



## KTnB Open Line: Dec. 6, 2013 Edition

Greetings,

In an effort to keep you updated on KTnB activities, I would like to share with you the following information. Have a great weekend!

### Outreach Efforts

#### **Opening of the Governor Winfield Dunn 385 Parkway**

Friday, November 22nd I attended a ribbon-cutting in Collierville for the opening of the Governor Winfield Dunn 385 parkway. The event provided an opportunity to visit with TDOT staff and local, state and federal officials. Many thanks to TDOT for the invitation! More pics can be viewed on our Facebook page by clicking [HERE](#).



#### **Tennessee Recycling Coalition Board of Directors Meeting**

Representing Keep Tennessee Beautiful, Pamela Willingham attended the Tennessee Recycling Coalition (TRC) Board of Directors meeting December 2-3, 2013, in Murfreesboro. TRC is a 501(c) 3 non-profit organization dedicated to promoting recycling and sustainable materials management practices in the State of Tennessee. TRC partners with industries, companies, and individuals, promoting recycling as the standard across our great volunteer state. During the board of directors meeting, proposals and strategic plans were discussed for 2014 to increase awareness, membership, development, and partnerships on every level, including K-12 schools. More details were finalized on the upcoming Tennessee Recycling Coalition 25th Annual Conference and Exhibition, February 10-12, 2014 at Franklin Cool Springs Marriott. To find out more information about the conference or to join TRC, visit [www.tennessee recycling coalition.org](http://www.tennessee recycling coalition.org).

#### **Creating Lasting Culture Change**

On December 4th, Howard Cobbs, KTnB Community Outreach and Training Coordinator, represented KTnB in Nashville at the "Creating Lasting Culture Change", A Sustainability Symposium presented by the Tennessee Department of Environment and Conservation.

The keynote address was presented by Commissioner Robert J. Martineau, Jr. Keep Tennessee Beautiful was recognized as a leading sustainability partner by the Commissioner. Authorities from across the state gave presentations on engaging students, faculty, and staff, including Transportation Perspective, The Mississippi River Corridor, Urban Planning and Development, and Corporate Culture Change.

### Visits With Affiliates

### Memphis City Beautiful

On Tuesday, December 3rd, I enjoyed visiting with Eldra White, Executive Director for Memphis City Beautiful and her Board. Thank you to Eldra for inviting me to speak.



### [Meet KTnB Advisory Board Member: Lee Curtis](#)

**Lee Curtis** is a native Tennessean from Hendersonville in Sumner County. She resides in Nashville and has been employed in state government for 35 years. The first 12 years were served in the Office of the Governor as appointments coordinator for Gov. Lamar Alexander during his full eight year term and office manager for Gov. Ned McWherter for his first term. In 1990 she went to the Tennessee Department of Tourist Development to start her career in the tourism industry.

As the Director of Program Development, with her extensive background in cultural and heritage tourism, her responsibilities include overseeing and developing the Tennessee Civil War Trails program and serving as the department's Heritage Tourism contact. In addition, she represents the department on several national and statewide organizations. She also assists in the development of related Sustainable Tourism programs and was instrumental in planning and implementation of the Great Smoky Mountains Sustainable Tourism Summit in 2008. Lee works with counties and communities statewide to assist them with the department's programs and initiatives. As a board member of the Sesquicentennial Commission, and the department's strong role with the Sesquicentennial, she helps plan and launch the Tennessee Sesquicentennial Signature Events that will be held throughout the state and getting community involvement in the programs that are related to Civil War and Heritage. Lee also serves as the department's Legislative Liaison, where she will serve as a liaison between the Governor's legislative staff, Commissioner Susan Whitaker, Commissioner of the TN Department of Tourist Development and members of the TN General Assembly.



Lee Curtis (right) with former Keep America Beautiful President Matt McKenna.

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Lee was previously the department's Director of Sales and directed the department's corporate and travel industry sales programs to garner increased travel and revenues for Tennessee where she was responsible for the promotion and sales of Tennessee to national and international group tour companies, tour bus operators, and other business and travel organizations that influence travel-buying decisions. Prior to her appointment as Director of Sales, she headed up the first Cultural and Heritage Development Division for the department and was instrumental

in developing the heritage tourism programs, working with the travel industry statewide to help develop rural tourism potential.

### Professional Development

Tennessee Sesquicentennial Commission Board Member  
Tennessee Civil War National Heritage Area Board Member  
Tennessee Civil War Preservation Association Advisory Board Member  
Civil War Trails Program Board Member (Multi-state-Tennessee Rep.)  
Tennessee Preservation Trust - Ex Officio Board Member  
Tennessee Viticulture Advisory Board Member  
Appalachian Regional Commission Tourism Council member  
Certified Marketing Professional, Southeast Tourism Society  
Certified Tennessee Tourism Professional, University of Tennessee  
Tennessee Government Executive Institute Certification  
Former Southeast Tourism Society Marketing College Instructor

### *Why is keeping Tennessee beautiful important to me?*

When I was younger and attending Madison Church of Christ, I remember our preacher, Dr. Ira North, saying that Tennessee was the state that "dipped its feet in the mighty Mississippi and rested its head on the Great Smoky Mountains - with a lot of beauty in between". That always stuck with me. And now being employed in the TN Dept. of Tourist Development, it means even more. I learned early on in the department that the natural beauty and diverse landscape is one of the many reasons so many visitors come to Tennessee. Tennessee is a verdant land of rugged mountains, rolling hills, farmlands, scenic lakes and rivers that cross all three diverse regions of the state. I think it is important to keep our state beautiful as it was given to us to keep beautiful and pristine for generations to come. When you think of the history of Tennessee, or Tanasi, as it was known by the Indians, meaning land of many waters, the unspoiled beauty of the landscape that was here many years ago on this great land, has changed as our state has grown and progressed through the years. I think it is our responsibility to grow our economy for the future, but at the same time, to keep our state beautiful, one community at a time. One can or piece of litter picked up, or community downtown revitalization can make all the difference in the world to the world we live in if everyone helped out. We have the power to keep America beautiful, keep Tennessee beautiful, and with state organizations such as Keep Tennessee Beautiful (KTnB) and Tennessee Department of Transportation, responsible communities, leaders, and volunteers have stronger resources to make a difference. It matters to me that we respect the land we live on, to be proud of our great state, and teach our children every day to do the same, by contributing and committing to keeping Tennessee as beautiful as it was when our state was founded many years ago and traveled upon by those who have lived here before us. It is up to us to preserve our history, heritage and the beauty of Tennessee and I'm proud to be a member of the KTnB council to help do just that!

## Contact

Missy Marshall, KTnB Executive Director  
976 W. Park Loop, Ste. 113  
Memphis, TN 38152-4110  
901-678-4159  
[missy@keptnbeautiful.org](mailto:missy@keptnbeautiful.org)

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