Greetings,
In an effort to keep you updated on KTnB activities, I would like to share with you the following information.

**Outreach Efforts**

**2014 State Leaders Council Meeting**
During the week of July 14th, I traveled to San Antonio, TX, to participate in the annual Keep America Beautiful (KAB) State Leaders Council meeting (SLC). KAB President Jennifer Jehn and her leadership team provided the state leaders with an excellent opportunity to share feedback and input on topics ranging from improving the process of judging national awards, to looking at ways to simplify the annual reporting requirements. In addition, two sessions entitled 'Shared Vision & Values' and 'Keep America Beautiful Shared Branding' led by Jennifer, encouraged a lot of great team work around crafting shared values that are important as we continue to strengthen and grow our organizations. Jennifer and her team will be going through the same process with the entire KAB organization, as they plan to share the outcomes and communication plan with the affiliate network once the process is complete. A tentative roll out is scheduled for September of this year. Once again, I want to thank all the TN affiliates for taking the time to either meet with me or send me your feedback on requested topics to share during the 2014 SLC meeting. I am honored to be your state leader! To view more pics from SLC, click [HERE](https://ui.constantcontact.com/visualeditor/visual_editor_preview.jsp?agent.uid=1118135234781&format=html&print=true).

**Affiliate Presentation to Unicoi County**
On Tuesday, July 15, KTnB's Outreach and Training Coordinator Howard Cobbs traveled to Unicoi and made a presentation to Elected Officials, the Chamber of Commerce and other interested citizens on becoming a KAB affiliate at the Unicoi Visitor Center. Keep Johnson City Beautiful's Affiliate Director Eva Hunter was gracious enough to attend and talk about the benefits and successes Johnson City has enjoyed by being an affiliate. Howard and Eva answered many questions, as there really seems to be a strong interest in affiliation from the town of Unicoi.

**WALP-Women’s Aspiring Leaders Program**
Pamela Willingham, KTnB Assistant
Director, recently participated in the Women's Aspiring Leaders Program at the University of Memphis, made possible through an Access and Diversity grant awarded the Department of Human Resources by the Tennessee Board of Regents. The four month program was designed to prepare UoM women with sharpened skills by enhancing and strengthening vision, strategic thinking, innovation, effective coaching and adaptive collaboration.

Carton Council PSA for TN
Check out this PSA from the Carton Council. Thanks Bill Kennedy for sharing this with us!

Notes and Reminders

2014 Great American Cleanup Wrap-Up Reports Due
The 2014 Great American Cleanup (GAC) Wrap-Up Reports are now past due! Please fill out your 2014 GAC Wrap-Up Report online today (click HERE) to make your hard work official. So far we have received Wrap-Up Reports from 66 counties/organizations! However, we still need the few remaining wrap-ups that have not been reported in order to report our state's GAC results to Keep America Beautiful. This is extremely important.

Also, please don't forget to send pictures from your GAC activities to info@keeptnbeautiful.org so that we can proudly share your work on our Facebook and Twitter pages! Contact Stine Moss-Cooperwood (901-678-4160) or Edmond McDavis III (901-678-4775) if you have problems with filling out your report.

Affiliates: KAB Annual Report
Affiliates: KAB's Annual Report was due August 1, 2014. KAB has extended the deadline to August 15, 2014, for those who have not done their report yet. Please take care of this ASAP! Report this here on Re-trac.

KAB National Awards-Applications are Open
The 2014 KAB National Awards Program is open! Applications will be accepted throughout the summer and early fall for all awards and deadline for application submission is October 1, 2014. Keep America Beautiful recognizes and honors the work of our partners across the country whose commitment to community improvement delivers more beautiful, cleaner, and improved neighborhoods and public spaces annually. Once again, KAB will be offering multiple affiliate, partner and individual awards honoring those who have done the best to give back and create more vibrant and sustainable communities. All applications are posted at www.kab.org/awards. Be sure to apply!

National Planting Day, America Recycles Day, & Recycle-Bowl Registration is Open
All three of KAB's signature fall events are now open for registration. Visit Re-trac to register for National Planting Day. Visit americarecyclesday.org to register for America Recycles Day. Recycle-Bowl registration can be done at recycle-bowl.org.

2015 KTnB State Conference
The 2015 KTnB State Conference, featuring the TDOT/KTnB Awards of Excellence will take place September 15-16, 2015, at the Franklin Marriott Cool Springs Hotel in Franklin. More information will be shared with you in the coming months! We are currently busy planning this conference. If you are interested in presenting during our 2015 Conference, call Edmond McDavis III at 901-678-4775.
or send him an e-mail at edmond@keeptnbeautiful.org.

Dow/KAB Community Paint Donation Program
2014 marks Dow's seventh year as a national sponsor of Keep America Beautiful's Great American Cleanup. This year Dow is continuing to demonstrate its commitment to making a difference in communities through a generous donation of approximately 2,500 gallons of Sherwin-Williams Harmony Interior Latex Paint for KAB affiliates' community improvement projects. Apply at www.kab.org/grants.

Meet KTnB Affiliate Director: Charlene DeSha

Charlene DeSha
Charlene has been with Keep Blount Beautiful for six years. She is originally from Greenville, SC, and moved to Maryville in 2000. She was a retail buyer in her previous life. She met her husband in Knoxville. They have been married 10 years and have a seven-year-old son, Eli.

Why is keeping Tennessee beautiful important to me?
We truly live in one of the most beautiful places on earth! With all of our tourist attractions, Tennessee hosts millions of visitors each year...the Great Smoky Mountain National Park hosts nine million each year alone. Keeping Tennessee beautiful is important in order to show our state and community pride. Who wants to visit a state that is highly littered and visibly ugly? Tennessee is the Volunteer State, this means that everyone living here should take pride in where they live and take care of it.

Error Last Issue
In the last issue, under the Visits With Affiliates section, the story titled "Visit with East TN Affiliates in Chattanooga" should have read "Visit with East TN Affiliates in Knoxville". Sorry for this mistake.

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