

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 included 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 – Mrs. Kalloch was honored at the annual meeting by President Clifford Richardson and the Board of Directors of KNMB, Inc. as the founder of this organization.

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 2nd 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 too 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 30th anniversary was celebrated at Los Duranes Community Center Park in Albuquerque and 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 Presidents 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 5th Executive Director.

2002 – Clifford Richardson was given a special recognition from the Board of Directors for the many years he served as treasurer and his outstanding dedication to KNMB, Inc.

2003 – KNMB celebrates the 91st 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 92nd 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 6th 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 21st.

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

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

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

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 22nd.

2005 – Sherry Gwyn was hired as KNMB's 7th 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 28th. 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 3rd grade *Fun with Dusty Roadrunner* booklet and 5th 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 books 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.

2007 - Doug Rains, Past-President of Keep New Mexico Beautiful, Inc. and current board member was awarded the "Outstanding Citizens Award of New Mexico" by Governor Bill Richardson.

2007 - Victoria Friez, graduate student of horticulture at New Mexico State University was presented the Keep New Mexico Beautiful Memorial Scholarship by Past-President Doug Rains.

2007 - Tim Van Valen received the Executive Directors Award at the annual awards meeting.

2007 - Sherry Gwyn received the President's Award for the ongoing work on the new and updated Dusty Booklets.

2007 - Chad Lauritzen received the Dusty Award for his continued work on the KNMB, Inc. website.

2008 - Sherry Gwyn, Executive Director of KNMB, Inc. resigned to accept a teaching position. Marsha Kellogg was hired as the eight Executive Director of Keep New Mexico Beautiful, Inc. in March of 2008.

2008 - Marsha Kellogg's goals were to work with the board of directors on a strategic plan for the future of Keep New Mexico Beautiful. Sandra Richardson and her committee worked diligently on this project.

2008 - An Austrian Pine tree was planted in memory of Michael Maloof, at the Bataan Memorial Building in Santa Fe, by the New Mexico Litter Control and Beautification Council on April 24th. Michael was a Past-President of KNMB, Inc. and one of the earliest members. He served for many years as a member on the New Mexico Litter Control and Beautification Council.

2008 - Forty-six grants were awarded this year by KNMB, Inc. in five categories to schools, communities and organizations in New Mexico.

2008 - Glenn Prentice received the Executive Directors Award at the awards ceremony for his many years of service and as photographer and many other positions at events for KNMB, Inc.

2008 - Marsha Kellogg received the President's Award at the KNMB, Inc. annual award ceremony, for her work on strategic planning for KNMB, Inc. and for applying for the EPA grant for KNMB, Inc.

2008 - Kori Taylor, Secretary of KNMB, Inc. received the coveted Dusty Award for her years of dedication to the organization in many areas of programs and projects for KNMB, Inc.

2008 - Marsha Kellogg and Molly Madden applied for a grant from the EPA for KNMB, Inc. and the grant was approved.

2009 - Tim Van Valen resigned as President of KNMB, Inc. on January 24, 2009.

2009 - Richelle Ponder was elected President of KNMB, Inc. at the February board of directors meeting.

2009 - The new updated knmb.org website is introduced to the Board of Directors at the February meeting.

2009 - Marsha Kellogg resigned as Executive Director of KNMB, Inc. in June to accept an out of state position. Kori Taylor accepts the position as the ninth Executive Director of KNMB, Inc.

2009 - Molly Madden, Environmental Education Specialist was hired by KNMB, Inc. to implement the EPA grant by working with teachers and schools to educate the students on our Dusty Roadrunner Reduce-Reuse-Recycle Program.

2009 - Miranda Heath student at NMSU received the KNMB Memorial Scholarship from KNMB, Inc.

2009 - Chad Lauritzen, grant chairman, recorded that 49 grants were issued in five categories to schools, communities and organizations in New Mexico.

2009 - Marla Castner, Treasurer of KNMB, Inc. was awarded the Executive Directors Award for her excellent service to the organization.

2009 - Bill Taylor, 1st Vice-President, received the President's Award for his tireless dedication to KNMB, Inc.

2009 - The prestigious Dusty Award was awarded in memory of Dr. Barbara Simmons and Douglas Rains for their dedicated years of service to KNMB, Inc.

2010 - PNM, NM Forestry, and Tree New Mexico in partnership with KNMB, Inc. joined the National Arbor Day Foundation to encourage 5th grade students to enter the NADF poster contest. New Mexico's 1st place winner was Josey Espinosa of Placitas Elementary, in Placitas, New Mexico.

2010 - Evelyn Prentice, Chairman of Bylaws and Standing Rules Committee, presented updated standing rules at the June board meeting which were approved by the Board of Directors of KNMB, Inc.

2010 - Under the direction of Molly Madden, EES of KNMB, Inc. implemented the EPA grant received by KNMB, Inc. serviced 57 schools in New Mexico and 1556 students.

Keep New Mexico Beautiful, Inc. – Presidents

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

Keep New Mexico Beautiful, Inc. Executive Directors

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

Annual Special Events and Grant Programs

- New Mexico State Birthday celebration (January 6th) is held in Santa Fe. All communities throughout the state are urged to celebrate this anniversary of statehood with appropriate ceremonies.
- Arbor Day ceremonies (2nd 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, litter control 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 3rd and 5th 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” (3rd 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
Executive Directors Award
Individual Award
Recycling Awards
Arbor Day Awards

Education Awards
Wildflower, Native Plant & Landscaping Awards
KNMB Month Awards
Partnership Award
Organization Award
Business & Industry Award

- Newly Elected KNMB Board Members are also officially recognized at this time.
- America Recycles Day (November 15th) celebrations are held throughout the state. KNMB, Inc. participates with other organizations to educate the public on the importance of recycling. Various resources and information are made available to the general public by KNMB.

Revised 2010 by Evelyn Prentice, Historian and Kori Taylor, Executive Director.