Award. These innovative and effective leaders have distinguished themselves as pioneers in protecting and conserving our environment. They will receive the Presidential medal for environmental excellence at a White House ceremony later this fall.

In addition to the medal recipients, Presidential citations are also being awarded to 13 finalists who demonstrated notable environmental achievements.

The Presidential medal and citation recipients are representative of the new generation of environmental entrepreneurs and activists. They are doers, not takers. They are building cooperative problem-solving partnerships, creating new products and processes that are sensitive to the ecology, incorporating environmental thinking into business decision-making, and promoting a conservation ethic throughout the United States and other countries.

Medal Recipients

Boston Park Plaza Hotel and Towers  
Chesapeake Bay Foundation  
Florida Save Our Everglades  
IBM Corporation  
New England Electric System &  
the Conservation Law Foundation  
Northern Telecom, Inc.  
People for Community Recovery  
Think Earth Environmental  
Education Program  
Unocal Corporation

Citation Recipients

3COM Corporation  
Chrysler Corporation  
Council of Great Lakes Governors  
Georgia Office of Energy  
Resources  
Hannaford Brothers Co.  
Keep Texas Beautiful  
Maryland Chesapeake Bay License  
Plate  
New Mexico Department of  
Energy, Minerals and Natural  
Resources, & the Gas Company  
of New Mexico  
Partnership for Wetlands  
Conservation  
Procter & Gamble Company  
Santa Rosa Plateau Agreement  
Save Our Streams  
Tennessee Conservation League

The President's Environment and Conservation Challenge Awards are administered by the Council on Environmental Quality, in partnership with The National Geographic Society, The Hearst Corporation, The Business Roundtable, and the World Wildlife Fund.

The Awards program was established by Executive Order in 1991. An independent selection committee of notable leaders in the academic, business, environmental, and professional fields judged the nominations. Presidential medals and citations are awarded in four categories: Partnership, Environmental Quality Management, Innovation, and Education and Communications.

# # #

Editor's note: A description of medal and citation recipients is attached.



EXECUTIVE OFFICE OF THE PRESIDENT  
COUNCIL ON ENVIRONMENTAL QUALITY  
WASHINGTON, D.C. 20503

## RECIPIENTS OF 1992 PRESIDENTIAL MEDALS

*Medals are presented to individuals and organizations whose efforts epitomize the ideals of the Challenge Awards*

**PARTNERSHIP:** *Awarded for fostering cooperative approaches to environmental needs at the local, regional, or national level.*

**Florida Save Our Everglades Program  
State of Florida and partners, Tallahassee, FL**

The Save Our Everglades program was created to preserve and restore Florida's unique wetlands ecosystem. Objectives included the restoration of the Kissimmee River and protection of Lake Okechobee, Water Conservation Areas, Big Cypress Swamp, the Florida panther and other endangered wildlife. Since its initiation, 290,000 acres of land have been acquired; landmark federal and state legislation has been passed; and 36 wildlife highway crossings and bridges have been constructed to protect endangered species and improve hydrology. Partners include the State of Florida, 22 conservation groups forming the Everglades Coalition, the U.S. Army Corps of Engineers, the National Park Service, and the U.S. Fish and Wildlife Service.

Contact: Estus Whitfield, Office of Planning and Budget, (904) 488-5551

**Think Earth Environmental Education Program  
Southern California "Think Earth" Environmental Education Consortium, Lakewood, CA**

This consortium of 13 California organizations developed and distributed "Think Earth," an elementary school environmental education curriculum. The curriculum teaches children to conserve natural resources, reduce waste, and minimize pollution. "Think Earth" has reached approximately one million students nationwide. Partners include the Atlantic Richfield Company, City of Los Angeles, Education Development Specialists, GTE California, Los Angeles Department of Water and Power, Metropolitan Water District of Southern California, Orange County Sanitation Districts, Sanitation Districts of Los Angeles County, South Coast Air Quality Management District, Southern California Edison, The Gas Company, Ventura County Air Pollution Control District, and the Ventura Regional Sanitation District.

Contact: Anne Crafton, Director of Marketing, (310) 420-6814

**Energy Conservation Collaborative Effort  
New England Electric System, Westboro, MA, and the Conservation Law Foundation of New England, Boston, MA**

The unlikely union of an electric utility and an environmental group has resulted in two major achievements: the development of one of the nation's most successful energy conservation programs and regulatory approval for a utility earnings incentive. The "power plant that conservation built" significantly reduced the utility's air pollutants and the need for new capacity, while saving consumers and stockholders money.

Contacts: Mary Smith, Coordinator, NEES, (508) 366-9011  
Armond Cohen, CLF, (617) 742-2540

— 1992 Presidential Medals —

**ENVIRONMENTAL QUALITY MANAGEMENT:** *Awarded for demonstrating that environmental values can be integrated into sound management decisions and practices.*

**Environmental Management and Conservation Programs  
IBM Corporation, Stamford, CT**

IBM demonstrated that a large company can institutionalize and practice environmental protection and conservation through sound policy practices, executive leadership, and employee commitment. IBM's record of accomplishments results from meeting or exceeding government regulations and, where none exist, from setting and adhering to its own stringent standards.

Contact: Wayne Balta, Director of Corporate Environmental Programs, (203) 973-7750

**Boston Park Plaza Hotel and Towers Environmental Action Program  
Saunders Hotels Group, Inc., Boston, MA**

The Boston Park Plaza Hotel and Towers has created an environmental campaign which encompasses more than 85 initiatives throughout all departments of the hotel. This program has shown clearly that the competitive hospitality service industry can make dramatic changes and maintain a high quality of service and standards. This family-owned and -operated landmark property has successfully aligned business with environmental action.

Contact: Tedd Saunders, Environmental Program Director, (617) 457-2413

**INNOVATION:** *Awarded for developing creative technologies, programs, or services that are environmentally sound and economically sensible.*

**CFC Solvent Phase Out  
Northern Telecom, Inc., Nashville, TN**

In 1988, Northern Telecom, Inc., pledged the complete phase out of CFC-113 solvents from all of its 42 manufacturing and research operations worldwide within three years. Northern Telecom was the first global telecommunications company to make such a pledge. At the end of 1991, all 42 Northern Telecom operations had totally eliminated these solvents from their operations. CFC solvent emissions to the atmosphere were reduced from greater than 1,000 tons per year to zero in three years.

Contact: Gary Minck, Senior Manager of Environmental Affairs, (615) 734-4057

**South Coast Recycled Auto Project (SCRAP)  
Unocal Corporation, Los Angeles, CA**

Unocal's SCRAP Project was an unprecedented effort to improve air quality in the Los Angeles Basin by scrapping heavily polluting, pre-1971 cars. In four months, 8,376 old cars were purchased and crushed for recycling. The SCRAP project reduced air pollutants by nearly 13 million pounds per year for a cost of approximately 50 cents per pound.

Contact: James Bray, Public Relations Representative, (213) 977-5390

— 1992 Presidential Medals —

**EDUCATION AND COMMUNICATIONS:** *Awarded for developing informational programs that inspire respect for the environment and raise the public's environmental awareness.*

**People for Community Recovery**  
People for Community Recovery, Inc., Chicago, IL

People for Community Recovery (PCR) is a grassroots environmental education and advocacy organization serving a predominantly low-income, African-American community. PCR assesses the level of environmental hazards in the community and mobilizes its constituents to alleviate these hazards. Hazel Johnson, the group's executive director and founder, is recognized as a national leader in the grassroots environmental movement.

Contact: Cheryl Johnson, Administrative Assistant, (312) 468-1645

**Environmental Education Program**  
Chesapeake Bay Foundation, Annapolis, MD

The Chesapeake Bay Foundation's (CBF) Outdoor Environmental Education Program provides over 35,000 student-days per year of field instruction in estuarine issues to students, teachers, and adults throughout the Bay watershed. The goal is to create a constituency that not only values and understands the Bay, but also works actively to restore it. Individuals and groups participate in hands-on water activities through the use of canoes, rowboats, skipjacks, powerboats, and even work on a model low-input farm operated by CBF.

Contact: Donald Baugh, Director of Education Program, (410) 268-8816

# # #

## RECIPIENTS OF 1992 PRESIDENTIAL CITATIONS

*Citations are presented to finalists whose efforts demonstrate noteworthy achievements in the four Award categories*

### FOR PARTNERSHIP

#### **Compressed Natural Gas Vehicle Conversion Projects New Mexico Department of Energy, Minerals and Natural Resources, Santa Fe, NM, and the Gas Company of New Mexico, Albuquerque, NM**

The New Mexico Department of Energy, Minerals and Natural Resources and the Gas Company of New Mexico joined forces to introduce compressed natural gas (CNG) vehicles to the area's diverse transportation sectors. The objective was to increase public acceptance of energy-saving, cost effective and environmentally compatible alternatives to petroleum fuels. The program introduced CNG technology to school districts, government agencies, municipalities and non-profit groups.

Contact: Dianne Caron, Director of Conservation and Management, (505) 827-5917

#### **Santa Rosa Plateau Agreement Metropolitan Water District of Southern California and partners, Los Angeles, CA**

The Santa Rosa Plateau Management Committee saved the unique resources of this natural grasslands ecosystem. By creating a model for cooperation in regional environmental planning, the partnership brought regulatory agencies and responsible developers together in a program which simultaneously benefited wildlife and people. Partners include: the Metropolitan Water District of Southern California, The Nature Conservancy, Riverside County, California Department of Fish and Game, and the U.S. Fish and Wildlife Service.

Contact: Gregory Taylor, Executive Assistant to General Manager, (213) 250-6115

#### **Keep Texas Beautiful Keep Texas Beautiful, Inc., Austin, TX**

The mission of Keep Texas Beautiful is to preserve the natural beauty and environment of the Lone Star State. The group forges partnerships between grassroots volunteer organizations and the public and private sectors to improve the quality of life, enhance economic development and tourism, and conserve public and natural resources through education and public awareness activities which emphasize proper solid waste management and responsible behavior by all Texans and visitors to Texas.

Contact: Leann Garms, Media and Marketing Coordinator, (1-800-CLEAN-TX)

#### **Partnership for Wetlands Conservation Dow Chemical Company and partners, Midland, MI**

The Partnership for Wetlands Conservation is a public/private partnership supporting the goals of the North American Wetlands Conservation Act of 1990. Partners include the National Fish and Wildlife Foundation, Ducks Unlimited, The Nature Conservancy, and the Dow Chemical Company. The partnership commits conservation expertise and \$6 million to preserve endangered wetlands acres. Dow employees also volunteer to coordinate habitat projects on and near Dow properties.

Contact: Sarah Opperman, Group Manager, Science & Environmental Communications, (517) 636-3270

**FOR ENVIRONMENTAL QUALITY MANAGEMENT**

**Corporate Environmental Policies  
3COM Corporation, Santa Clara, CA**

3COM, a leading supplier of data networking products, believes that pollution prevention and conservation practices ensure its success. 3COM was a pioneer in CFC replacement and the use of organic packaging. Conservation efforts include recycling 89% of all office paper, 98% of toner cartridges, and 4 tons of cardboard annually. Employees voluntarily recycle, rideshare, and work in a smokefree environment.

Contact: David Abramson, Corporate Public Relations, (408) 764-6621

**FOR INNOVATION**

**Georgia No-Tillage Assistance Program  
Georgia Office of Energy Resources, Atlanta, GA**

The No-Tillage Assistance Program, funded by the state Office of Energy Resources and administered by the Georgia Soil & Water Conservation Commission, provides small farmers access to costly conservation tillage equipment at a minimal per acre fee. No-Tillage methods prevent water pollution, soil erosion, and save non-renewable fossil fuels. To date, more than 6,000 acres on 2,200 farms have been converted to no-till systems, saving more than 200,000 tons of soil and 225,000 gallons of fuel over conventional tilling methods.

Contact: Paul Burks, Director, (404) 656-5176

**Jefferson North Project  
Chrysler Corporation, Detroit, MI**

Chrysler's objective was to build an environmentally-sound, world-class manufacturing facility to produce an automobile production line. The company reclaimed an urban site to construct the Jefferson North Assembly Plant. Pollution prevention was factored into decisions about plant design, raw materials, manufacturing processes, and the vehicle built at the new facility.

Contact: Lee Sechler, Public Affairs, (313) 252-8802

**"Great Lakes Recycle" Program  
Council of Great Lakes Governors, Chicago, IL**

"Great Lakes Recycle" stimulates market development for recycled products through a joint purchase approach, which is unprecedented in size. The program contributes to the emergence of an ecologically sound economy in the region by creating common specifications and stimulating investment in environmentally sound technologies. States involved include Illinois, Indiana, Michigan, Minnesota, Ohio, New York, Pennsylvania, and Wisconsin.

Contact: Tim McNulty, Executive Director, (312) 407-0177

**Innovative Source Reduction  
Procter & Gamble Company, Cincinnati, OH**

Innovation in reducing the volume of material going to solid waste is a hallmark of Procter & Gamble's environmental programs. Through the largest source reduction program ever, the company has eliminated .5% of the volume of the total U.S. waste stream. In partnership with retailers and consumers, P&G has applied this innovation and high technology to use less material in its products and packages while at the same time delivering quality products.

Contact: Edward Fox, Associate Director of Corporate Packaging, (513) 634-2376

FOR EDUCATION AND COMMUNICATIONS

**Save Our Streams  
Save Our Streams, Glen Burnie, MD**

Save Our Streams is a volunteer advocacy group that identifies and corrects problems on Maryland's waterways through hands-on water quality testing and local activism. Save Our Stream's 7,000 volunteers strive to educate and build partnerships between citizens, businesses, industries, and government agencies. The group provides a range of educational materials, tools and techniques for stream monitoring, and organizes communities to develop and strengthen leadership focused on a common conservation goal.

Contact: Barbara Taylor, Director, (410) 969-0084

**Earth Matters  
Hannaford Brothers Co., Scarborough, ME**

The "Earth Matters" program works in partnership with customers, associates, and suppliers. Through this program, the Hannaford Brothers supermarket chain raises awareness of environmental issues, increases community involvement in conservation programs, and encourages others to reduce, reuse, and recycle resources. Local communities recognize and value the company's high recycling rates and its effective programs.

Contact: Ted Brown, Environmental Affairs Manager, (207) 883-2911

**Chesapeake Bay License Plate Program  
State of Maryland, Annapolis, MD**

The State of Maryland's Chesapeake Bay commemorative license plate program has raised more than \$3.5 million for Bay education and restoration projects while increasing public awareness of the Bay among the 4.5 million citizens of Maryland and throughout the Bay region.

Contact: Barbara Knisely, Chesapeake Bay Communications Office, (410) 974-5300

**Project CENTS  
Tennessee Conservation League, Nashville, TN**

Project CENTS is an interdisciplinary program for students in grades K-12, using basic skills in reading and math to teach natural resource concepts. The program provides students with the knowledge to understand and evaluate their actions in relation to the environment. Since 1983, more than 19,000 teachers and 300,000 Tennessee students have benefitted from this program.

Contact: Anthony Campbell, Executive Director, (615) 353-1133

For further information about the President's Environment and Conservation Challenge Awards, contact Heather Beldon or Dale Curtis at the Council on Environmental Quality, 722 Jackson Place, Washington, DC, 20503. Telephone: (202) 395-5750.

# # #



EXECUTIVE OFFICE OF THE PRESIDENT  
COUNCIL ON ENVIRONMENTAL QUALITY  
WASHINGTON, D.C. 20503

**1992 PRESIDENTIAL MEDAL RECIPIENTS**

The following environmental program summaries are based on the original applications submitted to the President's Environment and Conservation Challenge Awards program.

**FLORIDA SAVE OUR EVERGLADES PROGRAM**  
c/o State of Florida  
The Capitol  
Tallahassee, FL 32399-0001  
904-488-5551

The Florida Everglades and its interrelated lakes, rivers, marshes, freshwater swamps, mangrove forests and coastal estuaries stretch from Orlando to Florida Bay, and from Ft. Myers to Ft. Lauderdale, covering an area approximately 9,000 square miles on the Florida peninsula. A sub-tropical climate, flat terrain, and some 60 inches of annual rainfall created a water-dependent ecological system in South Florida with a rich and productive species diversity, unique to the continental United States.

The interrelated hydrological system, characterized by an overland sheet flow of freshwater, is the only source of drinking water for Southeast Florida. More than 100 years of drainage and development have severely damaged the Everglades ecological system. Dredging, filling, and draining for agriculture, urban development, and flood control destroyed large portions of the historic Kissimmee River floodplain, the Everglades, and Big Cypress Swamp, with negative effects on water quality and supplies, fish and wildlife habitat, and the quality of human life.

The Save Our Everglades program was initiated in August 1983. Partners include the State of Florida, 21 conservation groups forming the Everglades Coalition, the U.S. Army Corps of Engineers, the National Park Service and the U.S. Fish and Wildlife Service. The program's goal is to restore and preserve the Everglades so that by the year 2000 it will look and function more as it did in the year 1900. It is a strategic program with six primary objectives, which are:

1. Re-establish the natural values of the Kissimmee River;
2. Protect Lake Okeechobee;
3. Protect the Water Conservation Areas;
4. Protect the Big Cypress Swamp;
5. Restore Everglades National Park; and,
6. Protect the Florida Panther and other endangered wildlife.

The Save Our Everglades Program has achieved remarkable success. A \$420 million, expansive restoration of the Kissimmee River has begun, with the support of the U.S. Army Corps of Engineers. Legislation has been enacted by Congress adding 146,000 acres to the Big Cypress National Preserve and 107,600 acres to Everglades National Park. Two new National Wildlife Refuges have been created.

To improve the quality of water in Lake Okeechobee, pollution control measures are being installed on all dairies north of the Lake's watershed. In converting State Road 84 to I-75 across the Everglades, hydrological improvements and wildlife underpasses have been constructed. Some 290,000 acres of land have been acquired for preservation and protection of the Everglades ecosystem. National, State and local environmental organizations, and the general public support the program. The environmental organizations have been instrumental in working with government agencies, the Congress and the Florida Legislature to enact programs and legislation to further the goals of the program.

**THINK EARTH ENVIRONMENTAL EDUCATION PROGRAM**  
**Southern California "Think Earth" Environmental Consortium**  
**5505 East Carson Street, Suite 250**  
**Lakewood, CA 90713**  
**310-420-6814**

The Think Earth Environmental Education Program began in 1989 when several public and private organizations met with environmental groups and educators to address the need for a comprehensive environmental education program. The group agreed that individually the task would be intense, but a consortium of development sponsors could pool their resources to produce the curriculum.

The consortium is unique in that its partners represent a broad environmental spectrum: ARCO, City of Los Angeles Clean Water Program, Educational Development Specialists, GTE California, Los Angeles Department of Water and Power, Metropolitan Water District of Southern California, Orange County Sanitation District, Sanitation Districts of Los Angeles County, South Coast Air Quality Management District, Southern California Edison, Southern California Gas Company, Ventura County Air Pollution Control District, and the Ventura Regional Sanitation District. The diversity of this group has helped produce a comprehensive, unbiased program.

Educational Development Specialists (EDS), a curriculum development firm, developed *Think Earth*. The program consists of seven complete educational units for kindergarten through sixth grade. The goal of the program is to teach children to "Think Earth" -- to conserve natural resources, to reduce waste, and to minimize pollution. The program also promotes an environmental ethic by which students balance human and environmental needs. Children learn important environmental concepts, with emphasis on behaviors to empower children with practical life skills that will make a difference.

The curriculum is innovative in that it is comprehensive, yet brief. It interrelates all elements of the environment in an integrated instructional program. Most importantly, *Think Earth* is measurable; unit tests allow teachers to assess student learning of objectives and behaviors.

The consortium has provided free *Think Earth* K-3 instructional units to approximately 70% of the 3,500 public and private elementary schools in Southern California. To date, more than 10,000 teachers have taught the units to nearly 500,000 students in Southern California. The units for grades 4-6 have been field tested and will be distributed beginning in 1993. The program is also available throughout the nation. So far, companies and agencies in all 50 states have provided *Think Earth* to an estimated 1 million students.

Results of field tests show high levels of student achievement. In addition, student and teacher attitudes were positive. All of the teachers felt the program helped students develop an understanding of environmental problems and a commitment to solving them.

The *Think Earth* program is a successful example of a public/private collaborative alliance. It serves not only as a case study of a quality environmental program for Southern California, but also as a model of how similar programs can be implemented throughout the country.

**NEW ENGLAND ELECTRIC SYSTEM/CONSERVATION LAW FOUNDATION**  
**Collaborative Efforts**

**New England Electric System**  
25 Research Drive  
Westboro, MA 01582  
508-366-9011

**Conservation Law Foundation**  
of New England  
3 Joy Street  
Boston, MA 02108  
617-742-2540

In 1988, the New England Electric System Companies (NEES) and the Conservation Law Foundation (CLF) embarked on an unlikely joint venture -- the union of an electric utility and environmental group. At a time when utilities were finding it difficult to build new power plants, groups such as CLF were arguing that energy conservation, not new power plants, should provide the needed capacity. Formed as an alternative to working out differences within the regulatory arena, the partnership implemented the largest, most comprehensive, cost-effective conservation program in the nation in proportion to the utility's size.

Hoping to bridge their differences, NEES and CLF officials originally met for lunch, sketching out a proposed collaborative plan on a paper napkin. Challenged with the joint goal of lessening environmental impacts through conservation, NEES and the CLF developed an agreement which committed the utility to a substantial increase in conservation spending (up to \$40 million that first year).

NEES, in cooperation with the CLF, developed a comprehensive series of cost-effective new energy conservation programs for its commercial, industrial and residential customers. The partnership heralded a new era in utility-sponsored energy-efficiency efforts. A primary concern of NEES was its ability to maintain funding for its conservation programs without jeopardizing the company's overall financial stability. Options involved either slowing the development of its conservation and load management (C&LM) program to an average utility level, or gambling that a truly first-class level would yield a sound regulatory response allowing the utility to profit from its efforts.

In 1989, NEES and CLF filed proposals in Massachusetts, Rhode Island and New Hampshire for a new C&LM program. NEES proposed to spend \$65 million on its efforts in 1990 and asked regulatory agencies to allow NEES to share in its customers' savings. All three states approved variations of the incentive proposal. For the first time in the region's history, an electric utility earned a return on its conservation expenses at the state level. The action assured the continuation of utility-sponsored conservation programs and increased investment on NEES' part. In 1991, despite flat electricity demand and a recession, NEES spent \$92 million and proposed to spend \$108 million in 1992.

Clearly, the NEES/CLF partnership has been a positive situation for all concerned -- for NEES, its customers, the CLF, and the environment. More than 550 gigawatthours (GWH), or enough power to supply 80,000 households for one year, was saved. The "power plant that conservation built" has already displaced the need to burn fossil fuels saving approximately 320 million pounds of carbon dioxide emissions. By 2000, NEES expects its efforts to supplant the need for 800 megawatts (MW) of generation and to contribute to an overall 45% reduction in net weighted air emissions. Without their partnership, NEES and the CLF could not have achieved the same results.

**ENVIRONMENTAL MANAGEMENT AND CONSERVATION PROGRAMS**  
**IBM Corporation**  
**208 Harbor Dr.**  
**Stamford, CT 06904**  
**203-973-7750**

IBM has a long-standing commitment to environmental protection. In 1967, 1971, and 1974, the company issued worldwide policies on safety, the environment and conservation. These policies, and subsequent actions, often were initiated before government regulations were issued. IBM's 1990 corporate policy statement on environmental affairs is the latest affirmation of objectives that have been woven into IBM's business fabric for decades.

A corporate vice president oversees worldwide environmental affairs. Daily operations are guided by written instructions and practices concerning environmental protection. Compliance responsibilities are well-defined. Environmental considerations are integral to research, development and in relationships with customers and are applied equally wherever IBM does business.

IBM's long-standing waste management hierarchy calls for reducing, reusing, recycling, and as a last resort, safely treating and disposing. Over the past decade, IBM has invested more than \$1 billion in upgrading facilities and implementing approaches, such as secondary containment with leak detection and above-ground tanks and piping. All new construction incorporates state-of-the-art environmental protection. In 1978, IBM established a safe PCB incineration program, and in the same year, initiated a worldwide groundwater monitoring program.

IBM has a comprehensive assessment program, including corporate audits. Environmental Impact Assessments are prepared for every product and process. All sites annually submit Environmental Master Plans, which are consolidated and used by management to assess performance and identify areas for improvement.

All plants are prepared to handle potential environmental emergencies, with trained employees, proper equipment and community coordination. A worldwide computer network is used to provide immediate notification of problems, alert other locations to exposures and prevent potential recurrences.

IBM's goal to eliminate CFCs from processes and products by 1993 is six years ahead of the Clean Air Act targets. IBM has established a similar goal to stop using methyl chloroform by 1995. IBM's programs have produced results, including the following: reduced CFC emissions worldwide by 83% from 1987 through 1991; reduced generated hazardous materials worldwide by 44% from 1987 through 1991 and recycled 86% of them in 1991; achieved 61% recycling of solid waste; conserved 4.1 billion kilowatt-hours of energy since 1986; reduced SARA releases by 66% from 1987-1991, including an 86% reduction in air emissions; and achieved an exemplary OSHA record.

Over the years, IBM has extended its commitment to the environment -- from its daily operations to philanthropic efforts to facilitate knowledge growth and technology transfer. Examples include a \$6.5 million donation to the United Nations to support the Global Resource Information Database and a \$25 million grant program for environmental research at universities and research institutes.

In summary, through visionary policies, sound practices, employee leadership and commitment, environmental protection and conservation are ingrained within IBM.

**BOSTON PARK PLAZA HOTEL AND TOWERS**  
**Saunders Hotels Group, Inc.**  
**64 Arlington St.**  
**Boston, MA 02116**  
**617-457-2413**

The Boston Park Plaza Hotel has created an environmental program whose magnitude clearly outlines how a company can make dramatic ecological changes, while maintaining extremely high standards of service and quality. Since 1990, 95 initiatives have been put into place encompassing all major departments of the hotel. The hotel has learned that a long-term perspective, top management's commitment, and an integrated approach can successfully balance economic viability with ecological responsibility. This is merely good and efficient business practice in the 1990's. The hotel has continued to operate a first-class operation and at the same time, make a commitment to preserve the planet.

The boldest innovation is the creation of new, elegant amenity pump-dispensers for all 1,100 guest-room bathrooms. This eliminates nearly 2 million one-ounce plastic bottles annually from the waste stream. The resulting cost savings from reduced packaging have been redirected to where it counts -- improving the product quality of the shampoo, conditioner, body gel and handsoap. The Boston Plaza Hotel is the first hotel in the country to take this bold step.

Other major initiatives include the installation of 1,686 new thermopane windows in all guest rooms at a cost of \$1.2 million. Eleven recycling programs are now in place including: steel; #1 and #2 plastics; clear and brown glass; white, computer and mixed paper; cardboard; telephone books; and aluminum. Other steps include solid waste reduction, energy and water conservation, hazardous waste elimination, education, and communications. Working at all levels of the company to integrate this program, a "green team" of enthusiastic employees volunteered to work alongside management to implement initiatives and help spread the word. All hotel managers now meet monthly for the sole purpose of discussing environmental goals and accomplishments.

Some initiatives can be strictly categorized as efficient operations; others are creative efforts which round out a truly comprehensive approach. In reality, there is much overlap between the two because efficient business is environmentally sound business.

What distinguishes this program from many other "green efforts" is management's commitment to incorporating environmental action into every facet of the hotel. Spearheading the program is Tedd Saunders, the hotel's environmental program director. Tedd has made a personal and professional commitment to establish his family's company as a model for integrating voluntary environmental solutions into everyday business practice.

To date, the hotel has invested more than \$1.8 million dollars in the program. In return, nearly three quarters of a million dollars of new business can be directly attributable to customer support of the hotel's environmental commitment.

The key to creating a successful environmental action plan is to formulate one that is initially affordable and feasible to maintain long-term. Numerous benefits include a healthier bottom line from improved efficiency and better use of resources, high morale and loyalty from employees, opportunities to uniquely present a positive public image, and additional business from increasingly conscious customers.

**CFC SOLVENT PHASE OUT  
Northern Telecom  
200 Athens Way  
Nashville, TN 37228  
(615) 734-4057**

Fulfilling a pledge made in 1988, Northern Telecom has become the first large electronics company in the world to meet a public commitment to eliminate ozone-depleting chlorofluorocarbon solvents (CFC-113) from its manufacturing operations nine years ahead of an international mandate set by the Montreal Protocol, an international agreement now signed by 86 nations which calls for the elimination of CFCs and other ozone-depleting substances by the year 2000.

Chlorofluorocarbons are chemicals widely used as refrigerants, as propellants, for foam blowing and as cleaning agents in various industrial applications. When emitted into the atmosphere, CFCs break down the protective ozone layer which shields the Earth from the sun's harmful ultraviolet rays. Northern Telecom, like most electronic manufacturing companies, used CFC-113 solvents to clean flux residue from printed circuit boards.

Northern Telecom was the first company to commit to such an aggressive timetable when, in 1988, it publicly announced that it would eliminate CFC-113 solvents from its 42 worldwide manufacturing operations by the end of 1991. The company achieved the goal by developing alternatives to the CFC solvent cleaning processes. These alternatives involve the use of low-residue fluxes and solder pastes that eliminate the need for cleaning after soldering.

The company estimates that the alternatives it has developed will prevent nearly 9,000 tons of CFCs from being released by facilities into the atmosphere over the next eight years. The new process will save the company in excess of \$50 million during the same time period in direct CFC solvent purchasing costs and other expenses.

Northern Telecom has built only CFC solvent-free facilities since 1988. The company has also committed to eliminate CFC-113 solvents from purchased facilities within 15 months of acquisition. In addition, Northern Telecom has pledged to eliminate methyl chloroform from its manufacturing process in 1993. Furthermore, Northern Telecom is sharing its technology with the global community through the Industry Cooperative for Ozone Layer Protection (ICOLP), of which Northern Telecom was a founding member, and through managing technology cooperation projects in Mexico and other countries in collaboration with U.S. EPA and national environmental agencies.

**SOUTH COAST RECYCLED AUTO PROJECT (SCRAP)**  
c/o Unocal Corporation  
1201 W. 5th Street  
Los Angeles, CA 90017  
213-977-5390

SCRAP showed that a market-based attack on major pollution sources could be cost-effective in improving air quality. Despite decades of work by federal, state and local entities, the Los Angeles Basin has the dirtiest air in the U.S. Progress has been made, but much remains to be done. Mobile sources account for over 60% of all ozone-precursor emissions in the Basin, with a disproportionate share coming from old cars. Oil refineries and power plants add 5%; the rest is from small businesses and private homes, some of which are not yet regulated sources. Regulators have concentrated on stationary sources despite studies calling for old-car buy backs; the question has always been, "who would pay for the cars, and why?"

SCRAP answered this question. Unocal budgeted over \$5 million to buy, test and scrap 7,000 pre-1971 autos (which have little or no emission controls). The company paid \$700 per car, and turned them over to a scrap yard to be crushed, shredded and recycled. The goal was to gather data to show regulators that a policy shift to market-based regulation and emissions credit "trading" could be faster and more cost-effective than command-and-control measures. The Ford Motor Company, as well as other companies, agencies, and individuals contributed another \$1 million to SCRAP, and 1,400 more vehicles were bought and destroyed.

SCRAP's economic incentives elicited the voluntary participation of old-car owners, and government agencies provided great support. The South Coast Air Quality Management District donated \$100,000, the California Air Resources Board (CARB) tested vehicles to quantify emissions reductions, the Department of Motor Vehicles did on-site records clearance, and the Bureau of Automotive Repair researched mileage and smog-check histories of the SCRAP cars.

Unocal tested the tailpipe emissions of every SCRAP car, and (with CARB) ran Federal Test Procedures on 74 of them. On average, the cars emitted 99 times more hydrocarbons per mile than a new 1990 auto, 50 times more carbon monoxide, and "only" 11 times more nitrogen oxides. Thus SCRAP eliminated twice the expected volume of air pollutants -- nearly 13 million pounds -- for about \$6 million (a fraction of the cost of an equivalent cleanup from stationary sources).

SCRAP-type programs can be replicated around the country depending on cost-effectiveness and the willingness of the regulators to allow emissions credits for stationary sources based on mobile source emissions cleanup. At least six programs are in progress or planning stages in the states of Delaware, California, Illinois, and Virginia. The precedent has been set and the program will be repeated in more and more places.

**PEOPLE FOR COMMUNITY RECOVERY, INC.  
13116 South Ellis Avenue  
Chicago, IL 60627  
312-468-1645**

People for Community Recovery is one of the nation's only environmental organizations whose grassroots are based in a public housing project where the residents are predominantly low-income African-Americans. The marked success that PCR has achieved in working with the State of Illinois, the Water Reclamation District of Metropolitan Chicago, and others is due to the strength of its educational program.

Environmental consciousness has been raised among the people of Altgeld Gardens, so that they can take informed action in finding and changing the environmental causes of their health problems. As a national leader in the grassroots environmental movement among people of color, PCR's executive director and founder, Hazel Johnson, has been called the "black mother of the environmental movement."

PCR's home is Altgeld Gardens, a 47-year-old Chicago Housing Authority project constructed on the former garbage dump of the Pullman Company. Located in the heart of the Calumet Industrial District, PCR's neighbors include at least fifty landfills and toxic waste sites, a sewage treatment plant, and a range of industries, including coke ovens, blast furnaces, refineries, and chemical plants.

Many residents of this area have experienced higher than normal rates of cancer and other diseases. Altgeld Gardens is the highest priority community to be conducted by the Agency for Toxic Substance and Disease Registry (ATSDR). For the first time, an assessment by ATSDR will be conducted with the collaboration of the community representatives.

PCR played a lead role in establishing a link between the environment and health issues by seeing that environmental education is an ongoing process of self-knowledge and self-improvement. By conducting its own extensive surveys of community health problems and convincing responsible authorities to conduct their own, by communicating information clearly and frequently to residents, by coordinating action programs to achieve do-able environmental goals, PCR has become a national model for community based environmental education and action.

Membership in PCR has soared from 12 to 969 in just 10 years; 11,000 residents of Altgeld Gardens are directly effected by PCR's programming. The 780,000 residents of Chicago's Far South Side and the communities of Calumet City, Burnham, Harvey, Phoenix, and South Holland who reside within the "Southeast Chicago" site as defined by the ATSDR, also receive direct benefit from PCR's programming.

The mere fact of PCR's ability to bring people of color together to address environmental issues -- in spite of social and economic hard times -- is testimony to its fundamental dedication, commitment, and perseverance, and is an inspiration to environmental advocates everywhere.

**ENVIRONMENTAL EDUCATION PROGRAM**  
**c/o Chesapeake Bay Foundation**  
**162 Prince George Street**  
**Annapolis, MD 21401**  
**410-268-8816**

The Chesapeake Bay Foundation's (CBF) outdoor environmental education program provides instruction in estuarine ecology for 35,000 students a year at 17 centers from the Susquehanna River to the Virginia Capes, east into the marshes of Maryland's Eastern Shore and west to the Piedmont and beyond. Students, teachers, and other adult groups participate in hands-on activities through the use of canoes, rowboats, skipjacks, diesel-powered Bay workboats, and even on a model low-input farm owned and operated by CBF. (At the Clagett Farm the EPA, USDA, the University of Maryland Department of Agriculture work cooperatively to monitor ground and surface water contamination as well as relative yields from different farming practices.)

CBF's program was the first of its kind on the Bay, beginning in 1971 with a borrowed Boston Whaler. Since then, it has grown to become one of the most sophisticated outdoor environmental education programs in the country. It is looked to as a model for the development and operation of other such programs nationwide. CBF's goal is to create a constituency who will value the Bay and its watershed as a living, connected system and who will act to restore clean water and insure a high quality of life for all inhabitants. Its objectives include the following: to create sensitivity to what is needed to cleanse and restore the Chesapeake as an ecosystem; to develop a sense of "ownership" of difference; and to impart the knowledge that must underlie any meaningful and effective action on the Bay's behalf.

Teachers are required to complete a one-day workshop before bringing their classes on a field trip. In addition, many teachers also complete a one-week training program for which in-service credit is available. Because of this, the benefit to the students is far more than the short time spent on field trips. Using CBF materials, teachers work extensively with students before the trip and after, often weaving the concepts into their semester-long curricula.

Finally, CBF's Environmental Education Program is an integral component of the entire organization, a characteristic that makes it a better program itself. Staff educators have full access to CBF's lawyers, scientists, agricultural experts, land planners, etc. In this way, the education staff are kept up to date on the latest science and policy of the overall Chesapeake Bay Program. They are able to work this information into their daily teachings. It is this capacity for a holistic approach that puts CBF's education program on the cutting edge.

# # #

November 1992



1991

For Immediate Release

October 31, 1991

REMARKS BY THE PRESIDENT  
IN PRESENTATION OF PRESIDENT'S ENVIRONMENT  
AND CONSERVATION CHALLENGE AWARDS

The Rose Garden

11:29 A.M. EST

THE PRESIDENT: Some beautiful day here in the Rose Garden. And may I salute Secretary Lujan and Secretary Jim Watkins here and Bill Reilly, EPA Administrator. Of course, Chairman Mike Deland and Dick Austin of GSA. Welcome to the White House, and happy Halloween to all. (Applause.)

I saw something on TV last night that I'd like to respond to before we begin here. Despite what happens to Linus every year in the pumpkin patch, I do believe in the Great Pumpkin. (Applause.) Now you old guys wouldn't get it, but I'll tell you -- (Applause.)

It is a real pleasure to have our Presidential Award winners -- the Challenge Award, it's called -- here on such a beautiful late October day. And I'd especially like to thank the Awards Partners who made this first-time awards ceremony possible. Gil Grosvenor behind me here of the National Geographic; Frank Bennack here of the Hearst Corporation; Mr. Addison is here today representing Drew Lewis of the Business Roundtable; and Russell Train of the World Wildlife Fund. Let me also add a note of thanks to the Awards Selection Committee and the technical advisors.

Last month, I had the chance to visit the Grand Canyon, a magnificent, almost miraculous sight on a spectacular day. And the scale of all that actually staggers the senses. And that day in September, I spoke about the power of innovation and the strength of cooperation as the foundation for a new generation of environmental action.

Today, we are honoring nine medalists and 23 citation winners who embody the new generation of environmental entrepreneurs. As President, I've had the distinction of honoring Americans for their achievement in the arts, humanities, sciences, and this time now has come for the country to honor achievement in the understanding and conservation of our environment.

We have with us today people who have formed partnerships to protect natural wildlife -- from the Great Lakes in the North to the Playa Lakes in the Great Southwest, and from the Sacramento River to the Barrier Islands off the Atlantic Seaboard.

We are also recognizing companies that have integrated environmental values into virtually every single business decision -- whether they are involved in fast food or financial services, newspapers, utilities, household products or furniture.

And we honor other winners because they pioneered new technologies that save both money and the environment -- with creative solutions to challenges like agricultural pollution and

MORE

ozone depletion, and state-of-the-art techniques for recycling paper, metal and plastics.

And finally, we recognize groups who have inspired a new respect for the environment in millions of Americans: newspaper and magazine groups, book publishers, teaching institutions, media advisors to TV and film industries -- even the Girl Scouts. And these outstanding Americans have given us cleaner technologies and products, better ways to manage natural areas, and a greater capacity for environmental problem-solving. They are working to improve the quality of life for all Americans through a safe and healthy environment.

Earlier in this century, a man I deeply admire also visited the Grand Canyon -- and likewise shared his thoughts with the crowd assembled. Looking out over what he called a vista of "great loneliness and beauty," President Theodore Roosevelt said: "The ages have been at work on it, and man can only mar it. We have gotten past the stage when we are to be pardoned if we treat any part of our country as something to be skinned for two or three years for the use of the present generation, whether it is the forest, the water, the scenery. Whatever it is, handle it so that your children's children will get the benefit of it."

Each of you understands President Roosevelt's challenge. Each of you has acted on it -- taken it upon yourselves to ensure that future generations will inherit a safe and healthy environment. And for that, you have my admiration, my gratitude. And please keep up the good fight. And now let's, if we could, Mike, hand out these well-earned awards.

MR. STRUHS:\* In the Partnership category, awarded for fostering cooperative approaches to environmental concerns, we have the Virginia Coast Reserve for working with dozens of government agencies, citizens groups and local residents to protect 40,000 acres of undeveloped barrier islands on the Atlantic Coast. Representing the Virginia Coast Reserve is John C. Sawhill, President of the Nature Conservancy. (Applause.)

The next award is being presented to the McDonald's Corporation and the Environmental Defense Fund for their task force aimed at dramatically reducing solid waste at McDonald's 8,500 restaurants, represented by two members of that task force, Keith Magnuson of McDonald's Directors of Operations and Development, and Jackie Prince, Staff Scientist for the Environmental Defense Fund. (Applause.)

Next is the Marine Resources Council for working with governments, businesses and civic groups to manage both the economic and environmental values of the Indian River Lagoon in Eastern Florida. Today they are represented by Diane Barile, Executive Director. (Applause.)

In the next category of Environmental Quality Management, these awards are for integrating environmental values into sound business management decisions and practices. We first recognize the Pacific Gas and Electric Company for its programs to increase energy efficiency, develop environmentally preferred technologies, and promote the use of clean fuels, represented by their Chairman and Chief Executive Officer Richard A. Clarke. (Applause.)

Next is The Los Angeles Times for its recycling and conservation efforts as one of the nation's largest consumers of recycled newsprint, represented by Eugene L. Falk, Executive Vice President. (Applause.)

In the Innovation category, awarded for developing creative technologies in programs that are environmentally sound and economically sensible we recognize the American Farmland Trust for

\* CEQ Chief of Staff David Struhs

its more than 200 sustainable agriculture farming programs in the Midwest, represented by Ralph Grossi, President. (Applause.)

The next category is the Education and Communications category awarded for developing programs that inspire respect for the environment and raise the public's environmental awareness. We recognize Tufts Environmental Literacy Institute, the first education program that integrates environmental values into undergraduate, graduate and professional school curricula, represented by its founders Dr. Jean Mayer, President of Tufts University and Edward Callahan, Vice President of Allied Signal. (Applause.)

Next is the Environmental Media Association for encouraging the entertainment industry to incorporate environmental messages into television programs, movies and feature films, represented by its President, Andrew Spahn. (Applause.)

And finally, Project Wild and the wildlife agencies in this country that have help support it for its conservation programs that have educated more than 20 million young people nationwide in less than a decade, represented by Dr. Cheryl Charles, Executive Director. (Applause.)

THE PRESIDENT: While you all are here, I have a special announcement to make. We talk a lot about recycling. Well, today we're going to save a few trees by giving two speeches at the same time -- (laughter) -- piloting a new program in recycling audiences, too. So here goes. (Laughter.)

But seriously, we are taking a major step in placing the federal government in its proper role of leadership by example by increasing all federal recycling and use of recycled materials. By signing this Executive Order today, we will establish a Federal Recycling Coordinator and individual recycling coordinators at each federal agency. And we are directing, where possible, products made from recycled materials are procured for government use. Simply put, we are requiring all federal agencies to strengthen their recycling efforts, hopefully thus setting an example for others around our country.

And so, with that said, I am very pleased to sign this Executive Order. (Applause.)

(The Executive Order is signed.)

Thank you all. Such a beautiful day. Thank you for being with us.

END

11:40 A.M. EST



**The President's  
1992  
Environment  
and  
Conservation  
Challenge  
Awards**

**THE WHITE HOUSE  
WASHINGTON, DC**

**FALL 1992**

The President's Environment and Conservation Challenge Awards are administered by the Council on Environmental Quality, Executive Office of the President, Michael R. Deland, Chairman.



# Environment and Conservation Challenge Award Partners



## **The National Geographic Society**

Gilbert M. Grosvenor

*President and Chairman of the Board*

## **The Hearst Corporation**

Frank A. Bennack, Jr.

*President and Chief Executive Officer*

## **The Business Roundtable**

John D. Ong

*Chairman*

## **The World Wildlife Fund**

Russell E. Train

*Chairman of the Board*

## **SUPPORTING PARTNER**



## **Take Pride in America Campaign**

U.S. Department of the Interior

## **WITH SPECIAL APPRECIATION TO**



## **Environment and Natural Resources Division**

U.S. Department of Justice

# F O R W A R D



ACROSS THE UNITED STATES, citizens continue to accept the challenge to develop initiatives that work to preserve and improve our environment. Individually and collectively, these programs are helping to establish a conservation ethic across the country.

In recognition of these efforts, President Bush is bestowing Presidential Medals for environmental excellence to nine deserving recipients. In addition, 13 organizations will receive Presidential Citations in recognition of their environmental achievements. Their work ranges across the environmental spectrum: from agriculture to manufacturing to small business; from the classroom to the great

outdoors, and back to the inner city. Their good deeds have improved our Nation's air, water and lands.

All of the Award recipients are achievers. These individuals and organizations have demonstrated their commitment to improving the quality of life in America by tackling environmental problems and developing solutions that are innovative and economically sound.

The President established the Environment and Conservation Challenge Awards in 1991 to be conferred annually to individuals and organizations whose efforts epitomize the ideals of Partnership, Environmental Quality Management, Innovation, and Education and Communications.

# RECIPIENTS OF 1992 PRESIDENTIAL

## PARTNERSHIP

*Awarded for fostering cooperative approaches to environmental needs at the local, regional, or national level.*

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Florida Save Our Everglades Program

**State of Florida and partners, Tallahassee, FL**

Think Earth Environmental  
Education Program

**Southern California "Think Earth" Environmental  
Education Consortium, Lakewood, CA**

Energy Conservation  
Collaborative Effort

**New England Electric System, Westboro, MA, and the  
Conservation Law Foundation of New England, Boston, MA**

# MEDALS

*Medals are presented to individuals and organizations whose efforts epitomize the ideals of the Challenge Awards.*

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**T**he Save Our Everglades program was created to preserve and restore Florida's unique wetlands ecosystem. Objectives included the restoration of the Kissimmee River and protection of Lake Okeechobee, Water Conservation Areas, Big Cypress Swamp, the Florida panther and other endangered wildlife. Since its initiation, 290,000 acres of land have been acquired; landmark federal and state legislation has been passed; and 36 wildlife highway crossings and bridges have been constructed to protect endangered species and improve hydrology. Partners include the State of Florida, 22 conservation groups forming the Everglades Coalition, the U.S. Army Corps of Engineers, the National Park Service, and the U.S. Fish and Wildlife Service.



**A** consortium of 13 California organizations developed and distributed "Think Earth," an elementary school environmental education curriculum. The curriculum teaches children to conserve natural resources, reduce waste, and minimize pollution. "Think Earth" has reached approximately one million students nationwide. Partners include the Atlantic Richfield Company, City of Los Angeles, Education Development Specialists, GTE California, Los Angeles Department of Water and Power, Metropolitan Water District of Southern California, Orange and Los Angeles Counties' Sanitation Districts, South Coast Air Quality Management District, Southern California Edison, The Gas Company, Ventura County Air Pollution Control District, and the Ventura Regional Sanitation District.



**T**he unlikely union of an electric utility and an environmental group has resulted in two major achievements: the development of one of the nation's most successful energy conservation programs and regulatory approval for a utility earnings incentive. The "power plant that conservation built" significantly reduced the utility's air pollutants and the need for new capacity, while saving consumers and stockholders money.

## ENVIRONMENTAL QUALITY MANAGEMENT

*Awarded for demonstrating that environmental values can  
be integrated into sound management decisions and practices.*

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### Environmental Management and Conservation Programs

**IBM Corporation, Stamford, CT**

### Boston Park Plaza Hotel and Towers Environmental Action Program

**Saunders Hotels Company, Inc., Boston, MA**

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## INNOVATION

*Awarded for developing creative technologies, programs, or services  
that are environmentally sound and economically sensible.*

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### CFC Solvent Phase Out

**Northern Telecom, Inc., Nashville, TN**

### South Coast Recycled Auto Project (SCRAP)

**Unocal Corporation, Los Angeles, CA**

## 1992 PRESIDENTIAL MEDALS

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**I**BM demonstrated that a large company can institutionalize and practice environmental protection and conservation through sound policy practices, executive leadership, and employee commitment. IBM's record of accomplishments results from meeting or exceeding government regulations and, where none exist, from setting and adhering to its own stringent standards.



**B**oston Park Plaza Hotel and Towers has created an environmental campaign which encompasses more than 85 initiatives throughout all departments of the hotel. This program has shown clearly that the competitive hospitality service industry can make dramatic changes and maintain a high quality of service and standards. This family-owned and -operated landmark property has successfully aligned business with environmental action.

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**I**n 1988, Northern Telecom, Inc., pledged the complete phase out of CFC-113 solvents from all of its 42 manufacturing and research operations worldwide within three years. Northern Telecom was the first global telecommunications company to make such a pledge. At the end of 1991, all 42 Northern Telecom operations had totally eliminated these solvents from their operations. CFC solvent emissions to the atmosphere were reduced from greater than 1,000 tons per year to zero in three years.



**U**nocal's SCRAP Project was an unprecedented effort to improve air quality in the Los Angeles Basin by scrapping heavily polluting, pre-1971 cars. In four months, 8,376 old cars were purchased and crushed for recycling. The SCRAP project reduced air pollutants by nearly 13 million pounds per year for a cost of approximately 50 cents per pound.

# EDUCATION AND COMMUNICATIONS

*Awarded for developing informational programs that inspire respect  
for the environment and raise the public's environmental awareness.*

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People for Community Recovery

**People for Community Recovery, Inc., Chicago, IL**

Environmental Education Program

**Chesapeake Bay Foundation, Annapolis, MD**

## 1992 PRESIDENTIAL MEDALS

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**P**eople for Community Recovery (PCR) is a grassroots environmental education and advocacy organization serving a predominantly low-income, African-American community. PCR assesses the level of environmental hazards in the community and mobilizes its constituents to alleviate these hazards. Hazel Johnson, the group's executive director and founder, is recognized as a national leader in the grassroots environmental movement.



**T**he Chesapeake Bay Foundation's (CBF) Outdoor Environmental Education Program provides over 35,000 student-days per year of field instruction in estuarine issues to students, teachers, and adults throughout the Bay watershed. The goal is to create a constituency that not only values and understands the Bay, but also works actively to restore it. Individuals and groups participate in hands-on water activities through the use of canoes, rowboats, skipjacks, powerboats, and even work on a model low-input farm operated by CBF.

# RECIPIENTS OF 1992 PRESIDENTIAL

## PARTNERSHIP

*Awarded for fostering cooperative approaches to environmental needs at the local, regional, or national level.*

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### Compressed Natural Gas Vehicle Conversion Projects

**New Mexico Department of Energy, Minerals and Natural Resources, Santa Fe, NM, and the Gas Company of New Mexico, Albuquerque, NM**

**T**he New Mexico Department of Energy, Minerals and Natural Resources and the Gas Company of New Mexico joined forces to introduce compressed natural gas (CNG) vehicles to the area's diverse transportation sectors. The objective was to increase public acceptance of energy-saving, cost effective, and environmentally compatible alternatives to petroleum fuels. The program introduced CNG technology to school districts, government agencies, municipalities, and nonprofit groups.

### Keep Texas Beautiful

**Keep Texas Beautiful, Inc., Austin, TX**

**K**eeptexas Beautiful's mission is to preserve the natural beauty and environment of the Lone Star State. The group forges partnerships between grassroots volunteer organizations and the public and private sectors to improve the quality of life, enhance economic development and tourism, and conserve public and natural resources. The partnership reaches its goals through education and public awareness activities which emphasize proper solid waste management and responsible behavior by all Texans and visitors to Texas.

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## ENVIRONMENTAL QUALITY MANAGEMENT

*Awarded for demonstrating that environmental values can be integrated into sound management decisions and practices.*

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### Corporate Environmental Policies

**3COM Corporation, Santa Clara, CA**

**3**COM, a leading supplier of data networking products, believes that pollution prevention and conservation practices ensure its success. 3COM was a pioneer in CFC replacement and the use of organic packaging. Conservation efforts include recycling 89% of all office paper, 98% of toner cartridges, and four tons of cardboard annually. Employees voluntarily recycle, rideshare, and work in a smokefree environment.

# CITATIONS

*Citations are presented to finalists whose efforts demonstrate noteworthy achievements in the four award categories.*

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## Santa Rosa Plateau Agreement

**Metropolitan Water District of Southern California and partners, Los Angeles, CA**

The Santa Rosa Plateau Management Committee saved the unique resources of this natural grasslands ecosystem. By creating a model for cooperation in regional environmental planning, the partnership brought regulatory agencies and responsible developers together in a program which simultaneously benefited wildlife and people. Partners include: the Metropolitan Water District of Southern California, The Nature Conservancy, Riverside County, California Department of Fish and Game, and the U.S. Fish and Wildlife Service.

## Partnership for Wetlands Conservation

**Dow Chemical Company and partners, Midland, MI**

Partnership for Wetlands Conservation is a public/private partnership supporting the goals of the North American Wetlands Conservation Act of 1990. Partners include the National Fish and Wildlife Foundation, Ducks Unlimited, The Nature Conservancy, and the Dow Chemical Company. The partnership commits conservation expertise and \$6 million to preserve endangered wetlands acres. Dow employees also volunteer to coordinate habitat projects on and near Dow properties.

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## INNOVATION

*Awarded for developing creative technologies, programs, or services that are environmentally sound and economically sensible.*

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### Georgia No-Tillage Assistance Program

**Georgia Office of Energy Resources, Atlanta, GA**

**T**he No-Tillage Assistance Program, funded by the state Office of Energy Resources and administered by the Georgia Soil & Water Conservation Commission, provides small farmers access to costly conservation tillage equipment at a minimal per acre fee. No-Tillage methods prevent water pollution, soil erosion, and save non-renewable fossil fuels. To date, more than 6,000 acres on 2,200 farms have been converted to no-till systems, saving more than 200,000 tons of soil and over 225,000 gallons of fuel over conventional tilling methods.

### Jefferson North Project

**Chrysler Corporation, Detroit, MI**

**C**hrysler's objective was to build an environmentally-sound, world-class manufacturing facility to produce an automobile production line. The company reclaimed an urban site to construct the Jefferson North Assembly Plant. Pollution prevention was factored into decisions about plant design, raw materials, manufacturing processes, and the vehicle built at the new facility.

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## EDUCATION AND COMMUNICATIONS

*Awarded for developing informational programs that inspire respect for the environment and raise the public's environmental awareness.*

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### Save Our Streams

**Save Our Streams, Glen Burnie, MD**

**S**ave Our Streams is a volunteer advocacy group that identifies and corrects problems on Maryland's waterways through hands-on water quality testing and local activism. Save Our Stream's 7,000 volunteers strive to educate and build partnerships between citizens, businesses, industries, and government agencies. The group provides a range of educational materials, tools and techniques for stream monitoring, and organizes communities to develop and strengthen leadership focused on a common conservation goal.

### Chesapeake Bay License Plate Program

**State of Maryland, Annapolis, MD**

**T**he State of Maryland's Chesapeake Bay commemorative license plate program has raised more than \$3.5 million for Bay education and restoration projects while increasing public awareness of the Bay among the 4.5 million citizens of Maryland and throughout the Bay region.

## 1992 PRESIDENTIAL CITATIONS

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### “Great Lakes Recycle” Program

**Council of Great Lakes Governors, Chicago, IL**

Great Lakes Recycle stimulates market development for recycled products through a joint purchase approach which is unprecedented in size. The program contributes to the emergence of an ecologically sound economy in the region by creating common specifications and stimulating investment in environmentally sound technologies. States involved include Illinois, Indiana, Michigan, Minnesota, Ohio, New York, Pennsylvania, and Wisconsin.

### Innovative Source Reduction

**Procter & Gamble Company, Cincinnati, OH**

Innovation in reducing the volume of material going to solid waste is a hallmark of Procter & Gamble's environmental programs. Through the largest source reduction program ever, the company has eliminated .5% of the volume of the total U.S. waste stream. In partnership with retailers and consumers, P&G has applied this innovation and high technology to use less material in its products and packages while at the same time delivering quality products.

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### Earth Matters™

**Hannaford Brothers Co., Scarborough, ME**

The “Earth Matters” program works in partnership with customers, associates, and suppliers. Through this program, the Hannaford Brothers supermarket chain raises awareness of environmental issues, increases community involvement in conservation programs, and encourages others to reduce, reuse, and recycle resources. Local communities recognize and value the company's high recycling rates and its effective programs.

### Project CENTS

**Tennessee Conservation League, Nashville, TN**

Project CENTS is an interdisciplinary program for students in grades K-12, using basic skills in reading and math to teach natural resource concepts. The program provides students with the knowledge to understand and evaluate their actions in relation to the environment. Since 1983, more than 19,000 teachers and 300,000 Tennessee students have benefited from this program.

# AWARDS SELECTION COMMITTEE



- Frank A. Bennack, Jr.    The Hearst Corporation  
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- Dr. Cheryl Charles    Project WILD  
.....
- Dr. Anthony D. Cortese    Tufts University  
.....
- Michael R. Deland    Council on Environmental  
Quality  
.....
- Gilbert M. Grosvenor    National Geographic Society  
.....
- Dr. Bernadine Healy    National Institutes of Health,  
U.S. Department of  
Health and Human Services  
.....
- Dr. Joseph T. Ling    American Institute of Pollution  
Prevention & 3M (retired)  
.....
- Jack Lorenz    Izaak Walton League of America  
.....
- Dr. Thomas E. Lovejoy    The Smithsonian Institution  
.....
- Samuel L. Maury    The Business Roundtable  
.....
- J. Michael McCloskey    The Sierra Club  
.....
- Sen. Gaylord Nelson    Wilderness Society  
.....
- David Packard    Hewlett Packard Company  
.....
- Sumner Pingree    Global Environment Fund  
.....
- David Rockefeller, Jr.    Rockefeller Brothers Fund  
.....
- Sen. Robert T. Stafford    former U.S. Senator from  
Vermont  
.....
- Franklin A. Thomas    The Ford Foundation  
.....
- Dr. Keith Thomson    Academy of Natural Sciences  
.....
- Russell E. Train    World Wildlife Fund

# TECHNICAL EVALUATORS

Dr. Betsy Ancker-Johnson	World Environment Center
Dr. Leonard Baker	Union Carbide Corporation
Amy Barr	Good Housekeeping Institute
Rich Block	World Wildlife Fund
Richard Conway	Union Carbide Corporation
Katherine Cudlipp	Environmental Consultant
Dr. Brenda Davis	Princeton University
John Dernback	Pennsylvania Department of Environmental Resources
Dr. Farouk El-Baz	Boston University
Dr. Gary Glass	U.S. Environmental Protection Agency
Francis Grant-Suttie	World Wildlife Fund
Adam Kolton	Sierra Club
Janet Maughan	The Ford Foundation
Barbara Moffet	National Geographic Society
Curtis Moore	Writer and Analyst
Katy Moran	The Smithsonian Institution
Dr. Warren Muir	Hampshire Research Associates
Dr. Kenneth Olden	National Institute of Environmental Health Sciences, U.S. Department of Health and Human Services
Dr. Roy W. Overton II	Mercy West Medical Clinic
Samuel Pitts	Westinghouse Electric Corporation
Stacy Ritter	Sierra Club
Samuel Schulhof	General Electric Company
Dr. Thomas Shen	New York Department of Environmental Conservation (ret.)
Col. Francis Skidmore	Louis Berger & Associates
Dr. Martyn Smith	University of California, Berkeley
Dr. David Stephen	U.S. Environmental Protection Agency
Dr. Paul Toren	Izaak Walton League of America
Dr. Bruce White	White & White Consultants
Martin Wolf	Good Housekeeping Institute
Dr. Bailus Walker	University of Oklahoma
Dr. George Wham	Good Housekeeping Institute
Dr. Roger Wood	The Wetlands Institute

# 1991

## MEDALS



American Farmland Trust	Washington, DC
Environmental Defense Fund	New York, NY
Environmental Media Association	Culver City, CA
The Los Angeles Times	Los Angeles, CA
Marine Resources Council of East Florida	Melbourne, FL
McDonald's Corporation	Oak Brook, IL
Pacific Gas and Electric Company	San Francisco, CA
Project WILD	Boulder, CO
Tufts Environmental Literacy Institute	Medford, MA
Virginia Coast Reserve	Nassawadox, VA

# AWARD RECIPIENTS

## CITATIONS



3M	St. Paul, MN
American Forestry Association	Washington, DC
AT&T	New York, NY
BankAmerica Corporation	San Francisco, CA
Center for Marine Conservation	Washington, DC
Eaton Corporation	Cleveland, OH
Global Rivers Environmental Education Network	Ann Arbor, MI
Green Bay Packaging, Inc.	Green Bay, WI
Herman Miller, Inc.	Zeeland, MI
Household Hazardous Waste Project	Springfield, MO
Island Press	Washington, DC
Kroger Company	Louisville, KY
North Carolina State University	Raleigh, NC
N-Viro Energy Systems	Toledo, OH
Playa Lakes Joint Venture	Bartlesville, OK
Procter & Gamble Company	Cincinnati, OH
Reynolds Metal Company	Richmond, VA
Sacramento River Project	San Francisco, CA
SC Johnson Wax	Racine, WI
Southern California Edison	Irwindale, CA
Times Mirror Magazines Conservation Council	Washington, DC
Wildlife Habitat Enhancement Council	Silver Spring, MD
Wildwood Girl Scouts	Portland, OR

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