

continued from front page

All of this running around, however, has worn Dusty down. So this year, Keep New Mexico Beautiful commissioned a new Dusty mascot costume. Rob Secrest, artist and mascot designer will help us unveil the new Dusty at this year's Annual Awards Ceremony. Come see a revitalized Dusty Roadrunner – ready to go for another 40 years!

**KNMB 2012**

KNMB's goals for the future are not significantly different from its past. Its current mission, to support and encourage communities to improve their surroundings and promote civic pride remains the same. What is different is how to get there. KNMB will continue to draw from its volunteer, grass-roots membership and help them improve their environments; however it will also tap into technologically new ways of communicating what our members do. KNMB will also find better ways to organize itself to best meet our members' needs. Looking ahead to 2012, KNMB is dedicated to carrying out its mission by:

- strengthening its capacity to serve its state-wide network of members, partners and grantees who are rolling up their sleeves and keeping New Mexico beautiful, and,
- developing a hands-on, teacher and student-friendly, academically rigorous educational program that promotes recycling, the conservation of our natural resources, reduction of litter and civic pride.

As the official state clearinghouse for litter control and beautification we are dedicated to fostering a “commons” in which our members, grantees and collaborators can network and partner for sustainable change. KNMB is embracing new technologies for communicating and sharing solutions, and is re-developing its website to seize these opportunities. The new KNMB website will offer a space for people to share ideas and connect.

KNMB has already taken its first step toward our educational outreach goal. With the hiring of Molly Madden, KNMB has acquired an experienced teacher and dedicated environmental educator. Under Molly's leadership, KNMB is piloting the Dusty Roadrunner on the Road program and learning important lessons about what works best. In 2009, Molly, KNMB's Education Committee, and other educational partners will work together to further develop this program.

To do its job well, Keep New Mexico Beautiful will also, periodically, assess the needs of its membership & clients. This winter, KNMB will be asking you to tell us how we can best serve you. Your feedback will provide a basis upon which KNMB can better understand how to best organize itself in 2008 and beyond to carry out its mission.

Keep New Mexico Beautiful is looking forward to 2012 when it can reflect on the previous four years with feelings of satisfaction and accomplishment. The year of New Mexico's Centennial seemed like a fitting date to not only celebrate the state's longevity and accomplishments, but to celebrate KNMB's contribution to keeping New Mexico beautiful!

**KNMB Member's Corner – Capitan Garden News**

Self-guided art tours have been popular in Lincoln County for years. However, Capitan entrepreneurs, business owners, artists and community service oriented individuals have come up with a new twist - flower tours! This year, Capitan residents and business owners were encouraged to plant flowers in “curious containers”, and in spring 2009 garden and flower enthusiasts will be able to participate in a flower trail from Carrizozo, NM along Highway 380 to Capitan. The tour will continue through Lincoln and terminate (or begin) at the spectacular Iris Farm in the Hondo Valley. Lincoln County will soon be recognized as the “Flower County” of New Mexico!

The people who participate in Capitan's beautification projects feel that their work unifies the community with landscape appeal. They enhance places for recreation and relaxation and encourage civic pride. This fall, Capitan is receiving a grant from Keep New Mexico Beautiful to xeriscape a garden at the Village Hall, where residents and villagers may more fully appreciate the natural beauty of New Mexico. Event coordinators Raynene Greer and Virginia Watson Jones welcome landscape suggestions of other Keep New Mexico Beautiful members. They may be reached at 575-354-2316.

(Do you have news you would like to share in the KNMB Member's Corner? Publish it here! Please contact the KNMB office at 1-800-760-566 for more information.)

**The International Green Ideas Show**  
*New Mexico's premier green trade show*  
 invites you to meet the latest

**ECO-FRIENDLY COMPANIES & ORGANIZATIONS!**

Come and see machines that produce drinking water from air, hybrid vehicles, green burial products and much more!

**October 25 & 26 at EXPO NM**

 in association with 

www.IGIShow.org www.ABQHomeShow.com

For more information call Christina Brown  
**883.9657**  
 or visit www.IGIShow.org

**KEEP NEW MEXICO BEAUTIFUL RELIES ON MEMBERS LIKE YOU TO CARRY OUT ITS MISSION. PLEASE RENEW YOUR MEMBERSHIP TODAY!**

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PROMOTE CIVIC PRIDE.



Volume 11 No. 4 Fall 2008

**Keep New Mexico Beautiful – Past, Present and Future**

Keep New Mexico Beautiful has taken considerable time this year to reflect on its past, assess its present and chart a course for its future. This past March, the KNMB Board of Directors began a strategic planning process, assessing what they appreciate about KNMB and what works. In asking that question, they also asked, what do they want to take forward into the future? This process, although not yet fully complete, has resulted in a draft plan for KNMB's future and a shorter term action plan that jump starts priority initiatives. To understand what the future holds, we take a moment to review a few important elements of KNMB's past that have defined its mission and its future.

**Keep New Mexico Beautiful 1965 – Present**

Keep New Mexico Beautiful was founded in 1965 by Eunice Kalloch, as a continuation of the first governor-appointed statewide beautification committee. The original Board of Directors who worked on and drafted the KNMB mission and bylaws were Eunice Kalloch, Mary Olin Harrell, Harriet Ozler, Jim Grebe, Ernest McGovern, Fred Nelson, Clark Leedy, Mike Anaya, Ruth Bush and attorney Jim Toulouse. The hard work and commitment of these people led to KNMB's incorporation as a non-profit organization in June, 1967.

The actions of these directors launched litter control firsts in New Mexico. Dusty Roadrunner was hatched and designated the official state clean-up symbol in March, 1969. KNMB started the first recycling efforts in Albuquerque and Santa Fe and centers were set up in both cities in 1971. Also, in 1971, at the request of KNMB, the state legislature passed Joint Memorial 7 designating January 6th as “New Mexico Day” to celebrate the birthday of the state. Board of Director member Mike Maloof and his wife Dee chaired this event for many years. Mrs. Maloof to this day support this celebration.

In 1985, the New Mexico Legislature mandated that KNMB be the official statewide clearinghouse for litter control and beautification projects in the state by the Litter Control and Beautification Act (H.B. 198 as amended). This designation stipulated that KNMB may receive up to 10% of the monies collected for litter control and beautification by the state to carry out this mandate. This is the basis for today's KNMB Grant program, and other KNMB activities.

Due to the exceptional dedication of KNMB's members, board members and officers it has been recognized and received awards from Keep America Beautiful and New Mexico Clean and Beautiful. For example, Board of Director members Eunice Kalloch, Evelyn Prentice, and Mary Olin Harrell have received the Lady Bird Johnson award from Keep America Beautiful for their leadership and commitment to beautifying New Mexico. In the words of Margaret Meade, “Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

**KNMB Today**

Keep New Mexico Beautiful's mission is to support and encourage communities to improve their surroundings and promote civic pride statewide, through education, assistance, programs and recognition. This mission is carried out in multiple ways.

KNMB's Grant Program provides funds to community groups, schools, non-profit organizations, villages, towns, pueblos, cities and counties to carry out litter control and beautification projects. Through a grant from New Mexico Clean and Beautiful KNMB funds projects in five categories: Arbor Day, KNMB Month, Education, Solid Waste and Recycling, and Native Plants and Landscaping. This year, 48 grants were awarded to 38 different groups around the state totaling almost \$34,000.

The Dusty Roadrunner educational program reaches out to schools and communities through various activities and materials. Molly Madden, KNMB's new Environmental Education and Outreach Specialist is leading the Dusty Roadrunner on the Road program and carrying out waste audits with students and teachers in rural New Mexico schools this fall to teach important lessons on waste reduction. Dusty Roadrunner on the Road is made possible through a grant from the PNM Resources Foundation and the support of the US New Mexico Federal Credit Union.

In collaboration with New Mexico Clean and Beautiful two Dusty Roadrunner activity books were revised in 2007. “Fun with Dusty Roadrunner”, a 3rd grade activity book, covers civics lessons such as the New Mexico state flower and bird, and important litter control topics. “Dusty Roadrunner Visits the State Monuments” takes 5th grade-level readers through New Mexico's natural treasures such as Petroglyph National Monument in a fun and interactive way. A Spanish-version will be reproduced and available soon. You can find these educational booklets on the KNMB website, www.knmb.org, on the New Mexico Clean and Beautiful website: www.nmcleanandbeautiful.org., or by calling our office 1-800-760-5662.

KNMB supports activities every year that promote beautification and civic pride in our state and its environment. For example, each year KNMB awards a scholarship to a horticulture student at New Mexico State University. This year, Victoria Fietze was our scholarship winner. Congratulations Victoria! Also, in January, the State Birthday is celebrated in Santa Fe; Arbor Day and KNMB Month celebrations take place in the spring in selected communities; and our Annual Membership Meeting and Awards Ceremony is held in the fall. Dusty and KNMB also participate in events like the State Fair Parade, the International Green Ideas Show, and at Earth Day celebrations around the state.

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## Being the Change

Keep New Mexico Beautiful's history is steeped in individuals and small groups of people making a difference in their communities. From initiating the first litter control campaigns and creating the state litter control mascot (Dusty Roadrunner) to launching the first recycling programs in New Mexico, KNMB is successful because of the everyday actions of people like you.

At our Annual Awards ceremony this November 8th we will honor individuals, groups and businesses who have taken action to control litter, set up recycling programs, plant trees, landscape and beautify public spaces, and educate others on these topics. These people and organizations put valuable time and energy into (in the words of Mahatma Gandhi) being the change they want to see in the world. They created beautiful spaces for public use, developed educational materials and activities that re-connect our children to their natural world, and helped families and communities recycle their waste keeping it out of the landfill and off our land.

This year's KNMB award winners for outstanding grant projects include:

### Education

#### **Award of Excellence - Carlos Rey Elementary School Campus Xeriscaping**

Children in the Carlos Rey GATE (Gifted and Talented Education) class dedicated themselves to planning, planting, watering and weeding trees and shrubs on the elementary school campus. They learned to care for their gardens and teach others about the benefits of xeric gardening in a desert environment. (They were also instrumental in writing the KNMB grant proposal!) Five trees were planted and three areas xeriscaped with drought tolerant plants.

#### **Award of Merit - Pecos Elementary School PTA, Greenhouse & Market**

The Pecos Elementary Gardening Program works with all grades preparing and planting local vegetation and produce. The older grades participated in the Pecos Community Farmer's Market as an entrepreneurship learning experience. This project has benefited also from greater community collaboration, including donation of a greenhouse from the Santa Fe School for the Deaf.

### Native Plants & Landscaping

#### **Award of Excellence - Angel Fire Garden Club, Vietnam Veterans Memorial**

The Angel Fire Garden Club created a serene, inviting entrance to the Vietnam Veterans Memorial in Angel Fire. The project included replacing depleted soil with "Back to Earth" and goat manure, extending the irrigation system to service the entry gardens, planting high altitude plants, adding some annual color for Memorial Day and Independence Day, mulching, and keeping the area weeded, dead headed and well maintained throughout the year.

#### **Award of Merit - The Wellness Coalition, Loursburg Housing Authority Landscaping**

Forty-three native plants and trees were planted by an Americorps crew at the Loursburg Housing Authority. A short workshop on landscaping technique, the importance of using drought tolerant species, and the ecology of planting flowering native trees and shrubs to attract birds to the area was held with the crew.

### Individual Award of Excellence

- Mrs. Dee Maloof - Business & Industry Award of Excellence
- US New Mexico Federal Credit Union - Organization Award of Excellence

- Dekker/Perich/Sabatini - Partnership Award of Excellence
- New Mexico Recycling Coalition

Three other awards, KNMB's President's Award, Executive Director's Award and the Dusty Award are to be announced at the ceremony itself. Please come join us and help us honor these people and groups for their commitment to New Mexico's environment. For more information please call the KNMB office, 505-883-5559, or email us at knmb@zianet.com.

### Solid Waste

#### **Award of Excellence - Santa Fe Solid Waste Authority, Materials Recovery Station virtual tour**

The Santa Fe Solid Waste Management Authority created a web-based virtual tour of the Material Recovery Facility at the Buckman Road Recycling and Transfer Station, in November 2007. A DVD and 200 duplicates were created of this tour to provide to schools and local municipalities. The DVD chronicles what happens to recycled waste once it leaves the curbside or drop off center, how recyclables are processed, and how they are turned back into new products for our every day use.

#### **Award of Merit - Lincoln County Solid Waste, Newspaper Collection**

This project supported a newspaper recycling initiative led by teenagers associated with the new Community Youth Center in lower Ruidoso. Lincoln County Solid Waste Authority purchased a 3 cubic yard dumpster and appropriate signage. This is the fourth step in developing a newspaper recycling site network within the Village of Ruidoso.

#### **Best Overall - The Pueblo of Santa Ana, Pond Restoration and Education**

This project receives the Best Overall award not only for its success at cleaning up and restoring Santa Ana Pond, but also for its educational outreach. Twenty-five youth and fourteen adults planted native plants at the site and learned about the ecology and hydrology of the pond. In addition, this project stands out for the quality of its grant application, reporting and educational materials.

At the Annual Awards Luncheon award winners will share more of their story about these projects with everyone. We will also honor and award the following individuals and groups for the contributions they have made to the Keep New Mexico Beautiful mission.

Keep New Mexico Beautiful grants are made possible through a grant from New Mexico Clean & Beautiful, a division of the New Mexico Tourism Department.



# Dusty Roadrunner's Calendar of Activities

## Rural Recycling Technical Assistance Project September 2008 – September 2009 New Mexico Recycling Coalition

This fall, the New Mexico Recycling Coalition launches its Rural Recycling Technical Assistance Project. NMRC will provide technical assistance to rural NM communities and tribes with 10,000 residents and less courtesy of a USDA Rural Utility Services grant. NMRC plans to develop a Recycling Resource Toolkit for all targeted communities, and will work with communities to launch or expand recycling services, develop a recycling plan, and identify regionalized solutions to recycling collection and processing. NMRC is working in partnership with many organizations, including KNMB, to reach out to community leaders and schools. For more information about this program, please contact English Bird, NMRC, 505-983-4470.

## International Green Ideas Show October 25 & 26th Expo New Mexico

Dusty Roadrunner will be found between 1:00 and 3:00 p.m. Saturday and Sunday, October 25th and 26th at the International Green Ideas Show (IGI) at the Expo New Mexico. In conjunction with the New Mexico Home and Lifestyle Show, the largest of its kind in the state, the IGI will feature more than 50 eco-friendly organizations and companies. Dusty Roadrunner and Keep New Mexico Beautiful will be there too, providing fun activities and messages for kids and adults alike. Come join us and learn how you can make your daily life greener, and because of it keep New Mexico beautiful! For more information, visit [www.igishows.org](http://www.igishows.org), or call Christina Brown, 883-9657.

## KNMB Annual Meeting and Awards Luncheon November 8th, 2008 Anderson-Abruzzo International Balloon Museum

KNMB members will convene for our Annual Meeting at 10:00 a.m. at the Balloon Museum. (Thank you City of Albuquerque, the Balloon Museum is a beautiful venue!) Agenda items include election and installation of a new Board of Directors and officer elections and installment and review of this and next years' activities. Also, be one of the first to see a fresh Dusty Roadrunner: a new and improved mascot costume, spiffed-up and ready to go! We will also unveil a new and dynamic KNMB website! At noon, the Annual Awards Luncheon will begin and outstanding KNMB Spring 2008 grant recipients, individuals, organizations and businesses will be honored for their excellent work keeping our state beautiful. Everyone is invited to join us at 12:00 p.m. to honor these outstanding New Mexico citizens. For more information about attending the Annual Meeting and Awards Luncheon please call the KNMB office, 505-883-5559, or 1-800-760-5662.

## New Mexico Recycling Awareness Month November, 2008 New Mexico Recycling Coalition

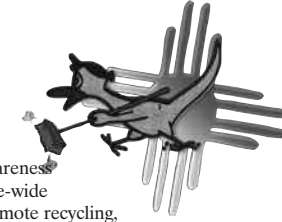
New Mexico Recycling Awareness Month (NMRAM) is a state-wide annual event created to promote recycling, waste reduction, composting and buying recycled products. It is held in conjunction with the nationwide America Recycles Day campaign on November 15th. The New Mexico Recycling Coalition offers support to November Recycling Awareness events in schools and communities around New Mexico. Events include municipal-sponsored recycling drives, public awareness events at malls and stores, and employee education in private business and federal facilities. Last year 45 communities and schools held an educational event at either a school or public arena in New Mexico. Keep New Mexico Beautiful is proud to be a sponsor New Mexico Recycling Awareness Month and we encourage everyone to find ways to reduce, reuse and recycle this November, and year-round!

## Cool Yule Christmas Party December 13th, 2008 Character Counts

Dusty Roadrunner is happy to be invited to the Cool Yule Christmas Party this year to be held at the National Guard Armory in Albuquerque. Dusty will help play Santa and give Dusty Roadrunner Activity books to approximately 500 of Albuquerque's children in need and spread his message of civic pride for our environment and our communities. Character Counts is an a political, non-religious national movement that promotes trustworthiness, respect, caring, fairness, responsibility, and citizenship in schools and communities around New Mexico. For more information about Character Counts visit [www.charactercountsnm.org](http://www.charactercountsnm.org).

## Happy Birthday New Mexico! January 6th, 2009 State Roundhouse, Santa Fe

Each year, Keep New Mexico Beautiful celebrates the New Mexico State Birthday at the Capitol building in Santa Fe. This year, as in the past, Dusty and KNMB Board of Directors along with New Mexico's political leaders will blow out candles, cut the cake, and celebrate New Mexico's 97th year as a state. We will also take this opportunity to honor KNMB Individual Award winner, Dee Maloof, a long-time friend and supporter of the Keep New Mexico Beautiful mission, and of the State Birthday Celebration. Come join us for the festivities!



## Board of Directors Spotlight:

By Glenn Prentice

Mr. Glenn Prentice has been an active member of Keep New Mexico Beautiful since 1980. Glenn has served on the KNMB Board of Directors for many years and offered his skills as photographer at KNMB events. Glenn has also provided oversight and leadership of KNMB's finances, serving as the Chair of the Audit Committee, and on the Finance committee. Glenn has a keen eye for fiscal responsibility, and the organization has benefited from his practical approach to non-profit management.

A veteran of World War II, Glenn served as a B-24 pilot in Italy. After the war, he attended the University of Colorado where he received his degree in mechanical engineering. He put his education to work for Boeing Aircraft Company in Seattle, WA where he helped design and stress the B-52 bomber. In 1952 he moved to Albuquerque, NM and worked as a design and stress analyst for Sandia Labs, for 33 years.

Glenn is a registered Professional Engineer, and served three terms as an elder in the La Mesa Presbyterian Church. His service to Keep New Mexico Beautiful has been his principal volunteer effort since his retirement. Glenn and his wife Evelyn have three sons, four grandchildren and two great grandchildren. This coming year they will celebrate their 65th wedding anniversary.

Keep New Mexico Beautiful is honored to have such a dedicated person serving on our Board of Directors. We salute Glenn Prentice and thank him for all the work he has done for our organization, and to keep New Mexico beautiful.

## DUSTY ROADRUNNER ON THE ROAD



Dusty Roadrunner hits the ground running this fall conducting waste audits and teaching reduce, reuse, recycle themes in 18 elementary schools around New Mexico. The Dusty Roadrunner on the Road program, made possible by a grant from the PNM Resources Foundation, asks students and teachers to save their trash for a day and then weigh, measure and analyze the amount and type of trash they generated. The program not only teaches important lessons about waste reduction and management, but it also practices important grade-appropriate math and science skills. At the end of the lesson, students are asked to develop an action plan in which they identify practical ways they can reduce, reuse and recycle the waste they generate at their school. In addition, to off-set the carbon emitted by Dusty's travels and combat climate change, each participating school is given a tree to plant on their school campus.

The Dusty Roadrunner on the Road program is directed and implemented by Molly Madden, the KNMB Environmental Education Specialist. Molly joined the Keep New Mexico Beautiful team this September and

brings with her over 20 years of teaching experience, and almost as many in environmental education.

In the first two weeks that Dusty and Molly were on the road they reached six schools, ten different 3rd, 4th, and 5th grades classes and 208 students in Valencia County. But Dusty's work doesn't end there. For the rest of October, he will reach eight more schools and twelve more classrooms in Milan (Cibola County), Gallup (McKinley County), Socorro (Socorro County), Estancia (Torrance County) and Ruidoso and Carrizozo (Lincoln County). Dusty's schedule for this fall is filling quickly, however a few spaces are still open. Let your favorite teachers and community organizers know that Dusty is available for presentations, appearances, and public outreach at events where KNMB can spread a message of responsibility and state pride.

"Thank you PNM Resources Foundation and the US New Mexico Federal Credit Union for supporting Dusty's travels and KNMB's educational outreach program."

If you are an interested 3rd, 4th, or 5th grade teacher in a rural New Mexico school please email [education@knmb.org](mailto:education@knmb.org) and find out more about Dusty Roadrunner on the Road.



Fund A division of the PNM Resources Foundation

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