

House of Representatives State of Tennessee



Contact: Kara Watkins (615) 741-1975
FOR IMMEDIATE RELEASE

Dear Friends:

I thought you might find the attached competition information of interest.

Sincerely,

Donna Rowland
State Representative

AWARDS OF EXCELLENCE CALL FOR ENTRIES

Every two years, the Tennessee Department of Transportation and Keep Tennessee Beautiful recognize outstanding individuals, organizations and programs across the state for their creativity and dedication to engage fellow Tennesseans to take greater responsibility for their community environments. Competition applications are due by November 10, 2006.

This Awards of Excellence call for entries is also posted on our website www.KTnB.org homepage. Take pride, take some time and brag on your environmental work. Thank you for helping keep Tennessee beautiful and good luck!

Awards of Excellence Categories

I. PUBLIC EDUCATION AWARDS - \$7,000

Seven \$1,000 awards will be given to organizations or individuals for outstanding public education activities involving citizens working together to improve their community's appearance. Applications will be accepted for the following sub-categories:

Programs directed toward:

- : Adults (\$1,000)
- : Business (\$1,000)
- : Government (\$1,000)
- : Media (\$1,000)
- : Schools – Grades K-8 (\$1,000)
- : Schools – Grades 9-12 (\$1,000)
- : Higher Education – Junior Colleges, Universities and Vocational (\$1,000)

II. LEADERSHIP AWARDS - \$4,000

Four \$1,000 awards will be given to an organization and individuals for outstanding educational and community leadership. Serving as role models, these leaders have given beyond the norm. The Martin L. Kennedy Awards, named in honor of the first TDOT Highway Beautification Office Administrator,

recognizes outstanding, professional services by a LGP or KAB staff member. Checks in the individual winner's name will be given to the winner's choice of a local environmental organization.

- : Community Group (\$1,000)
- : Community Volunteer (\$1,000)
- : Martin L. Kennedy Award for Outstanding Litter Grant Administrator (\$1,000)
- : Martin L. Kennedy Award for Outstanding Keep America Beautiful Affiliate Coordinator (\$1,000)

III. PUBLIC PARTICIPATION AWARDS - \$5,000

Great American Cleanup™ of Tennessee Awards (\$3,000)

Three \$1,000 awards will be given in the following sub-categories:

- : Most Improved Event(s) (\$1,000)
- : Most Innovative Event(s) (\$1,000)
- : Most Comprehensive Great American Cleanup™ Program (\$1,000)

Adopt Highway Awards (\$2,000)

- : Small Group, Under 10 (\$1,000)
- : Large Group, Over 10 (\$1,000)

DEADLINE

Entry must be postmarked or submitted online by **November 12, 2006**.

To Submit Your Nomination and Narrative

- : Submit nomination online at www.ktnb.org and then email your narrative to Gordon Wilson at gwilson2@memphis.edu.

How to Apply

- : Submit a nomination form (1 per entry) by using the online form or by mail.
- : Submit a narrative of questions 1-4 by email to Gordon Wilson at gwilson2@memphis.edu or by mail. 500 words maximum.
- : Mail any optional supplemental material (no more than five pages).
- : Check all submission guidelines as listed below.

Applicants must be a Tennessee individual, organization, business or government. Applicants may apply for more than one award in different categories where eligible. A sponsoring organization may submit separate components of their work into multiple categories. Program work must have been completed between July 2004 and June 2006. You may submit documentation for a one-year or two-year program/project.

Judging

Winners will be selected by an independent panel of judges from the public, private and government sectors. Judges have the right not to award in all categories or to split decisions for an award. Judging points will be given to each of the narrative's questions. Finalists will have their supporting materials reviewed by a final judging panel.

Narrative Guidelines for Categories I and III

In no more than two pages (500 words or less) please address the following four topics in describing your program or activity:

1. Description. Describe your project in the area of litter prevention, community improvement, beautification, solid waste management and/or environmental education. Include the number of participants/volunteers, hours donated and/or other statistical information related to the award category. Litter Grant Program applications should include collections and public education work and results. Keep America Beautiful affiliates should include programs focused on litter prevention, beautification and waste minimization.

2. Community Need. Why is the program/activity important to the community? What needs did the program/project address? Did your program exceed the normal standards, i.e. more than four cleanups for Adopt A Highway groups?

3. Resources. What were the funding and/or in-kind donation sources? Did you leverage these for additional resources? Did you form partnerships with other organizations, groups, individuals, agencies, etc. to accomplish your project? If so, who?

4. Impact. What were the results and the community benefits? Please be specific and/or provide % increases. Keep America Beautiful affiliates must include Litter Index and Cost/Benefit results. Great American Cleanup™ applicants should show improvement rates and unique partnerships for community action.

Narrative Guidelines for Category II

In no more than two pages (500 words or less) please address the following four topics in nominating the organization or individual:

1. Describe why the organization or individual is an “environmental hero.” What leadership qualities are exhibited that inspire others to participate to make their communities better?

2. What was the community problem or need that this nominee addressed? Were there obstacles to overcome? What leadership traits were exhibited?

3. How did this nominee use his/her time, talent and treasures to better the community?

4. Martin L. Kennedy awards for staff applications should illustrate how the individual goes beyond his/her job description to involve citizens in environmental improvement.

Supplemental Material Guidelines

In addition to the narrative, applicants may elect to send supporting materials such as photographs, newspaper articles, brochures, letters, CDs/DVDs, etc. Please do not send t-shirts, videos or bulky items. Supplemental materials may not exceed five pages (you may use front and back). Applications for Category II may include letters and/or testimonials.

Awards Ceremony

All award winners will be notified via telephone by January 4, 2007 and recognized at the TDOT/KTnB Awards of Excellence Luncheon during the Keep Tennessee Beautiful State conference, February 5, 2007, at the Radisson Opryland Hotel in Nashville, TN. All applications will be returned by mail during the month of February 2007.