2019 TDOT/KTnB Biennial Conference Agenda
Tuesday, September 17, 2019 – Nashville Airport Marriott

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Room</th>
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<tbody>
<tr>
<td>7:00 am</td>
<td>Registration</td>
<td>Outside Salon D-E</td>
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<td><strong>Breakfast with Litter Facts Trivia</strong></td>
<td>Salon A-C</td>
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<td>KTnB Research and Education Coordinator <strong>Kyle Howard</strong> &amp; TDOT Environmental Division TPM2 Outreach Coordinator <strong>Brittany Harbuck</strong></td>
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<tr>
<td>8:00 am</td>
<td>Welcome</td>
<td>Salon D-E</td>
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<td>TDOT Commissioner Clay Bright &amp; KTnB Executive Director <strong>Missy Marshall</strong></td>
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<td>8:30 am</td>
<td><strong>TN Volunteer</strong></td>
<td>Salon D-E</td>
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<td>Volunteer Tennessee <strong>Jim Snell</strong></td>
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<td>9:00 am</td>
<td><strong>Adopt A Highway 30th Anniversary</strong></td>
<td>Salon D-E</td>
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<td>TDOT Beautification Office</td>
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<tr>
<td>10:00 am</td>
<td><strong>Engaging Your Citizens-A Great American Cleanup Panel</strong></td>
<td>Salon D-E</td>
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<td>KTnB Community Services Coordinator <strong>Stine Moss-Cooperwood</strong> (moderator), Metro Beautification Manager <strong>JD Lane</strong>, Memphis City Beautiful Program Coordinator <strong>David Burgess</strong>, Assistant Director of Admin. &amp; Education for Bi-County Solid Waste Management Systems in Clarksville <strong>Mary Anderson</strong></td>
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<tr>
<td>11:15 am</td>
<td><strong>Break</strong></td>
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<tr>
<td>Time</td>
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<tr>
<td>11:30 am</td>
<td><strong>Strategies and Resources to Positively Impact Change in Rural &amp; Distressed Communities</strong> Carson Consulting CEO Cecile Carson (moderator), 8th Congressional District Director for U.S. Congressman David Kustoff, Marianne Purcell Dunavant, Campbell County Mayor’s Office Litter Control/Grant Coordinator Keisha Howard, W. TN Division Manager for the TN Department of Tourist Development Marty Marbry, Governor’s Management Fellow for the Office of Customer Focused Government Dakota Simpson</td>
<td>Salon D-E</td>
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<tr>
<td>12:30 pm</td>
<td><strong>2019 Awards of Excellence</strong></td>
<td>Cumberland Ballroom</td>
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<td>1:00 pm</td>
<td>Awards of Excellence Luncheon</td>
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<td>1:00 pm</td>
<td>Presentation of Colors-McGavock High School JROTC</td>
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<td>1:00 pm</td>
<td>National Anthem-Nashville Singer/Songwriter Michaela Clarke</td>
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<td>1:15 pm</td>
<td>Greetings and Intro of Speaker-KTNB Executive Director Missy Marshall</td>
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<td>1:30 pm</td>
<td>Keynote Speaker-TN First Lady Maria Lee</td>
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<td>1:45 pm</td>
<td>Presentation of Awards-TN First Lady Maria Lee, TDOT Environmental Division Assistant Director Tammy Sellers, and Missy Marshall</td>
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<td>1:45 pm</td>
<td>Final Remarks/Showing of KTNB Impact Video-Missy Marshall</td>
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<td>3:00 pm</td>
<td><strong>Post Conference Session</strong></td>
<td>Salon D-E</td>
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<td>3:00 pm</td>
<td>TENNESSEE STRONG Statewide Affiliation Meeting</td>
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<td>3:00 pm</td>
<td>Cecile Carson &amp; KTNB Assistant Director Pamela Willingham</td>
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Conference Speaker Biographies:

Keynote Speaker-TN First Lady Maria Lee

Maria was raised in Silver Spring, Maryland as one of five children. After graduating high school, she attended the University of Maryland where she studied Elementary Education. It was her heart for service that brought her to Nashville, Tennessee where she led girls in a youth ministry discipleship. Maria later became a third and fourth grade teacher at a local school where she also coached track.

Maria and Bill married in 2008. They are active members of Grace Chapel Church and are involved in numerous faith-based ministries that have taken them all over the world serving those in need. Maria currently serves on the board of Friend2Friend Book Project, a mission devoted to delivering uplifting literature to children and their families suffering from medical hardships.

As first lady, Maria wants to motivate others with her passion for service, and believes that through community engagement, fellow Tennesseans will be driven to serve their neighbors in need. As part of her initiative, Tennessee Serves, Maria is focused on serving the Volunteer State’s distressed counties while highlighting organizations and people already doing great work throughout the state.

When traveling the state with her husband, Maria enjoys meeting so many wonderful Tennesseans. She is deeply grateful for the privilege to serve as first lady to the great state of Tennessee.

Assistant Director of Admin. & Education for Bi-County Solid Waste Management Systems in ClarksvilleMary Anderson

Mary Anderson has been Assistant Director of Administration & Education for Bi-County Solid Waste Management Systems in Clarksville for 25 years. She graduated from Austin Peay State University in 1993 with a Bachelor of Science in Education/Early Childhood Education. She is the Executive Director and Member of Tennessee SWANA Chapter (Solid Waste Association of North America), and is also known as “Dimple Dumpster” to many due to dressing up as a dumpster to promote Recycling. Anderson enjoys spending time camping with her husband Chad and her two sons Brandon and Caleb.
Memphis City Beautiful Program Coordinator David Burgess

David Burgess, a graduate of the University of Tennessee, Knoxville, joined the Memphis City Beautiful team as a Program Coordinator in July of 2018. David is a native Memphian who recently relocated back to Memphis from Knoxville, TN. David loves the family environment at Memphis City Beautiful and enjoys helping Keep Memphis Beautiful. "Our office is small but mighty. We are often asked how we do so much with such a small team. The answer is simple...TEAMWORK! We are truly a family and we help each other without being asked. I learn something new every day from my Director Eldra White and coworker Cyndy Grivich-Tucker."

Carson Consulting CEO Cecile Carson

Cecile Carson is an expert in community improvement and project management. She is known for her engaging presentations on a variety of topics ranging from litter prevention to behavior change theory. While at Keep America Beautiful, she created the Youth Advisory Council, directed the literature review on community impacts of blighted properties, and assisted with formation of over 100 affiliates. She has nearly 20 years of municipal government economic development, code enforcement, and planning where she assisted in creation of innovative small area plans to address specific needs of neighborhoods experiencing blight. Currently Cecile works with NGOs, state agencies and corporations on creative solutions to measuring and addressing critical community and environmental issues ranging from illegal dumping to blight to collegiate education. Cecile earned the President’s Lifetime Volunteer Service award and currently serves as the North Central Texas Council of Governments-Resource Conservation Commission Vice - Chair. She is pursuing a doctorate in Learning and Organizational Change at Baylor University.

Singer/Songwriter Michaela Clarke

Michaela Clarke longs to inspire individuals with her songwriting career, by spreading the message that you can accomplish anything you set your mind to no matter what obstacles you might be facing. As a former Juvenile Diabetes Research Foundation Youth Ambassador at the Edmonton chapter, Michaela strives to raise awareness for other children and young adults, who like her, live with Type One Diabetes. Since moving to Nashville, Michaela has continued her mission by volunteering with the Juvenile Diabetes Middle Tennessee Chapter.
Campbell County Mayor’s Office Litter Control/Grant Coordinator Keisha Howard
Keisha Howard is a Litter Control/Grant Coordinator for the Campbell County Mayor’s Office in Jacksboro, Tennessee. She graduated from Roane State Community College with an Associates in Science degree. She is a member of the Norris Lake Project Team and is an avid anti-litter native.

8th Congressional District Director for U.S. Congressman David Kustoff, Marianne Purcell Dunavant
Marianne Purcell Dunavant, originally of Nashville, has dedicated her life to public service, community improvement, and victims’ advocacy. Marianne is currently employed as the 8th Congressional District Director for U.S. Congressman David Kustoff.

She previously served as a legislative assistant for the House Judiciary Committee in the Tennessee General Assembly and has been a vocal and effective advocate for crime victims in Tennessee. Her involvement in government and politics brought her to West Tennessee, where she has served as a Field Representative for U.S. Congressman Stephen Fincher and Chief of Staff for Covington Mayor Justin Hanson.

Marianne served on the Board of Directors for the Tipton County Carl Perkins Child Advocacy Center, the Amanda’s Way Domestic Violence Shelter, the God’s Grace for the Single Parent nonprofit organization, and served as a certified CASA volunteer.

In 2014, Marianne was named a Sterling Award winner by the Jackson Area Business and Professional Women for being one of the Top 20 Most Influential Women of West Tennessee; and named "Ms. Tipton County" in 2014 during the Covington Leader Newspaper’s Best of the Best readers' choice awards, for her outstanding contributions to the community.

Marianne and her husband, Mike, are members of the First Baptist Church in Covington, and live in Atoka with their son, Hutch.
Metro Beautification Manager JD Lane
JD Lane is a native Nashvillian who received his Bachelor of Science degree in agricultural business from the University of Tennessee at Martin. Shortly after completing his bachelor’s degree, JD joined Metro Public Works where he has several roles with the department including managing the maintenance of Public Works facilities, overseeing all aspects of Metro Public Works’ litter prevention programs including the adopt-a-street, court-ordered community service, volunteer clean-ups, the Mayor’s Spring Clean and litter prevention education. He also works directly with Keep America Beautiful and Keep Tennessee Beautiful on all Metro Beautification & Environment Commission programs.

W. TN Division Manager for the TN Department of Tourist Development Marty Marbry
Marty Marbry currently serves as West Tennessee Division Manager for the Tennessee Department of Tourist Development, a position she has held since 2005. In this role she works with 21 counties, developing both domestic and international tourism opportunities. She works to create and implement strategic marketing plans, works with local, regional, national and international media to inform of the importance of tourism to the local and state economies and serves as the department liaison to the Commissioner. She also serves as the department liaison to Tennessee Hospitality and Tourism Association for the planning of the annual Governor’s Conference. Prior to joining the state, she spent 10 years in retail-tourism management as marketing/tourism director for Urban Retail Properties, Wolfchase Galleria. In this position she was selected to work with eleven other premier shopping destinations across the United States in the Ultimate Shopping Excursions program. This rewards program promoted shopping as the international and leisure tourist activity, offering discounts and shopping rewards.

Marbry graduated with a B.S. in Communication from the University of Memphis. She currently serves on the AL MS TN Rural Tourism Conference Board, in 2012 was appointed to the Tennessee Tombigbee Waterway Authority Board by Governor Bill Haslam and has served on the Southeast Tourism Society board of directors, as well as the Memphis Convention and Visitors Bureau Tourism Foundation board of directors. During her career Marbry has received many rewards and honors. She earned the Public Relation Society of America VOX Gold Award, she was presented the March of Dimes Bellweather Award for Leadership in Public Affairs and she earned a certificate of Attainment after completing the Tennessee Government Management Institute.
Keep Tennessee Beautiful Executive Director Missy Marshall

Missy Marshall serves as Executive Director of Keep Tennessee Beautiful (KTnB). In this position she provides direction, management, and supervision for KTnB staff, leadership to 32 Keep America Beautiful (KAB) affiliates and a 21-member citizen advisory board appointed by the Governor.

Since joining KTnB in July 2013, Marshall has led the team to receive national awards from KAB: 2013 – 2018 Diamond Level State Affiliate Recognition Awards, and 2014 Best Statewide Promotion of the Great American Cleanup. She was the recipient of the 2015 Alma Bucovaz Urban Service Award – an honor given by the University College of the University of Memphis.

During Marshall’s tenure, March has been recognized as “Keep Tennessee Beautiful Month” by the Governor. Marshall has gained seven new KAB affiliates and has been instrumental in establishing fruitful partnerships with the Tennessee Valley Authority (TVA), former University of Tennessee football coach, Phillip Fulmer, 2013 CNN Hero of the Year Chad Pregracke, and Guy Gilchrist, cartoonist of Nancy and Sluggo. The success of these partnerships have resulted in effective projects that further the KTnB mission to inspire and educate people to take action every day to improve and beautify their community environment.

Marshall came to KTnB with over 20 years of experience in public service. She began her career in state government as a public health educator for the Tennessee Department of Health.

Over the course of her career, Marshall has held several executive positions, serving as legislative liaison for eight state departments, nine commissioners and on the team of three Governors.

During her state tenure, Marshall has had the distinct honor to serve on the legislative team that assisted the legislature with establishing the Tennessee Department of Intellectual and Developmental Disabilities (DIDD).

Prior to her appointment at KTnB, Marshall served nine years as Director of Communications and External Affairs for the Tennessee Department of Intellectual and Developmental Disabilities (DIDD).

A Maryville native, she received a bachelor of science in communication from Middle Tennessee State University, where she focused on public relations and minored in business administration. She is also a graduate of LEAD Tennessee, the state government’s premier leadership training initiative. Marshall is a member of the Keep America Beautiful Board of Directors, the Advisory Board for Shelby Residential Vocational Services, the Tennessee Sports Hall of Fame Board of Directors and she serves on the Collierville Design Review Commission. She lives in Collierville, Tennessee with her husband Barry. They enjoy spending time boating and traveling with their children Alex, Blake, Addy and Barrett.
Keep Tennessee Beautiful Community Services Coordinator Stine Moss-Cooperwood

Stine serves as Community Services Coordinator for Keep Tennessee Beautiful. In this position, Stine coordinates programs in all 70 non-affiliate counties during the Great American Cleanup. Her responsibilities include coordinating and distributing public service announcements to every radio station in Tennessee. Stine joined KTnB in July 2000 as a Project Coordinator.

Stine, a native Memphian, received her Bachelor of Arts degree from the University of Memphis, with a major in Public Administration in 1993. She is currently pursuing a master’s degree through the College of Professional and Liberal Studies.

Outside of work, she is the coordinator for Tiger Kamp, a volunteer program designed for special needs individuals to meet and have fun with The University of Memphis’s Men Basketball team. In addition, Stine enjoys working in the community as a volunteer for Clovernook Center for The Blind and Visually Impaired, SRVS, and Arc of Mid-South.

Governor’s Management Fellow for the Office of Customer Focused Government Dakota Simpson

Dakota Simpson is a Governor’s Management Fellow for the Office of Customer Focused Government (CFG). Within CFG he is assisting with the Alternative Workplace Solutions initiative and Service Partnership Agreements. He has recently been assigned to the Department of Economic and Community Development as the department’s Distressed County Liaison. In this role, Dakota serves as the dedicated point of contact for distressed county officials and increases coordination of state efforts to maximize distressed county assistance efforts. Prior to joining CFG, Dakota served as the special projects coordinator for the Community and Rural Development division of the Tennessee Department of Economic and Community Development.

Dakota previously interned with the Tennessee General Assembly for the House Majority Leader and also completed several special projects for the Speaker of the House. Before joining the State of Tennessee, Dakota interned for the Dyersburg/Dyer County Chamber of Commerce and operated his own small business, which was sold during its fifth year of operation.

Dakota graduated from Vanderbilt University in May 2018, where he majored in human and organizational development with a concentration in community leadership and development and minored in political science. He is passionate about civic engagement and assisting his fellow
Tennesseans. In his free time, Dakota enjoys reading political books, planning casual events and exploring the beautiful state parks of Tennessee.

Volunteer Tennessee Executive Director Jim Snell
Jim Snell is Executive Director of Volunteer Tennessee. In 1995, Jim served in the very first class of AmeriCorps at a program hosted by Vanderbilt University Medical Center. Upon successfully completing the AmeriCorps program, Jim later went on to co-direct this program. In 1999, Jim joined Volunteer Tennessee, the state service commission that oversees AmeriCorps programs in Tennessee, to serve as the state AmeriCorps Training Officer. During his 15 years at Volunteer Tennessee, Jim also served as AmeriCorps Program Manager and then Deputy Director, where he oversaw the funding and implementation of AmeriCorps programs across the state. Jim has been involved in community-based afterschool initiatives for 12 years, with a focus on service-learning. In his spare time, Jim coaches the Vanderbilt University Rugby Football team.

A Special Thanks to Our Vendors:
Barry Mitchell Shows
Belmont University Center for Executive Education
Bingham Design
Compost Nashville
Critters Don't Litter
Geiger Promotional Consultant
Green Village Recycling
Metro Beautification & Environment Commission
Tennessee Department of Environment & Conservation (TN State Parks)
Tennessee Department of Tourist Development
Tennessee Department of Transportation
Tennessee Recycling Coalition
The Conservation Kid *Cash Daniels
2019 Awards of Excellence Winners

I. Public Education Awards - $7,000
First Place – Memphis City Beautiful
Second Place – Keep Sevier Beautiful
Third Place – Keep Blount Beautiful

II. Public Participation Awards - $8,000
Great American Cleanup of TN – Keep Sevier Beautiful
America Recycles Day of TN – Keep Knoxville Beautiful
Adopt-A-Highway - Chelaque Estates Home Owners
Lakes, Rivers & Streams Litter Free – Keep The TN River Beautiful

III. Leadership Awards - $7,000
Edith Heller Lifetime Achievement Award – Julie Graham
Larry E. Potter Law Enforcement Award – Glennis Monday
Outstanding Educational and Community Leadership: Community Volunteer – Patricia Miller
Martin L. Kennedy Award for Outstanding TN Keep America Beautiful Affiliate Coordinator – Edward Jordan, Keep Carter County Beautiful

IV. TDOT County Litter Grant Program Awards - $12,000
Class A – Keep Chester County Beautiful
Class B – Metro Beautification

V. Keep America Beautiful - Tennessee Affiliate Awards - $12,000
First Place – Keep Knoxville Beautiful
Second Place – Keep Kingsport Beautiful
Third Place – Keep Chester County Beautiful