

# Keep Iowa Beautiful®

WINTER 2020

## KEEP IOWA BEAUTIFUL IS SEEKING NEW COUNTY/ COMMUNITY PARTNERS



By Kevin W. Techau  
Executive Director  
Keep Iowa Beautiful

**Want to Make a Difference in the Future of Your HOMETOWN?** Keep Iowa Beautiful's Hometown Pride program was developed to meet the need of Iowa communities for assistance in the implementation of community plans and visions.

**WHAT IS HOMETOWN PRIDE?** Bottomline: A program that brings community members together to improve their hometown. The program is built on community coaching to rural communities across Iowa. The coaching provides technical and financial source assistance, through trained coaches, to local residents, city councils, city clerks and managers to enhance and support the plans and visions for the future of the communities both culturally and economically. It builds a sense of pride and respect along with a sense of vitality and action.

### What HOMETOWN PRIDE Does:

- Provide professional assistance through community coaching
- Furnish a toolkit of programs that can help the community
- Increase the effectiveness of local tools / programs
- Involve youth through service learning
- Build stronger more vibrant communities
- Support and grow investments in the local community foundation.
- Empower local citizens and provide needed skill training.

HOMETOWN PRIDE has proven it can enhance community cultural and economic vitality – strengthening the community and increasing its chance for not simply survival but growth with increased pride. The program walks alongside qualifying Iowa communities to provide technical and professional coaching assistance. The goal is to deliver a sense of stability and empowerment so that communities can implement sustainable plans and programs.

### Interested? Want more details?

Contact KIB and arrange for a presentation on Hometown Pride program. Our staff will be happy to meet with your county economic development group, board of supervisors, community foundation or other responsible groups or individuals to discuss the program and provide complete details on how to apply. Contact: Kevin W. Techau Email: [ktechau@keepiowabeautiful.org](mailto:ktechau@keepiowabeautiful.org)

## KEEP IOWA BEAUTIFUL PHOTOGRAPHY CONTEST WINNERS

Keep Iowa Beautiful (KIB) announced the winners of the 10th Keep Iowa Beautiful Photography Contest aimed at raising awareness of Iowa's natural and environmental beauty. KIB wants to learn what resonates with Iowans based on the photographs they share through this annual photography contest.

**FIRST PLACE:** Katharine Gail Vogel of Marshalltown. (Adventure in Loess Hills). 1st place winner awarded \$50 and a one year subscription to Our Iowa magazine.



1ST PLACE... Katharine Gail Vogel from Marshalltown  
"Adventure in Loess Hills"

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**Kevin Techau**  
Executive Director  
515-979-0142

**William H. Jackson**  
Executive Assistant  
515-323-6537

### Hometown Pride Coaches

**Francis Boggus** - Clinton County  
515-822-1434

**Jeff Davidson** - Jasper County  
319-541-7048

**Lorin Ditzler** - Warren County  
515-442-0723

**Kathy Evert** - Sac County  
712-260-8746

**Doug Friedli** - Fremont County  
402-873-2215

**David Heiar** - GWMRR Counties  
563-599-1223

**Margo Underwood** - Pocahontas County  
641-420-3896

[www.keepiowabeautiful.com](http://www.keepiowabeautiful.com)

## KEEP IOWA BEAUTIFUL TO AWARD SCHOLARSHIPS

Keep Iowa Beautiful (KIB) will award three \$1,000 scholarships to Iowa high school seniors in 2020 who plan to enroll in an Iowa college or university.

The scholarships are in honor of three pioneers in KIB's 20-year history:

**Bob Byers--Educator.** Through Bob's leadership, KIB's Litter-Free School Campus program was started in NW Iowa. His dedication to young people and environmental concerns was a driving force encouraging young people to help improve their community.

**William Fultz—KIB Founding Board Member and artist.** Bill started an advertising agency that became the largest agricultural advertising agency in the world.

**Gerald Schnepf—KIB Founding Executive Director.** Gerry's career spanned 50 years of making Iowa a better place to live, work and raise a family.

The Byers scholarship is supporting high school students who plan to enroll and study environmental science, community development, landscape architecture or architecture (historical emphasis) or community planning and sustainability.

The Schnepf scholarship will be awarded to a senior who has a record of community service and a desire to continue to support and contribute to the enhancement of the place they live and work. College programs could include community & regional planning and volunteer management.

The Fultz scholarship will be awarded to a senior planning on studying communications, public relations and/or marketing.

"KIB seeks to foster positive values in younger generations and reinforce them in older generations. We encourage respect for home, neighborhood, community and state," said Kevin Techau, KIB Executive Director.

For more information or to apply on-line go to:

<https://keepiowabeautiful.org/grants-awards/scholarship/>

Applications are due January 31, 2020 with notification in March. All award recipients will be invited to a ceremony in the Governor's Office in Des Moines in March/April.

## E-MAIL NEWSLETTER

Our Newsletter is Going Electronic!

This will be the last printed issue of the Keep Iowa Beautiful quarterly newsletter. Beginning in February, Keep Iowa Beautiful is moving to an electronic monthly newsletter with the same how-to features, community recognition events, and ideas to make your community a more attractive place to live.

To continue receiving news about how our programs and communities are keeping Iowa beautiful, please sign up for our electronic newsletter at [keepiowabeautiful.org/newsletter-signup/](http://keepiowabeautiful.org/newsletter-signup/). Have a community story you'd like to share? Submit your ideas and photos to [BillJackson@keepiowabeautiful.com](mailto:BillJackson@keepiowabeautiful.com).

# 2020 PAINT IOWA BEAUTIFUL PROGRAM

Keep Iowa Beautiful and Diamond Vogel Paint are announcing the 2020 Paint Iowa Beautiful program. The program provides free paint to a wide variety of public service projects throughout Iowa.

“The seventeen-year partnership with Keep Iowa Beautiful allows Diamond Vogel to assist and work with the many local volunteers and organizations that help build stronger Iowa communities.” said Doug Vogel, Vice-President of Marketing, of the Iowa based company. “This is a great opportunity for many Iowans to improve the attractiveness and beauty of their community.”

“Keep Iowa Beautiful’s partnership with Diamond Vogel Paint has helped improve over 990 community projects in Iowa,” said Kevin Techau, Keep Iowa Beautiful Executive Director. “We appreciate Diamond Vogel’s generous contribution of 11,330 gallons of paint over the years a commitment to improving and enhancing the appearance of our communities.”

The online grant application is now open to Iowans and can be completed and submitted by February 14, 2020. Access the Paint Iowa Beautiful application at:

<https://www.KeepIowaBeautiful.com/grants-awards/paint-iowa-grant/>



## HOW ARE THE TREES IN YOUR COMMUNITY?

By Jackie Wedeking and Jeff Jensen

TREES FOREVER

Emerald Ash Borer (EAB) is an invasive beetle from Asia that infects and kills ash trees. It has been detected in 69 Iowa Counties so far and poses a significant threat to the estimated 52 million ash trees in our state forests and over 3 million ash trees in our towns and cities. While some chemical treatments are available for healthy trees, the simple reality is that EAB will kill most of the ash trees in Iowa. While it is true that cold temperatures (-30 air temperature) can kill some of the beetles it will not stop the spread of this pesky little bug in any meaningful way.

Many resources exist that can help homeowners and community members cope with this destructive pest. Trees Forever has some useful EAB information found here <http://www.treesforever.org/EAB> along with links for other great resources. The Iowa DNR has a very nice website that provides a wealth of information including what EAB looks like, community and landowner resources – which include how to find a certified pesticide applicator or certified arborist to talk with about treatment or diagnosing a tree, as well as how to find your district forester for more information or questions about tree health. <https://www.iowadnr.gov/Conservation/Forestry/Forest-Health/Emerald-Ash-Borer> The IA Dept. of Ag. and Land Stewardship (IDALS) is another fantastic resource through their Iowa Tree Pests website at <http://www.iowatreepests.com/> here you can track the spread of EAB through maps and learn about other threats to our forests and woodlands.



# IOWA RECYCLING DAY



Keep Iowa Beautiful and the Iowa Recycling Association joined Governor Kim Reynolds as she signed a proclamation making November 15, 2019 IOWA RECYCLES DAY.

The proclamation “recognized the importance of promoting recycling statewide through observance of America Recycles Day on November 15, 2019, and on this day we renew our commitment to making environmentally conscious changes in our lives so that our children and grandchildren can live a better, cleaner future. Let us continue in striving to reduce waste, conserve resources and meet our obligations to our planet and to future generations.”



(L to R) Kevin Techau, KIB Executive Director; Gov. Kim Reynolds, Mike Richardson, Vice-Chair KIB Board of Directors and Bill Jackson, KIB Associate Director.

## DERELICT BUILDING GRANTS

The Iowa Department of Natural Resources (DNR) is now accepting applications for the 2020 Derelict Building Grant Program. The program promotes the reuse or recycling of building materials from dilapidated buildings in communities of 5,000 residents or less. The 2019 grant recipients were announced last May and included 13 awards from several thousand dollars up to \$70,000.

Financial assistance includes asbestos removal, building demolition/renovation and other environmental services. The application period will remain open through Feb. 20, 2020. A committee made up of representatives from the DNR, Iowa Society of Solid Waste Operations, Iowa Recycling Association, Iowa Economic Development Authority and Keep Iowa Beautiful will review the grant applications and select the 2020 grant recipients. For more information, check out DNR website: <https://www.iowadnr.gov/Environmental-Protection/Land-Quality/Waste-Planning-Recycling/Derelict-Building-Program>

# HOMETOWN PRIDE COACHES ROSTER

## CLINTON COUNTY



Francis Boggus  
Clinton County Community Coach  
fboggus9@gmail.com

“Many Iowa communities need long term help in building the future of their community. I am excited to participate in a community effort where elected officials are committed to the effort to enhance the appearances, cultural and economic vitality of their communities.” Clinton County and nine communities are in the fifth year of Hometown Pride.

## FREMONT COUNTY



Doug Friedli  
Fremont County Community Coach  
dougfriedli@gmail.com

“I have witnessed transformational changes in Fremont County in the past six years. Because of the hard work and dedication of hundreds of local Hometown Pride volunteers, new homes are being built, communication and collaboration has improved within and between communities, amenities like parks, trails, welcome signs, etc. have been improved. Volunteers have secured and reinvested over \$900,000 in grants and in-kind services to improve their communities.”

## GWMRR COUNTY



Community Coaches  
Great Wood Mississippi River Road  
(Dubuque, Jackson & Jones Counties)  
heiar@thejcea.org  
dfox@ecia.org

Our three county region (Dubuque, Jackson, and Jones) had been successfully collaborating on a pilot program called Parks to People for a few years prior to signing on with KIB and Hometown pride. The Hometown pride program has allowed our region to further develop the relationships and successes we had already initiated. We expanded our original focus from recreational opportunities to also include cultural and economic vitality for our 12 member communities.

## WARREN COUNTY



Lorin Ditzler  
Warren County Community Coach  
Lorin@WarrenCountyHometown.com

“One of the things I love about working with our Hometown Pride volunteers is seeing the transition from ‘somebody ought to do something about that’ to ‘let’s do something about that!’ I have been blown away by the creativity and passion of our volunteers, and all the ways they’ve found to contribute to their community.”

## JASPER CO. COUNTY



Jeff Davidson  
Community Coach-Jasper Co.  
jeff.davidson2013@gmail.com

“As we wrap five years of Keep Iowa Beautiful Hometown Pride in Jasper County, it has been an enriching experience for all involved. We have successfully established 9 Hometown Pride Committees that have far exceeded my expectations. They have become community betterment focal points that are highly respected in each town. Refurbished parks in Baxter, Colfax, Kellogg, Lynnville, Sully, Prairie City and Mingo. New tennis courts in Monroe. A new canoe launch in Kellogg. Murals in Newton. Wayfinding signs in Baxter and Newton. A regional rail trail between Prairie City and Monroe.

When you say Hometown Pride in Jasper County there is immediate recognition of the brand and what it stands for. I cannot say enough about my community volunteers, my fellow community coaches, and Keep Iowa Beautiful staff with the original vision. It has been a pleasure to serve.”

## SAC COUNTY



Kathy Evert  
Sac County Community Coach  
kjesolutions@gmail.com

“My experience as community coach for Sac County Hometown Pride has been very rewarding. Helping communities tap into resources, creating and completing projects, and setting their sites on even bigger plans for the future has been my goal for all of Sac County.”

## POCAHONTAS COUNTY



Margo Underwood  
Pocahontas County Community Coach  
mlunderwood@ctel.net

“I’m pleased to have the wonderful opportunity to work with such committed and dedicated Hometown Pride volunteers to help improve the cultural and economic vitality in the nine communities in Pocahontas County. Working together, the local partners and community volunteers have received approximately \$1.25 million dollars in grants and have completed 195 community projects in the past 7 years.”

# HOMETOWN PRIDE COACHES CORNER

*Building Stronger Communities – Developing Sustainable Futures*

## Fremont Co - Hometown Pride

Here are three photos from Fremont County. Tabor Hometown Pride unveiled new welcome/exit signs this week which have been a goal for the past 5 years. The lanterns were held by the “conductors” from their historic Underground Railroad site. .



## Pocahontas County — Hometown Pride Laurens Rain Garden Provides Storm Water Control Benefits

This rain garden installed a few years ago along busy State Highway 10 near Fisher Hydraulics in Laurens was the site of a recent education and maintenance session. The rain garden was installed by the Laurens Hometown Pride Committee in partnership with Fisher Hydraulics, Trees Forever and the Iowa DOT to control storm water runoff from the Fisher Hydraulics building and parking lot. Pictured left to right: Jeff Jensen, Trees Forever Field Coordinator; Dorothy Lamberti, Laurens Hometown Pride Committee; and Diane Harrison, Fisher Hydraulics Human Resources Manager.



# HOMETOWN PRIDE COACHES CORNER

*Building Stronger Communities – Developing Sustainable Futures*

## Sac Co - Shaller - Hometown Pride

Schaller Hometown Pride committee held a bike safety training class and a fun walk fundraiser at their school for the proposed Schaller Trail. Schaller Hometown Pride's project focuses on building a trail to be used by the entire community as a source of recreation and pride. The initial phase will involve an area from First Street to the Jaycee's ballfield. This will provide a safe environment for children and adults to walk or bike to the ballfield.



## Warren-Norwalk — Hometown Pride

Norwalk Hometown Pride was granted paint for a mural at the Lil Hands Big Dreams Daycare building on North Ave in Norwalk.



## KIB PHOTOGRAPHY CONTEST WINNERS (cont. from page1 )



2ND PLACE...  
Mark Iwig from Johnston  
"Sunrise at Iowa Women of Achievement Bridge"

SECOND PLACE: Mark Iwig of Johnston. (Sunrise at Iowa Women of Achievement Bridge in Des Moines) 2nd place winner awarded \$40 and a one year subscription to Our Iowa magazine.

THIRD PLACE: Willard Sharp of Madrid. (The Milky Way and a Tractor) 3rd place winner awarded \$30 and a one year subscription to Our Iowa magazine.

HONORABLE MENTIONS went to Aaron Miller of Carlisle and Mark Iwig of Johnston.

"This is a great way for Iowans to share what they like about rural and urban Iowa," said Kevin Techau, KIB Executive Director. "This photo contest offers both amateur and experienced photographers an opportunity to tell Iowa's story in a fun, engaging way."

The photos will be featured in KIB's quarterly newsletter and on the KIB website during the year: [www.KeepIowaBeautiful.com](http://www.KeepIowaBeautiful.com) Over 30 entries were received.



3RD PLACE...  
Willard Sharp from Madrid  
"The Milky Way and a Tractor"



Honorable Mention  
Aaron Miller-Carlisle  
"July Sunset Storm and Windmill"



Honorable Mention  
Mark Iwig-Johnston  
"Sunset at St. Paul's Evangelical Church"