

# **Keep New Mexico Beautiful, Inc.**

## **History**

Keep New Mexico Beautiful, Inc. was founded in 1965 by Mrs. Parker C. Kalloch, Jr., (Eunice) as a continuation of the first governor-appointed statewide beautification committee. The original Board of Directors were Eunice Kalloch, Mary Olin Harrell, Harriet Oyler, Jim Grebe, Ernest McGovern, Fred Nelson, Clark Leedy, Mike Anaya, Ruth Bush Hones and attorney Jim Toulouse.

The Bylaws were approved on June 27, 1967 by the New Mexico Corporation Commission and affixed with the state seal. The organization was incorporated in 1967 as a non-profit, corporation.

In 1985, the legislature mandated that Keep New Mexico Beautiful, Inc. be the official statewide clearinghouse for all litter control and beautification projects in the state of New Mexico by the Litter Control and Beautification Act H.B. 198 as amended (Chapter 23).

### **Vision Statement:**

To be the statewide clearinghouse for sustainable beautification efforts, through education, assistance, programs and recognition.

### **Mission Statement:**

Support and encourage communities to improve their surroundings and promote civic pride statewide.

### **Mascot**

Mary Olin Harrell and artist Jean Rankin created Dusty Roadrunner in 1964 and gave him to Keep New Mexico Beautiful as its mascot. This jovial, hard working bird caricature intent on clean-up, complete with red cap and broom, was trademarked in 1967.

Mary Olin Harrell worked with legislators and Dusty Roadrunner was made the official clean-up symbol of the state of New Mexico in March 1969, by House Memorial 13.

### **Funding**

Keep New Mexico Beautiful, Inc.'s funds are obtained from donations, dues, private benefactors and a contract under the Litter Control and Beautification Act of the State of New Mexico.

## **Honors/Achievements**

### **Keep New Mexico Beautiful, Inc.**

1965 – Recognized by Keep America Beautiful for outstanding achievement in nationwide movement for a cleaner, more beautiful America.

1966 – Dusty Roadrunner chosen as one of Smokey Bear’s friends along with clean-up symbols from six other states.

1967 – Presented highest state award given by Keep America Beautiful (first state west of the Mississippi to receive this coveted award).

1968 – Eunice Kalloch awarded Mrs. Lyndon Baines Johnson Award for achievements in beautification projects and as founder of Keep New Mexico Beautiful. This award is Keep America Beautiful’s highest honor presented to a volunteer.

1969 – House Memorial 13 sponsored by Turner Branch, Roberto Mondragon, et al. designating Dusty Roadrunner as the official clean-up symbol of New Mexico.

1970 – The Dusty Roadrunner activity booklet was created by Eunice Kalloch, Mary Olin Harrell and Harriet Oyler. Businesses in Albuquerque and Las Cruces donated \$1400 for the first printing, and the booklets were given to the New Mexico Department of Education to distribute to third graders statewide.

1970 – At the request of Keep New Mexico Beautiful, Inc., the legislature passed Joint Memorial 7 designating January 6 as “New Mexico Day” to celebrate the birthday of the State of New Mexico.

1971- Keep New Mexico Beautiful, Inc. started recycling efforts in Albuquerque and later in Santa Fe. Keep New Mexico Beautiful, Inc. received the sum of \$50,000 from the State of New Mexico, in House Bill 269, to run the recycling centers. Mary Olin Harrell was in charge of this project.

1973 – A distinguished service citation awarded to Keep New Mexico Beautiful, Inc. for the recycling program.

1976 – The telephone book recycling program was started in conjunction with Mountain Bell. Keep Albuquerque Beautiful reactivated this program at a later date.

1984 – Keep New Mexico Beautiful, Inc. was declared the official clearinghouse for all beautification efforts in the State of New Mexico by Executive Proclamation.

1985 – House Bill 198, as amended, sponsored by Representative Kiki Saavedra et al., titled “The Litter Control and Beautification Act,” was passed by the legislature. A companion Senate Bill was sponsored by Senator Jim Caudell. The bill was signed into law by Governor Toney Anaya. The bill mandated Keep New Mexico Beautiful, Inc. as

the official clearinghouse for beautification in New Mexico and stipulated that the organization may receive up to 10% of the monies collected for litter control and beautification.

1986 – Evelyn Prentice was awarded the Mrs. Lyndon Baines Johnson award by Keep America Beautiful for her work as the Keep New Mexico Beautiful, Inc. representative on the task force that helped to get Litter Control and Beautification Act passed, for her perseverance to insure that Keep New Mexico Beautiful, Inc. be included in the bill and for her civic achievements in other areas.

1987 – Keep New Mexico Beautiful, Inc. was represented on the New Mexico Diamond Jubilee/U.S. Constitution Bicentennial Commission by Evelyn Prentice. She also served as the contact person for the Living Legacy projects in the state, with Keep New Mexico Beautiful, Inc., as the routing agency.

1988 – The award was the only one given to a state organization and was presented to Keep New Mexico Beautiful, Inc. for the work done as the routing agency for the “Living Legacy” projects in the state. The award was accepted by President Maria McPherson and Evelyn Prentice, Chairman of the “Living Legacy” project.

1989 – At the Governor’s 2<sup>nd</sup> Annual Awards Ceremony, Keep New Mexico Beautiful, Inc. received special recognition for their programs and projects.

1989 – The Litter Control and Beautification Bill was amended and enacted to extend the Litter Control and Beautification Act of 1985. The bill passed and is now Chapter 10.

1990 – Shirley Olbert, a sixth grade teacher in Bloomfield was honored by Keep New Mexico Beautiful, Inc. for originating the idea of “Dusty Roadrunner visits the State Monuments.” The booklet was developed by the Keep New Mexico Beautiful, Inc. Dusty Roadrunner Committee, chaired by Adele Gill.

1993 – Mary Olin Harrell received the Mrs. Lyndon Baines Johnson award from Keep America Beautiful, for her many years of dedicated service to Keep New Mexico Beautiful, Inc. and to litter control and beautification projects in state. Trees were planted in her honor in many communities throughout the state. Mary Olin Harrell retired in December.

1994 – The Annual Keep New Mexico Beautiful Month Celebration for the first time honored a deserving beautification volunteer, Mrs. Evelyn Prentice for her many years of service to Keep New Mexico Beautiful, Inc. and to many other civic organizations. Trees were planted in Snow Park in Albuquerque in her honor.

1994 – The Source Solution Alliance Leadership Training Workshop sponsored by Keep New Mexico Beautiful, Inc. was held on June 13 – 14 at the Four Seasons Motor Hotel in Albuquerque. 72 attendees representing many New Mexico communities and organizations participated in this workshop.

1994 – A new membership video “Clean Beat” was produced and distributed by Keep New Mexico Beautiful, Inc.

1994 – “Hello Traveler” activity flyer which is distributed to all state rest areas was updated for the 90’s.

1995 – The 30<sup>th</sup> anniversary was celebrated at Los Duranes Community Center Park in Albuquerque with 30 trees were planted in honor of Keep New Mexico Beautiful, Inc. volunteers.

1995 – The first statewide teachers’ training “Waste in Place,” a Keep America Beautiful Program, was presented.

1995 – Donella Maez-Irby, Executive Director, was presented a Certificate of Recognition by Governor Johnson at the Governor’s Awards.

1995 – Keep New Mexico Beautiful, Inc. was featured on KOAT-TV as Volunteer Organization of the Month of June.

1995 – The first Annual Report was published.

1995 – Evelyn Prentice received Volunteer of the Year and Madeline Dunn received the President’s Award at the Keep New Mexico Beautiful Annual Meeting in October.

1996 – The former First Lady Alice King was the guest speaker at the KNMB State Arbor Day celebration in Estancia.

1996 – Howard Morgan from KOAT-TV was the guest speaker for KNMB Month celebration at Colinas Del Norte Elementary in Rio Rancho. Tree seedlings provided by Congressman Steve Schiff were given to the students and administrators at the school.

1996 – Christine Moe Tuttle was the only KNMB member to serve as President for four terms.

1997 – The Build America Beautiful project had its first booth at the NM Home Builder Dreamcatcher Home Show to promote recycling of construction debris to the public.

1997 – Michelle Hinsley, Executive Director, revised grant applications and distributed them to membership and schools across the state. Response to the revised applications more than doubled from previous years.

1998 – Build New Mexico Beautiful program received an award from Keep America Beautiful. KNMB received an award from TACA.

1998 – Evelyn Prentice received the Executive Director’s Award and Christine Tuttle received the Presidents Award at the KNMB Annual Awards ceremony.

1999 – KNMB Co-sponsors for the first time the annual “Children’s Fair” held at the Albuquerque Convention Center. 25,000 families attend this annual event. Dusty Roadrunner took center stage.

1999 – KNMB presented over 100 grants to 35 different communities.

1999 – KNMB Board of Directors grew to 30 members in 12 different New Mexico communities.

2000 – U.S. New Mexico Federal Credit Union partners with KNMB to promote membership.

2000 – Lt. Governor Walter Bradley was keynote speaker at the “KNMB Millennium Annual Membership Meeting and Awards Ceremony”.

2001 – Doug Rains and Christine Tuttle became the only two KNMB President to serve four terms.

2001 – Governor Gary Johnson and Cabinet Secretary of Tourism Janet Green presented awards to Mike and Dee Maloof at the annual State Birthday Celebration.

2002 – Valerie M. Turnbow was hired as KNMB’s 5<sup>th</sup> Executive Director.

2003 – KNMB celebrates the 91<sup>st</sup> State Birthday Celebration in Santa Fe. Newly elected governor Bill Richardson made his first public appearance as Governor at this special KNMB event and pledges for our program.

2004– KNMB celebrates the 92<sup>nd</sup> State Birthday. Governor Bill Richardson and KNMB President Doug Rains recognized past recipients of the KAB Iron Eyes Cody and Mrs. Lyndon B Johnson, Clyde McKee, Evelyn Prentice and Mary Olin Harrell.

2004– Alan Wright was hired as KNMB’s 6<sup>th</sup> Executive Director.

2004– President Rains formed a “Futures Committee” to put together a strategic plan for the future of KNMB. This was adopted unanimously at a special Board of Directors meeting held on August 21<sup>st</sup>.

2004– President Rains presented the inaugural KNMB Memorial Scholarship to Kevin Lombard, a Graduate Student at New Mexico State University.

2005– KNMB celebrated the 93<sup>rd</sup> State Birthday. President Rains presented Lifetime Achievement awards to Mike and Dee Maloof, for their services to KNMB.

2005– KNMB celebrated its 40<sup>th</sup> anniversary at the Annual Membership, Board of Directors, and Awards luncheon on October 22<sup>nd</sup>.

2005– President Rains retired as President of KNMB after eight years in that position. The Dusty Award was presented to retiring President Rains for his many years of service to KNMB at the Annual Awards ceremony.

2005- The President's Award was presented to Alan Wright, Executive Director, for his outstanding service to KNMB during the Annual Awards ceremony. Alan resigned to accept a new position.

2005- Tim Van Valen was elected President of KNMB at the Annual Membership and Board of Directors meeting on October 22<sup>nd</sup>.

2005– Sherry Gwyn was hired as KNMB's 7<sup>th</sup> Executive Director.

2005- Doug Rains, Treasurer of KNMB, presented the KNMB Memorial Scholarship to Sheilla Merriman Parr, a post graduate horticulture student at New Mexico State University.

2006- President Tim Van Valen was awarded the Duque-Albuquerque Award for his volunteer dedication and service to Keep New Mexico Beautiful and other community projects

2006- KNMB held the Annual Membership meeting and Awards luncheon at the Albuquerque Arts Alliance gallery on October 28<sup>th</sup>. English Bird, Executive Director of the New Mexico Recycling Coalition, presented the keynote address. Joe Lobato, Director of New Mexico Clean and Beautiful, presented information on the education partnership between NMCB and KNMB to update Dusty Roadrunner booklets, a large part of an education initiative.

2006- Kori Taylor was awarded the Executive Director's award at the awards ceremony for her extensive and excellent service to KNMB in many positions and events.

2006- Joe Lobato, NMCB Director, received the Presidents Award at the Awards ceremony for his effort to develop a valuable partnership with KNMB to update the Dusty Roadrunner educational booklets and develop a presence on the internet.

2006- The Dusty Award was presented to the entire KNMB Board of Directors for their dedication and hard work.

2006- Keep New Mexico Beautiful awarded 74 grants this year in five categories to communities, schools, and organizations around the state.

2007- Updated educational material has been developed for the 3<sup>rd</sup> grade *Fun with Dusty Roadrunner* booklet and 5<sup>th</sup> grade *Dusty Roadrunner Visits National Monuments in New*

*Mexico.* Sherry Gwyn, Executive Director of KNMB, designed and created artwork for the books. Sandra Richardson, Education chair, and Mary Olin Harrell, co-creator of the original Dusty booklet, had input on the new booklet. Joe Lobato, Director of NMCB, NM Tourism Department, and NM Department of Transportation with whom KNMB partnered, underwrote the cost of printing and distribution to a statewide audience.

2007- Fifty grants were awarded this year by KNMB in five categories to schools, communities, and organizations in New Mexico.

2007- Parliamentarian/Historian and KNMB representative to the Litter Control Council, Evelyn Prentice, received the Lifetime Achievement Award from the New Mexico Commission on Community Volunteerism for her contributions to the state over a lifetime of volunteering.

2007- Board member Chad Lauritzen in Los Alamos revamped the KNMB website. A calendar of KNMB programs was added as well as enhanced information and a new design.

#### **Keep New Mexico Beautiful, Inc. – Presidents**

Eunice Kalloch	Randy Burton	Evelyn Prentice	Maria McPherson
James Grebe	Paul Eichenberger	Mike Maloof	Doug Rains
Mary Olin Harrell	Angus Pomero	Christine Tuttle	Tim Van Valen
Keith Albee	Janet Saiers	Toby Giebig	Gailanne Dill
Victor Bickell	Bill Barnhouse	Linda Winkinson	
Larry Gordon	Cliff Richardson	Sue Padilla	

#### **Keep New Mexico Beautiful, Inc. Executive Directors**

Mary Olin Harrell	Donella Maez-Irby	Michelle Hinsley	Helen Evans
Valerie M. Turnbow	Alan Wright	Sherry Gwyn	

#### **Annual Special Events and Grant Programs**

- New Mexico State Birthday celebration (January 6<sup>th</sup>) is held in Santa Fe. All communities throughout the state are urged to celebrate this anniversary of statehood with appropriate ceremonies and with grants provided by KNMB.
- Arbor Day ceremonies (2<sup>nd</sup> Friday in March) are held statewide. KNMB sponsors official NM Arbor Day celebration in a NM community each year. The grant program encourages tree plantings and beautification projects.
- Keep New Mexico Beautiful Month (April) celebrations are held statewide. KNMB sponsors the official KNMB Month celebration in a NM community each

year. The grant program encourages conservation, beautification and preservation projects and activities.

- Dusty Roadrunner embarks on his travels throughout the state with his litter control and beautification message. “Dusty Roadrunner Coloring Book” and “Dusty Visits the Monuments” booklets are distributed to 3<sup>rd</sup> and 5<sup>th</sup> grade students as well as to nine of the state’s visitor centers.
- Education grant awards are given annually to schools and educators. These grants cover a wide variety of creative environmental education and beautification projects. Grant applications are mailed out to all schools within New Mexico.
- Wildflower, Native Plant and Landscaping grant awards are given annually to various clubs, organizations, schools, municipal governments, counties and pueblos. These are utilized to promote natural restoration of native trees and plants. As our state is in a “drought” situation, a priority is placed upon xeriscape-type projects.
- Solid Waste, Litter Control and Recycling Grant awards are also given annually. These cover a wide variety of programs and projects. All of the grants are reviewed for their educational content and direct impact on making a difference in that local area.
- KNMB hosts the annual “KNMB Awards Ceremony” (3<sup>rd</sup> Saturday in October) to recognize contributors of beautification, preservation and conservation of natural resources to our state. KNMB grant recipients are recognized and their programs/projects are highlighted. Awards given are;

Dusty Roadrunner “Premier” Award	President’s Award
Exec. Directors Award	Annual Leadership Award
Special Partnership Award	Organization Awards
Individual Awards	Business & Industry Awards
Recycling Awards	State Birthday Awards
Arbor Day Awards	KNMB Month Awards
Education Awards	
Wildflower, Native Plant & Landscaping Awards	

- Newly Elected KNMB Board Members are also officially recognized at this time.
- America Recycles Day (November 15<sup>th</sup>) celebrations are held through the state. KNMB co-sponsors a day at Cottonwood Mall in Albuquerque with Keep Rio Rancho Beautiful and Keep Albuquerque Beautiful. Various resources and information are made available to the general public by KNMB.

*Revised 2007 by Evelyn Prentice, Historian, and Sherry Gwyn, Executive Director.*