

PRIDE Progress

Quarterly Newsletter of Eastern Kentucky PRIDE

Spring 2005

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Calendar

- March 4 2005 PRIDE Community Grant applications available
- March 4 Envi Award nominations due
- March 7 2005 PRIDE Environmental Education Grant applications available
- March 18 PRIDE Spring Cleanup scheduling report forms due
- March 30 2004 PRIDE Community Grant progress reports due
- March 31 2004 PRIDE SuperGrants expire
- April 29 PRIDE Environmental Education Grant applications dues
- April 30 2004 PRIDE SuperGrant final reports, final reimbursement requests due
- May 6 2005 PRIDE Community Grant applications due
- May 16 Envi Awards ceremony, The Center for Rural Development, Somerset

2005 Volunteers of the Month

January
Tom Biebighauser
(Daniel Boone National Forest)

February
Lillian Wheeler (Johnson County)

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Roadside PRIDE results, award winners

Sixteen communities took home trophies from the second annual Roadside PRIDE Awards ceremony, which was held January 31 at The Center for Rural Development in Somerset.

“Congratulations to the communities that earned awards,” said Congressman Hal Rogers. “I also want to thank every community that participated in the month-long cleanup competition. Because of your efforts, our region is the big winner. I am calling on everyone to keep up the good work so our roads can stay clean year-round.”

Rogers and Sandy Gay, chair of the PRIDE Executive Committee, presented trophies to the Roadside PRIDE Award winners. They also presented Certificates of Appreciation to three PRIDE Environmental Education Grant recipients that volunteered during the cleanup: Southern Elementary School (Pulaski County), Lake Cumberland Community Action Agency Head Start and the Appalachian Rural Cultural Heritage Education Initiative (Pike County).

Rockcastle County and the City of Livingston received \$1,000 awards for cleaning the most miles of roadsides within a scenic byway. Combined, they cleaned 51 miles along U.S. 25, which is part of the Wilderness Road Heritage Highway, one of the region’s three National Scenic Byways. The Southern and Eastern Kentucky Tourism Development Association sponsored the cash awards.

After the awards presentation, Lloyd Cress, commissioner of the Kentucky Department of Environmental Protection, spoke about changes within that department. Dr. Joe Baust, director of Murray State University’s Center for Environmental Education, addressed the importance of environmental education.

About Roadside PRIDE

The Roadside PRIDE program uses friendly competition among the region’s communities to clean up roadside litter. During October 2004, cities and counties organized volunteers to pick up litter. PRIDE paid to dispose of the garbage and provided cleanup supplies.

Cities and counties earned points for the number of volunteers who participated, the number of road miles cleaned and the amount of trash collected. Awards went to the top two cities and counties in four population-based classes (with Class 1 being for the smallest populations)

The 2005 Roadside PRIDE competition will be held in October. Scheduling report forms are due September 16. The 2005 Roadside PRIDE Awards will be presented next January.

2004 Roadside PRIDE Results	
Volunteers	2,442
Road miles cleaned	2,062
Bags of trash collected	18,701
Tires collected	2,014
Appliances collected	601

2004 Roadside PRIDE Awards

Class	Counties		Cities	
	1st Place	2nd Place	1st Place	2nd Place
1	Owsley	Wolfe	Livingston	Eubank
2	Monroe	Rockcastle	Loyall	Lynch
3	Perry	Johnson	Mt. Vernon	Louisa
4	Pulaski	Knox	London	Pikeville

Spotlight on PRIDE partners: Southern & Eastern Kentucky Tourism Development Association (SEKTDA)



“Our trash isn’t special, so no one is going to pay to come see it,” as the late James Bickford, PRIDE co-founder, used to say.

However, the scenic beauty of southern and eastern Kentucky is unique. And tourists are willing to spend their money to enjoy the region’s natural resources.

Because a clean environment is important to reaching the region’s tourism potential, PRIDE works closely with the Southern and Eastern Kentucky Tourism Development Association (SEKTDA). Neighbors at The Center for Rural Development in Somerset, the two organizations partner on several programs that encourage communities to pay special attention to cleaning areas visible to the region’s visitors.

“Their partnership underscores that cleaning up our communities goes hand in hand with attracting tourists,” said Congressman Hal Rogers, PRIDE co-founder.

Take PRIDE — Company’s Coming

Just like tidying up the house when expecting visitors, it is good to clean up the region’s scenic areas before tourists arrive. The PRIDE Spring Cleanup is a good opportunity to do just that. To make sure tourist attractions get a “spring cleaning,” SEKTDA and PRIDE started the “Take PRIDE — Company’s Coming” program in 2003.

The program funds litter and dump abatement near tourist sites. Working with local tourism officials, SEKTDA identified each county’s tourist attractions. PRIDE reimburses cities, counties and nonprofit organizations up to \$2,000 for cleaning up litter or illegal dumps at those attractions. An additional \$1,000 is available for cleaning the one high-priority tourist site in each county. The list of approved tourist attractions is available on the Spring Cleanup page at www.kypride.org.

Redbud trees for cleaned tourist sites

New to the Take PRIDE — Company’s Coming program in 2005, SEKTDA is offering free redbud trees to some cities and counties. Communities in counties along scenic byways are eligible (see “Scenic byways in PRIDE counties”).

Scenic byways in PRIDE counties

Under the leadership of executive director Sheila Seppi, SEKTDA was the driving force behind the establishment of scenic byways in Kentucky. The U.S. Department of Transportation has designated only three National Scenic Byways in Kentucky, and all three are in southern and eastern Kentucky.

With a Federal Highway Administration grant, SEKTDA helps communities along these byways to develop and market their attractions. Listed below are the counties in the PRIDE service area that are eligible for this program.

Red River Gorge National Scenic Byway: Menifee, Wolfe

Country Music Highway National Scenic Byway: Floyd, Johnson, Lawrence, Letcher, Pike

Wilderness Road Heritage Highway National Scenic Byway: Bell, Knox, Laurel, Rockcastle

Cumberland Cultural Heritage Highway State Scenic Byway: Adair, Casey, Clinton, Cumberland, Green, McCreary, Metcalfe, Pulaski, Russell, Wayne

If eligible communities clean approved tourist sites, SEKTDA will send them redbud seedlings, up to 100 per county. The trees can be planted anywhere in the county, not just at the tourist sites that were cleaned.

The redbud seedlings are available through SEKTDA’s Redbud Trails program, launched in May 2004. By maintaining existing trees and planting new ones, SEKTDA is enhancing the region’s redbud population. The goal is to use the trees’ beautiful blooms to attract site-seers in late March and early April — about six weeks earlier than the region’s tourism season traditionally begins.



Rockcastle County won SEKTDA’s \$1,000 award for cleaning the most miles within a scenic byway during Roadside PRIDE. In the photo above are (left to right): Jeff Crowe, SEKTDA’s scenic byways director; Lynn Gilbert; Judge-Executive Buzz Carloftis; Fred Mullins, magistrate; Congressman Hal Rogers; James Renner, solid waste coordinator; Anna Brandenburg; and Sandy Gay, PRIDE executive committee chair. Gilbert and Brandenburg are members of the county’s PRIDE Committee.

Roadside PRIDE

In October, the hills are alive with color in southern and eastern Kentucky. When the region’s roadways fill with tourists, they want to see that beautiful fall foliage, not litter. That’s why SEKTDA presents \$1,000 awards to the city and county that clean the most miles along a scenic byway during PRIDE’s annual Roadside PRIDE competition.

About SEKTDA

SEKTDA is a nonprofit organization created in 1987 to promote, expand, develop and market the existing and potential tourism industry throughout 46 counties in southern and eastern Kentucky in an effort to contribute to the economic and cultural growth of the region. In the past five years, the region’s annual tourism receipts grew from \$794 million to \$940 million.

SEKTDA divided the region into nine distinct “corridors” to develop and market the many tourist attractions. SEKTDA works with corridor teams — made up of volunteers from counties, cities, tourism organizations, historical societies, local businesses and citizen groups — to identify strategies and implement projects that promote tourism and economic development in their area.

In addition to the scenic byways and redbud trails programs, other SEKTDA initiatives include: providing hospitality training for tourism-related businesses, recruiting motorbus tours, offering up-to-the-minute tourism information for callers to the state’s 511 system, and maintaining an online directory to tourism facilities and events (www.tourseky.com).

To learn more about SEKTDA or the scenic byways program, visit www.tourseky.com or call 606/677-6099.

2005 PRIDE Board of Directors

The PRIDE Board of Directors held its annual meeting on January 31, following the Roadside PRIDE Awards program. The board consists of an executive committee and all PRIDE Coordinators.

PRIDE Executive Committee

The PRIDE Executive Committee establishes guidelines for PRIDE programs, reviews applications for PRIDE grant programs and approves the organization's budget. The committee has eight members, who volunteer their time and expertise to guide the PRIDE initiative. The committee meets monthly.

The 2005 committee officers are:

- **Chair** — Sandy Gay, program coordinator for the Lee and Owsley County Conservation Districts.
- **Vice Chair** — Bob Mitchell, district administrator for Congressman Hal Rogers.

- **Treasurer** — Maurice Moore, Pulaski Co. solid waste coordinator.
- **Secretary** — A.L. Sinclair, Adair Co. solid waste coordinator.

The remaining members of the executive committee are Jean Dorton, Big Sandy Community and Technical College; Mark York, Kentucky Environmental and Public Protection Cabinet; Commissioner Darrell D. Brock, Jr., Governor's Office for Local Development; and Neil Middleton, WYMT-TV, Hazard.

PRIDE Coordinators

PRIDE Coordinators are volunteers who play a vital role in building PRIDE in their communities. They work with the PRIDE staff to schedule cleanup activities, recruit volunteers and track cleanup results. They assist their local officials with the PRIDE programs, including applying for grants.



U.S. District Judge for the Eastern Kentucky District Karen K. Caldwell (right) led the PRIDE Executive Committee officers in taking their oath of office on January 31. Officers in the photo are (left to right) A.L. Sinclair, Maurice Moore and Sandy Gay.

PRIDE invites all mayors and county judge-executives in the region to appoint PRIDE Coordinators. Nonprofit organizations that receive PRIDE grants also can appoint coordinators. The length of a coordinator's term of service is left to the discretion of his or her mayor or judge.

The 2005 PRIDE Coordinators are listed below.

2005 PRIDE Coordinators

Adair Co.	A.L. Sinclair, 270/384-3146	Martin Co.	Mike Crum, 606/298-2800
Columbia	Carolyn Edwards, 270/384-2501	Inez	Susan Moore or Mitchell Williamson, 606/298-4602
Bath Co.	Ray Ellis, 606/674-6346	Warfield	Tom Hayes, 606/395-6423
Bell Co.	John O'Boyle, 606/337-3076	McCreary Co.	Linda Babb, 606/376-2556
Pineville	Ina Robbins, 606/337-2958	Menifee Co.	Kelly Adams, 606/768-3482
Breathitt Co.	Calvin Saum II, 606/666-3818	Frenchburg	Carolyn Ingram, 606/768-3308
Casey Co.	Jeffrey Thomas, 606/787-4359	Metcalfe Co.	Debi King, 270/432-7270
Liberty	Steve Sweeney, 606/787-9973	Monroe Co.	Sheryl Conkin, 270/487-5505
Clay Co.	Joe Swafford, 606/598-1754	Tompkinsville	Tom Baker, 270/487-6776
Clinton Co.	Tuesday Davis, 606/387-5234	Morgan Co.	Linda Rose, 606/743-7817
Cumberland Co.	Tim Hicks, 270/864-3444	Owsley Co.	Ronnie Callahan, 606/593-6800
Floyd Co.	Lon May, 606/886-0498	Perry Co.	Rosa Couch, 606/439-0149, or Charles Colwell, 606/439-1816
Prestonsburg	Tom Harris, 606/886-3537	Hazard	Charlie Hammonds, 606/436-3171, or Tammi Gorman, 606/439-0329
Wayland	Tommy Robinson, 606/358-2316	Pike Co.	Jimmy Dale Sanders, 606/631-0902
Green Co.	Ronny G. Milby, 270/932-4024	Elkhorn City	Hope Ramey, 606/754-5080
Harlan Co.	Lonnie Saylor, 606/573-3219 ext. 15	ARCHEI	Rodney Potter, 606/754-9985, or Aloma Burke, 606/639-9933
Tri-Cities	Elizabeth Powell, 606/573-2912	Pulaski Co.	Maurice Moore or Gerald Hines, 606/677-0320
Loyall	Charlie Wattenberger, 606/573-6396	Burnside	Cecil Goff, Jr., 606/561-4113
Jackson Co.	Barry Spivey, 606/287-7688	Friends of L.C.	Judy Daulton, 606/679-6337
Johnson Co.	Gary or Donna Lewis, 606/789-1493	Rockcastle Co.	James Renner, 606/256-1902
Knott Co.	Roger Hicks, 606/785-4115	Mt. Vernon	Jeanette Robinson, 606/256-3437, or Wayne Bullock, 606/256-0344
Knox Co.	Ronnie Sizemore, 606/546-2567	Rowan Co.	Miranda Watson, 606/784-5151
Laurel Co.	Jim McDaniel or Jimmy Gregory, 606/878-6845	Morehead St. U.	April Haight, 606/783-5268
Lawrence Co.	Mike Sullivan or Dennis Marcum, 606/638-4102	Russell Co.	H.M. Bottom, 270/866-5197
Louisa	Bonnie Thompson, 606/638-4050	Taylor Co.	Jeffrey Schuhmann, 270/465-9636
Lee Co.	Neeley Back, 606/464-4126, or Sandy Gay, 606/464-8480	Wayne Co.	Andrew Parmley, 606/348-8522
Leslie Co.	Ronnie Melton, 606/279-4567	Whitley Co.	Judy Brimm, 606/549-6000
Hyden	Angela Muncy, 606/672-2300	WC Schools	Joe Bailey, 606/549-7000 ext. 42
Letcher Co.	Jim Tolliver, 606/633-2129	Wolfe Co.	Carlton Lacy, 606/668-3040
Fleming-Neon	David Vanover, 606/855-7900		
Magoffin Co.	Kevin Whitaker, 606/349-2313		

From Congressman Rogers: Pitch in during the PRIDE Spring Cleanup

Since PRIDE began in 1997, we have made tremendous strides in making our region a more desirable place to live, work and visit. I want to thank each and every one of you for pitching in and doing your part.

As we celebrate our accomplishments, we must not become complacent in our cleanup and education efforts. I challenge you to keep working toward our long-term goals, which are to clean up the region and keep it clean.

To keep the region clean we have to change people's bad habits. I believe volunteerism does just that.

The number of volunteers participating is just as important as the amount of trash collected. The thought behind this concept is that if someone helps pick up trash that person is less likely to litter or dump. Therefore, the more volunteers we recruit, the fewer litter bugs and dumpers we will have trashing our communities.

In addition, high volunteer participation is great advertisement for our cleanup efforts. As drivers pass a large group of volunteers picking up trash, maybe they will decide to pitch in and vol-

“The number of volunteers who participate is just as important as the amount of trash collected.”

– Congressman Hal Rogers

unteer. At the very least, perhaps they will feel too guilty to throw that soda can out the car window.

The 2005 PRIDE Spring Cleanup is just around the corner.



This year, I hope to see more volunteers than ever before.

I need your help to encourage every person in the region to pitch in. When you volunteer, please invite your neighbors, co-workers and family to join in. Organize a cleanup around your church. Challenge your fellow members of civic organizations to clean a very visible area prone to litter and invite your local newspaper to participate.

Every year, I am amazed by the number of volunteers participating in the Spring Cleanup. I look forward to seeing the creative recruitment strategies you develop to make our 2005 Spring Cleanup team the largest ever.

Harold Rogers
Member of Congress



Congressman Hal Rogers with volunteers at the 2004 Laurel Lake Cleanup.

Please notify PRIDE of address corrections (888/577-4339 or PRIDE@centertech.com)



Eastern Kentucky PRIDE

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Eastern Kentucky PRIDE is a nonprofit organization funded by federal grants to encourage and assist individuals, local governments, schools and others in 38 counties of southern and eastern Kentucky to:

1. Improve water quality.
2. Clean up illegal dumps and other solid waste problems.
3. Promote environmental education and awareness.



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