

# PRIDE Progress

Newsletter of Eastern Kentucky PRIDE, Inc.

2011, Issue 2



The 500th person to "like" [www.facebook.com/EasternKentuckyPRIDE](http://www.facebook.com/EasternKentuckyPRIDE) wins a camp chair

## Spring Cleanup: "Get Five for PRIDE" succeeds, volunteers break record

Southern and eastern Kentuckians succeeded in the "Get Five for PRIDE" challenge, which set the goal of a five-percent increase in Spring Cleanup volunteers from 2010 to 2011.

A total of 33,406 volunteers picked up litter across the region during Spring Cleanup Month in April 2011, compared to 31,200 Spring Cleanup volunteers in 2010.

The volunteer turnout for the 2011 Spring Cleanup was the largest since PRIDE began organizing the annual event in 1998.

The 2011 Spring Cleanup removed 32,840 bags of trash and 27,513 tons of trash from the region's landscape. Ten tons of junk appliances and 52 tons of other materials were recycled. 203 tons of old tires were gathered for proper disposal.

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Spring Cleanup:

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Highlights

"Last year, I couldn't believe more than 30,000 people would volunteer to pick up trash across the region, but PRIDE volunteers had another record-breaking year for 2011," said Congressman Hal Rogers, who co-founded PRIDE. "PRIDE volunteers have worked hard to educate our community members about putting trash in its proper place and the importance of recycling."

### A word to our sponsors

PRIDE thanks the sponsors that helped make the 2011 Spring Cleanup possible. Hinkle Contracting and Outdoor Venture Corporation were the Gold-Level Sponsors. The Silver-Level Sponsors were SouthEast Telephone, Blackboard Student Services and Walmart.

If you are interested in sponsoring the region's 2012 Spring Cleanup or a cleanup in your area, please call Tammie Wilson at 888.577.4339.

## How to be a PRIDEful Recycler: Workshop kicks off new outreach campaign

*Call now to schedule your presentation*

Local government and school officials gathered June 28 in Corbin to discuss expanding recycling to the advantage of southern and eastern Kentucky.

"In the first decade of PRIDE, we focused on getting trash out of dumps and into landfills," said Congressman Hal Rogers, who gave the keynote address. "With the old dumping habit broken, we now are challenging ourselves to develop a new habit — recycling."

"Recycling and reusing actually are part of our region's thrifty, self-sufficient heritage," he added. "Old clothes become beautiful quilts.



Canning jars are used year after year. We just need to look at all our resources in that light."

### PRIDEful Recycler outreach available

The workshop kicked off PRIDE's latest environmental awareness campaign, entitled "How to be a PRIDEful Recycler."

"Any group that wants to explore recycling can call us, toll free, at 888.577.4339," said PRIDE's Tammie Wilson. "We will arrange a presentation about why and how to be a PRIDEful Recycler and provide recycling start-up kits for your audience. You may be surprised by how simply you can make a big difference for our economy and environment just by recycling."

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## 2011 PRIDE ENVIRONMENTAL EDUCATION FUNDS

PRIDE is pleased to announce the application process for the 2011 Environmental Education Contracts. The awards will be worth up to \$1,250 with an additional \$250 available for PRIDE Clubs. The application schedule is below:

Aug. 4 Applications available at [www.kypride.org](http://www.kypride.org)  
(none will be mailed)

Sept. 2 Applications due

Sept. 14 Funding awards will be announced

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2011 PRIDE Spring Cleanup Awards

Greatest Volunteer Participation by a City

1st Place: London, 728 volunteers  
Runner Up: Greensburg, 302 volunteers

Greatest Volunteer Participation by a County

1st Place: Perry, 3,341 volunteers  
Runner Up: Jackson, 2,111 volunteers

Greatest Volunteer Participation by a School

1st Place: Manchester Elementary, 463 volunteers  
Runner Up: Pine Knot Elementary, 290 volunteers

Greatest Volunteer Participation by a Nonprofit

1st Place: Lake Cumberland Community Action, 1,389 volunteers\*  
(Based in Jamestown, serving Adair, Casey, Clinton, Cumberland, Green, McCreary, Pulaski, Russell, Taylor and Wayne Counties)

Runner Up: KCEOC, 807 volunteers\*  
(Based in Barbourville, serving Clay, Harlan, Jackson, Knox, Laurel and Rockcastle Counties)

\* Majority of volunteers were Head Start students, parents and staff, providing an early lesson in stewardship and service.

Get Five for PRIDE Trophy for  
Greatest Volunteer Increase from 2010 to 2011

Wolfe County, 1,725 volunteers

Get Five for PRIDE Certificates for  
Five Percent Volunteer Increase from 2010 to 2011

Adair County	Whitley County
Breathitt County	Wolfe County
Casey County	City of Blaine
Clay County	City of Burnside
Clinton County	City of Campbellsville
Cumberland County	City of Corbin
Green County	City of Edmonton
Jackson County	City of Ferguson
Johnson County	City of Gamaliel
Knox County	City of Greensburg
Lawrence County	City of Inez
Lee County	City of Livingston
Magoffin County	City of London
McCreary County	City of Loyall
Monroe County	City of Lynch
Morgan County	City of Martin
Owsley County	City of Middlesboro
Pike County	City of Owingsville
Rockcastle County	City of Pineville
Taylor County	City of Sharpsburg
Wayne County	City of Whitesburg

Faces of the 2011 PRIDE Spring Cleanup

For more photos, click the Flickr symbol ("Fr") at the top of [www.kypride.org](http://www.kypride.org)



Congressman Hal Rogers (center) presented Wolfe County's Get Five for PRIDE trophy to Timothy Bailey, Judge-Executive Dennis Brooks, Ashley Bowman and Ronnie Halsey.



Jenkins Independent School volunteers displayed their PRIDE during a joint cleanup with Letcher County Central High School.



The Center for Rural Development staff volunteered to pick up litter near the facility during the PRIDE Clean Sweep of US 27 in Somerset and Burnside.



At the PRIDE Spring Cleanup Kickoff, the Pine Knot Job Corp won the 1st Place plaque for the School with the Most Volunteers.



SouthEast Telephone's Cindy Looney and her daughter prepared a free meal for volunteers at the Yatesville Lake Cleanup. Photo submitted by Andrew Auxier, US Army Corps of Engineers.



The Adair County Sheriff's Department prepared volunteers to spot items that should be avoided.

*"This spring was our biggest cleanup yet with 1,204 volunteers putting in 3,078 hours. We were overwhelmed with the tremendous support from our residents."*  
— Adair County Judge-Executive Ann Melton

2011 Spring Cleanup highlights

**1st Annual PRIDE Dale Hollow Lake Cleanup** — On April 9, 226 volunteers cleaned roads to Dale Hollow Lake. They picked up 615 bags of trash and 13 tires. The event was sponsored by PRIDE and Cobb Chicken in partnership with the Cumberland County Fiscal Court, Clinton County Fiscal Court, Dale Hollow State Resort Park, Hendricks Creek Resort and Sulphur Creek Resort.

*"The new Dale Hollow cleanup was a great and successful addition to Cumberland County's Spring Cleanup. Being a new county judge, I was amazed at how well the volunteers and PRIDE staff came together to get the fullest impact."*  
— John Phelps, Jr., Cumberland County Judge-Executive

**2nd Annual Yatesville Lake Cleanup** — On April 9, 105 volunteers cleaned Yatesville Lake, up from just five volunteers at the inaugural event in 2010. They removed 227 bags of trash, 18 tires and several appliances from the lake. Partnering to host the event were the U.S. Army Corps of Engineers, Lawrence County Solid Waste Division, Lawrence County Park, Boy Scouts (Order of the Arrow), Yatesville Lake State Park, SouthEast Telephone and PRIDE.

**3rd Annual PRIDE Clean Sweeps of US 27 in Somerset and McCreary County** — Over several days in April, 503 volunteers picked up 522 bags of trash, 21 tires and one couch along US 27 and other roads in Somerset and Burnside. Redbud trees were awarded to the five largest volunteer groups. PRIDE co-sponsored the event with the Somerset-Pulaski County Chamber of Commerce, The Center for Rural Development and Operation UNITE.

In McCreary County on May 7, 314 volunteers cleaned US 27 from one end of the county to the other, plus a few other roads, filling 480 trash bags. Beulah Mountain Christian Academy and the Hill-billy Mud Slingers won \$100 prizes as the school and civic group with the most volunteers. The event partners were PRIDE, McCreary County Fiscal Court, McCreary County 109 Board and Pine Knot Job Corps.

**4th annual PRIDE Spring Cleanup Kickoff Celebration** — On March 26, 343 volunteers picked up 1,288 bags of trash and 181 tires along Hwy. 90, which leads to Cumberland Falls State Resort Park. Whitley County won the Volunteer Cup for registering the most volunteers. Plaques went to the Pine Knot Job Corps and Walmart as the school and community groups with the most volunteers. The cleanup was presented by PRIDE, Cumberland Falls State Resort Park, McCreary County Fiscal Court 109 Board, Whitley County Fiscal Court, US Forest Service, McCreary County Extension Service, McCreary County Board of Education, Whitley County School System, Bank of McCreary County and Pine Knot Job Corp.

**23rd Annual Laurel Lake Cleanup** — On April 16, 270 volunteers cleaned roads and shorelines at Laurel Lake. Boaters brought in 2,660 pounds of garbage, and another 150 bags were collected from the Laurel Bridge staging area. Land-based workers collected 5,740 pounds, which translated into two dump truck loads. As the county with the most volunteers, Laurel County won the "Clean-up Cup" competition. Partners in hosting the event were the USDA Forest Service, PRIDE, U.S. Army Corp of Engineers, Laurel County Fiscal Court, Whitley County Fiscal Court and City of London.





## PRIDE web site gets a face-lift

PRIDE invites you to explore and contribute to the revamped [www.kypride.org](http://www.kypride.org), which was designed by The Center for Rural Development's web development team.

Beyond the fresh new look, you will find the site to be more interactive and user-friendly.

Today's top social media platforms — including Facebook, YouTube and Flickr — are featured prominently with links in whimsical flowers along the menu bar.

With at-a-glance news and events, the site puts you in touch with all things PRIDE across the region. Keep up with PRIDE in your community by clicking your county on the service area map.

Please submit your PRIDE stories, events and photos to be showcased at [www.kypride.org](http://www.kypride.org).



## PRIDEful Recycler (continued from cover)

### Workshop highlights

The workshop was held at Whayne Supply Company, sponsor of the How to be a PRIDEful Recycler campaign, which operates an extensive recycling and re-use program. Workshop participants toured the facility to see how materials are refurbished to save money and resources, as well as to provide equipment in short supply in the current global market.



ABOVE: The PRIDEful Recycler starter kit includes labels, such as this, for recycling bins.

BELOW: Corbin Primary School students toured the London Recycling Center.



The economic and environmental benefits of recycling were outlined by Tom Heil, environmental scientist with the state's Recycling Assistance Section.

For example, recycling creates jobs and provides a domestic supply of inputs for manufacturing. Making products with recycled materials saves energy and natural resources.

Heil outlined how to establish recycling programs in schools, businesses and communities. His agency provides assistance to all three groups and offers grants to schools and communities. Learn more at [waste.ky.gov/RLA/recycling](http://waste.ky.gov/RLA/recycling) or call 502.564.6716.

Recycling programs already flourishing in the region were highlighted. For example, Steve Edge of the London Recycling Center spoke about involving schools. The recycling center provides dumpsters at Laurel County and East Bernstadt Independent schools. Since October 2008, the schools have recycled a total of 711,873 pounds and earned a total of \$14,226.35.

## PRIDE Speakers Bureau reaches audience of 2,577

Since the PRIDE Speakers Bureau was launched last fall, bureau members have presented PRIDE to 2,577 people across the region.

"I thank all our speakers for volunteering their time to take the PRIDE message to their communities," said PRIDE's Tammie Wilson. "I also congratulate our speakers who have met the goal of speaking to 20 audiences."

The speakers who have reached that milestone are:

- Shannon Ball, Laurel County
- Tim Bell, Wayne County
- Rosa Couch, Perry County
- Bruce Hatton, Wolfe County
- Brendia Moses, KCEOC
- Angie Muncy, Leslie County
- Wendy Thompson, Barbourville

Members of the Speakers Bureau are volunteers who have experience with PRIDE and presenting the PRIDE message. Many are PRIDE Coordinators.

They are available to speak and provide materials to any group, from churches to Chambers of Commerce. They tailor the PRIDE message to their audience.

They are equipped to present topics in PRIDE's environmental education series, such as "How to be a PRIDEful Recycler." The next topic, which will be introduced this fall, will be energy conservation.

To schedule a presentation, please call the PRIDE office, toll free, at 888.577.4339.

## Enroll now in the PRIDE Environmental Education Outreach Program

Now is the time to make sure a PRIDE Environmental Education Liaison brings fun, curriculum-based activities to your elementary schools next year.

If your county enrolls in the PRIDE Environmental Education Outreach Program, a PRIDE liaison will visit your schools to lead hands-on lessons that complement the teacher's classroom instruction.

Together, teachers and liaisons will help students understand that smart choices today are needed for a cleaner, healthier environment tomorrow.

### 2010-2011 program results

PRIDE liaisons reached 26,796 students across the region during the 2010-2011 school year. They operated in the following 19 counties, which were enrolled in the outreach program:

- Bell County
- Breathitt County
- Harlan County
- Jackson County
- Knox County

- Laurel County
- Lawrence County
- Lee County
- Leslie County
- Magoffin County
- McCreary County
- Menifee County
- Morgan County
- Owsley County
- Pulaski County
- Rockcastle County
- Russell County
- Taylor County
- Whitley County

### Enroll now

The outreach program is available to the 38 counties served by PRIDE. To enroll their schools in the program, local leaders pay a small fee.

The program fee, which is based on student population, can be paid by one organization or shared by several. Examples of agencies

that have paid the program fee include fiscal courts, city councils, conservation districts, water districts, school districts and schools.

PRIDE has mailed enrollment information to the region's county judge-executives, mayors, superintendents and principals.

To learn more, please call PRIDE, toll free, at 888.577.4339.



Blaine Elementary faculty accepting a PRIDE Environmental Education Project of the Month Award for the "cleanup pinky promise," a project at three Lawrence County Schools that was spearheaded by Paul Flowers, the county's PRIDE Environmental Education Liaison (right).

## Fifth grader starts PRIDE Club at Pike County school

Based on an article by Kyle Lovern, Staff Writer, Pikeville Medical Journal

Although he just finished the fifth grade at G. F. Johnson Elementary School in Virgie, Clay Johnson realized that even someone that young can have civic pride.

Johnson, who is only 10 years old, said he got the inspiration after watching a video in his Social Studies class that showed people picking up litter.

"Ms. (Sue) Tackett was teaching us about civic duty," Johnson said. "It inspired me to start this club. I'm so proud to be a part of PRIDE."

Johnson started with just a few fellow students, but soon the group grew into 37 kids.

"Clay came to me and asked me if they could start picking up the litter in the park and on the baseball field," said Erica Johnson, his fifth-grade teacher. "This has been

ongoing — the PRIDE club has picked up the litter every Tuesday and Thursday."

Johnson, who is Clay's cousin, thinks the lessons her students have learned has filtered back to some of the homes of each student.

Hopefully, the volunteer bug will spread throughout the Virgie and Long Fork area.

"I think this will continue throughout their lives," said Betty Brown, a retired educator and secretary of the Pike County Clean Community Board PRIDE Committee.

Brown presented certificates to the student volunteers in the club. This was on the next to last day of school, so the students were also getting a pizza party. They were also playing in the area they helped keep clean.

"They are good role models," Brown said of Johnson and his classmates. "He planned and initiated all of this all on his own."



The G.F. Johnson Elementary PRIDE Club is pictured with club president, Clay Johnson, at front center. Teacher Erica Johnson is at front left, and at front right is Betty Brown, Pike County Clean Community Board. Photo by Kyle Lovern.

Please send us your local stories for the PRIDE newsletter and web site. E-mail us at [PRIDE@centeretech.com](mailto:PRIDE@centeretech.com).



PRIDE Environmental Education Projects of the Month



February — Paces Creek Elementary School PRIDE Club’s eye-glass recycling project collected 400 eyeglasses/sunglasses for donation to the needy overseas through the Lion’s Club.



March — Somerset Community College Fruit of the Lens Photography Club’s “Life in the Forest” photography contest raised awareness of the beauty of nature.



April — North Laurel Middle PRIDE Club’s rain barrel assembly and decorating project served as a pilot for PRIDE’s new partnership with schools to build and sell rain barrels as a fundraiser.



May — Hayes Lewis Elementary PRIDE Club’s bi-annual environmental fair lets older students mentor younger students and host guest speakers.



June — Lawrence County Schools’ “cleanup pinky promise” challenged fourth-graders at three schools to pick up one bag of litter at home weekly for a month. Above: Louisa East Elementary.



July — EKU Corbin Campus’ environmental education projects include joining the recycling center on a grant for a trailer, building a wetland and hosting an Environmental Leadership Workshop.

PRIDE Volunteers of the Month



February — Tayton Lewis (holding the plaque), a fourth-grader at Leslie County’s Stinnett Elementary School, designed the T-shirt for PRIDE Spring Cleanup volunteers.



March — Pat Webster of Campbellsville has been a leader in local recycling and beautification efforts since 1991 and was a driving force behind creation of the recycling center.



April — Pine Knot Job Corps, which is located in Stearns in McCreary County, dependably sends volunteers for local PRIDE cleanup events.



May — Barbara Ayers of Harlan County began volunteering 14 years ago with the first PRIDE Black Mountain Hwy. 160 cleanup, and she has volunteered more than 1,000 hours since then.



June — Barbara Begley of Laurel County travels Laurel Lake in a paddle boat daily, weather permitting, to pick up trash and has removed 900 bags of trash from the shores in eight years.



July — Jade Clemons, a 2011 graduate of Hazard High School, launched a paper recycling program there in May 2010, netting 6,000 pounds of paper by the end of the school year.