



## INDEX

**LOGO ----- 1**

**INDEX ----- 2**

### ***KEEP GEORGIA BEAUTIFUL EXECUTIVE DIRECTOR'S ASSOCIATION***

**History ----- 3**

**Board of Directors ----- 4**

**Committees ----- 5**

**Bylaws ----- 6**

**Code of Ethics ----- 11**

### ***KEEP GEORGIA BEAUTIFUL***

**History ----- 12**

**Overview ----- 14**

**Calendar ----- 15**

**Frequently Used Acronyms ----- 16**

***KEEP AMERICA BEAUTIFUL ----- 17***

# **KEEP GEORGIA BEAUTIFUL**

## **EXECUTIVE DIRECTORS' ASSOCIATION**

### **HISTORY**

In September of 1987, fifteen Keep America Beautiful (KAB) Executive Directors from Georgia officially formed the Georgia Clean & Beautiful Executive Directors' Association, a network of KAB Systems. Its purpose is to enhance the image of the local KAB Systems, focusing on the quality of life for its citizens and visitors, and enhance the professionalism of the Executive Director's position. The organization provides training and professional development, and advocates KAB volunteerism in the community.

Membership is open to all KAB Executive Directors in the state. Annual dues are \$35.00 and the fiscal year begins on January 1 and ends on December 31.

Three educational meetings are hosted per year which includes two annual meetings and an annual board development meeting. Board development provides affiliate board members with leadership training.

#### Charter members:

- Mickey Dobbs
- Joan Ellars
- Vivian Eichelberger
- Connie Waller
- Connie Wiggins

#### Past Presidents:

- 1987 -- 1990 Nancy Bickley -- Cobb County
- 1990 -- 1991 Connie Wiggins -- Gwinnett
- 1991 -- 1994 Nancy Womack -- Roswell
- 1994 Laura Tucker -- Tifton/Tift County
- 1994 -- 1998 Judy Bowles -- Albany-Dougherty

In 2000, the name was changed to the Keep Georgia Beautiful Executive Director's Association (KGBeda) to reflect the name change recommended by Keep America Beautiful. By-laws were revised in September 2000.

#### Past KGBeda Presidents:

- 1998 -- 2000 Connie Waller -- Covington/Newton
- 2000 -- 2002 Willice Walters -- Warner Robins
- 2003 -- 2004 Ann Kirk -- Smyrna
- 2004 -- 2006 Janet Liberman -- Roswell
- 2006 -- 2008 Elaine Oakes -- Walton
- 2008 -- 2010 Stacey Farrell -- Athens/Clarke
- 2010 -- 2012 Tammy Wright -- Forsyth County

**Keep Georgia Beautiful Executive Directors' Association  
2010 Board of Directors**

**Executive Committee**

President	Tammy Wright
Vice President	Frances Kennedy
Secretary	Debra Jones
Treasurer	Amber Greer
Parliamentarian	Sara Swida
Past President	Stacey Farrell
KGB Coordinator	Lynn Cobb

**Committee Chairmen**

Partners	Susan Trepagnier
Program/Executive Director's Manual	Debra Jones
Legislative	Connie Waller
Training/Professional Development	Janet Liberman
Membership & Outreach	Amber Greer

## ***KGBeda Committees***

### **THE PARTNERS COMMITTEE**

Responsible for coordinating the regional networking within the KGBeda divisions of the State, it provides a communication system and technical assistance in the areas of interest including, but not limited to, particular programs, report forms, award entries and cost/benefit analysis. Each Partners group elects a convener annually.

### **PROGRAM/EXECUTIVE DIRECTOR'S MANUAL COMMITTEE**

Update the organization with innovative program ideas and update the Executive Director's manual annually.

### **LEGISLATIVE COMMITTEE**

Identify, monitor and disseminate all legislation pertinent to the KAB System in Georgia and research other states' legislation that would enhance the quality of life for Georgia residents.

### **TRAINING AND PROFESSIONAL DEVELOPMENT COMMITTEE**

Hold regular workshops for Executive Directors to attain/maintain certifications. Offer programs that enhance the professionalism of the Executive Director's position. Coordinate an agenda for the annual Board Development Meeting.

### **MEMBERSHIP/OUTREACH COMMITTEE**

Raise membership awareness. Develop internal and external statewide collaborations.

**BYLAWS  
OF  
KEEP GEORGIA BEAUTIFUL'S EXECUTIVE DIRECTORS' ASSOCIATION**

**ARTICLE I - NAME**

This organization shall be known as the Keep Georgia Beautiful Executive Directors Association (KGBeda).

**ARTICLE II - PURPOSE**

KGBeda is a network of the State of Georgia Keep America Beautiful (KAB) Systems, Executive Directors (paid and non-paid) and staff. Its purpose is to enhance the image of the local KAB Systems, focusing on the quality of life for its citizens and visitors; to enhance the of the Executive Director's professionalism. The organization provides training and professional development, examines legislation, provides technical assistance, facilitates resource development and advocates KAB volunteerism in the community.

**ARTICLE III - OBJECTIVES**

1. As a nonprofit organization the objective of KGBeda shall be:
  - (a) To enhance the professionalism of the Executive Director's professionalism (September 2000).
  - (b) To initiate and participate in the sharing and exchange of knowledge/experience in the creative use of KAB volunteer services; to develop and provide technical assistance; to facilitate broad community development objectives; to market sound volunteer management practices; and to develop and update yearly an Executive Director's manual.
  - (c) To encourage and cooperate with colleges and universities and other agencies and organizations in developing professional education and training for KAB Executive Directors and staff involved with KAB volunteers.
  - (d) To hold regular meetings, workshops and institutes.

**ARTICLE IV - MEMBERSHIP**

1. The membership of the organization shall consist of Executive Directors and supporting staff of Georgia KAB Systems (September 2008).
2. No KAB System may have more than three memberships in KGBeda (September 2000).
3. Only KGBeda Executive Directors who pay full membership dues have voting privileges (September 2008). Staff members do not have voting privileges. An

Executive Director may vote via proxy by a designee (September 2008). Only one vote per Georgia KAB system will be permitted (September 2008).

4. Membership is contingent upon adherence to the KGBeda Code of Ethics (see Appendix A).

#### **ARTICLE V - EXECUTIVE COMMITTEE AND BOARD OF DIRECTORS**

1. The Executive Committee shall consist of: the President, the Vice President, the Secretary, the Treasurer, the Parliamentarian, the Manager of Keep Georgia Beautiful and the Immediate Past President of KGBeda (October 2003).
2. The Executive Committee shall serve a two-year term.
3. The Board of Directors shall consist of the Executive Committee and the Chairpersons of all Standing Committees.

#### **ARTICLE VI - MEETINGS**

1. KGBeda shall hold regularly scheduled meetings at a time and place agreed upon by a majority vote of the members present at a KGBeda meeting or by a two-thirds (2/3) majority vote of the Board of Directors. KGBeda may vote by e-mail, if deemed necessary by the KGBeda President (February 2011).
2. The Board of Directors shall meet semi-annually and at other such times as may be deemed necessary by the President. The Executive Committee shall meet prior to all Board of Directors meetings and at any other time deemed necessary by the President (October 2003). The Board of Directors may meet via conference call, and vote by email, if deemed necessary by the KGBeda President (August 2007).
3. KGBeda shall hold an Annual Meeting (February 2011).
4. Special meetings of the Board of Directors shall be held whenever called by the President or a majority of the Executive Committee members. The Secretary shall give notice, which specifies the time and place of the meeting, at least two (2) days prior to the meeting by personal delivery, facsimile or electronic mail.

#### **ARTICLE VII - DUES**

1. The Membership year shall coincide with the January - December 31 calendar year.
2. Staff member dues will be calculated at a lesser rate (September 2008). Dues are due January 1 of each calendar year and shall be sent to the KGBeda Treasurer. Dues shall not be prorated (September 2000).

#### **ARTICLE VIII - DUTIES**

1. Members shall abide by the Bylaws, further the objectives of KGBeda, encourage other Executive Directors of Georgia KAB Systems to join KGBeda, attend KGBeda meetings and pay dues in a timely manner.
2. Those elected to office shall perform the duties of their respective positions as stated below:
  - (a) The PRESIDENT shall preside at all meetings of the Executive Committee, the Board of Directors and KGBeda. The President shall appoint the Chairman of each standing and ad hoc committees (except the Nominating Committee).
  - (b) The VICE PRESIDENT shall assume the duties of the President in the President's temporary absence or disability (October 2003).
  - (c) The SECRETARY shall be responsible for all correspondence, notification of all meetings, and keep accurate minutes of all meetings. This officer shall be the recipient of all official papers and documents of KGBeda (October 2003).
  - (d) The TREASURER shall have the custody of all funds; disburse the same as may be required; keep an accurate record of receipts and expenditures in accordance with sound accounting principals; and shall present at each KGBeda meeting an account of the financial condition of the organization. This officer also chairs the Membership/Outreach Committee (September 2008).
  - (e) The PARLIAMENTARIAN shall assure that all meetings are conducted according to Robert's Rules of Order Newly Revised.
3. Officers shall take office in January, following the annual meeting elections.
4. The Board of Directors may, with a majority vote, replace any officer or chairman of a standing or ad hoc committee who, in the estimation of the Board of Directors, is not fulfilling the stated requirements and duties of the position in question.

## **IX - COMMITTEES**

1. Standing Committees shall be as follows: Partners, Program/Executive Director's Manual, Legislative, Training and Professional Development, and Membership/Outreach (September 2008). Other committees deemed necessary by the President and the Executive Committee shall be appointed.
2. Duties of Standing Committees (September 2000):
  - (a) Partners Committee shall be responsible for coordinating regional networking within the KGBeda divisions of the state. It shall provide a communication system and technical assistance in the areas of interest including, but not limited to particular programs, report forms, award entries and cost/benefit analysis. Each Partners Group shall elect a Partners convener annually.

- (b) The Program/Executive Director's Manual Committee shall update the organization with innovative program ideas and shall update the Executive Director's manual annually.
  - (c) The Legislative Committee shall identify, monitor and disseminate all legislation pertinent to the KAB System in Georgia, and research other states' legislation which would enhance the quality of life for Georgia residents.
  - (d) The Training and Professional Development Committee will hold regular workshops for Executive Directors which will be required for certification. The Committee is also responsible for offering programs that enhance the professionalism of the Executive Director's position as well as coordinating a Chairmen's Institute Agenda.
  - (e) The Membership/Outreach Committee will be responsible for raising membership awareness and developing internal and external statewide collaborations (2008).
3. Ad Hoc committees may be established at the discretion of the Executive Committee.

#### **ARTICLE X - NOMINATIONS AND ELECTIONS**

The Board of Directors shall elect a member Executive Director as Chairman and two members from the active membership to serve on the Nominating Committee.

- 1. ELIGIBILITY - All officers and committee chairmen shall be member Executive Directors in good standing. Committee members shall consist of member Executive Directors and/or staff in good standing. Adherence to the code of ethics is required.
- 2. PREPARATION - The Nominating Committee shall verify each nominee's eligibility and secure consent before placing their name on the slate.
- 3. NOMINATION - Sixty (60) days before the Annual Meeting, the Nominating Committee shall meet for the purpose of selecting a slate of nominees to be mailed to the voting membership thirty (30) days prior to the annual meeting (September 2000).
- 4. ELECTION - The election, by ballots, shall be held at the Annual Meeting. There shall be no absentee ballots. The nominating committee shall supervise the election. The President may, at his/her discretion, call for a roll call vote or secret ballot.

#### **ARTICLE XI - QUORUM**

One-third (1/3) of KGBeda members on role shall constitute a quorum for the transaction of business (February 2011).

## **ARTICLE XII - AMENDMENTS**

These bylaws may be amended by a two-thirds (2/3) vote of KGBeda members:

- a. Present at any regular meetings provided, (1) a quorum is present, (2) notice was presented in writing at least 10 days prior to the Association Meeting  
**or**
- b. Via electronic mail provided notice was presented in writing at least ten days in advance.

(February 2011)

KGBeda members, by majority vote, shall have the power and authority to amend, alter or repeal these bylaws or any provision thereof, and may from time to time adopt additional bylaws.

## **ARTICLE XIII - DISSOLUTION**

In the event of the dissolution of KGBeda, funds will be equally distributed among local KAB systems represented in the current voting membership (September 2000).

## **ARTICLE XIV - MISCELLANEOUS PROVISIONS**

Notices: Whenever, under the provisions of these bylaws notice is required to be given to any KGBeda member or officer, such notice may be given in writing, by mail, by depositing the same in a post office or letter box, in a prepaid envelope, addressed to each member or officer at such address as appears on the records of KGBeda, and such notice shall be deemed to be given at the time, the same shall be thus mailed. Notice may also be given by personal delivery, facsimile or electronic mail, and in such cases, notice shall be deemed to be given at the time of receipt.

KAB Policies: KGBeda has no authority to develop policies for Keep America Beautiful.

Adopted this 14<sup>th</sup> day of February 20 11

**KEEP GEORGIA BEAUTIFUL  
EXECUTIVE DIRECTOR'S ASSOCIATION**

**CODE OF ETHICS**

As a member of Keep Georgia Beautiful Executive Directors Association, I pledge myself to:

Maintain the highest standard of personal conduct.

Promote and encourage the highest level of ethics within my profession.

Maintain loyalty to the association, and pursue its objectives in ways that are consistent with the public interest.

Recognize and discharge my responsibility and that of the association to uphold the Bylaws relating to the association's policies and activities.

Strive for excellence in all aspects of management of the association.

Use only legal and ethical means in all association activities.

Serve all members of the association impartially, provide no special privilege to any individual member, and accept no personal compensation from a member except with the knowledge and consent of the association's governing board.

Refuse to engage in, or countenance, activities for personal gain at the expense of the association.

Always communicate association internal and external statements in a truthful and accurate manner.

Cooperate in every reasonable and proper way with other association members and work with them in the advancement of the profession.

Use every opportunity to improve public understanding of the role of the association.

THIS CODE OF ETHICS for members of Keep Georgia Beautiful Executive Directors Association has been adopted to promote and maintain the highest standards of association service and personal conduct among its members. Adherence of this code of ethics is required for membership in the association and services to assure public confidence in the integrity and service of Executive Directors.

# Keep Georgia Beautiful

## History

The establishment of the Georgia Clean and Beautiful Program was a direct result of the tireless effort shown by the Joint Highway Litter Study Committee appointed by former Governor George Busbee. The Chairman of this committee was Steve Reynolds. The Vice-Chairman was the late W. Jones Lane. Other committee members included M. Parks Brown, Pierre Howard, Jr., Lynn Gammage, R. Bayne Stone, former Commissioner of Transportation, Tom Moreland and former Commissioner of National Resources, Leonard Ledbetter. Those who testified on behalf of the Keep America Beautiful concept were Roger Powers, President of Keep America Beautiful, and leaders of Macon and Bibb County.

After ten years of successfully implementing a litter prevention system, Georgia Clean and Beautiful expanded its mission and became a key partner in Georgia's comprehensive waste management system. To minimize the waste being buried in our landfills, all KAB systems began assessing the feasibility of recycling, resource recovery, reuse of materials, wise consumer shopping, and generally minimizing the amount of waste being generated.

As part of the establishment of the statewide program, a Citizens Advisory Committee (CAC) was created by Executive Order. Under the guidance of the first chairman, Neva Jane Langley Fickling of Macon, local KAB systems increased from 12 local programs in 1978 to more than 40 in 1981. Hal G. Northrop of Callaway Gardens took over the chairman's seat in 1981. Under his leadership, the committee expanded its goals and objectives to promote and educate Georgia citizens on the benefits of recycling and other waste management options. At the end of his term as chairman in 1984, local KAB systems had increased in Georgia to 50 participating communities.

Mary Gellerstedt of Atlanta was appointed the third chairman in 1984 by then Governor Joe Frank Harris. She guided the committee's efforts to establish a non-profit 501(c)(3) educational fund. *The Citizens Education Fund for A Clean and Beautiful Georgia* allows individuals, businesses and major corporations to make tax deductible donations for purposes related to furthering the Clean and Beautiful concept in the state. The Board of Directors for the Fund was first chaired by Ms. Gellerstedt, from 1984 to 1998, by Dr. Horace Hudson of UGA from 1998-1999 by Tom Kornegat of BP/Amoco and 2000 by Dave Sheffield of Pactic. The Board of Directors traditionally includes several members of the CAC. In 1996, the Fund changed its name to the Keep Georgia Beautiful Foundation. The Commissioner of the Department of Community has the responsibility of appointing members to the Board of Directors of the Foundation.

Between 1984 and 1988, Governor Harris expanded the membership of CAC to over 55 members. In January 1990 under Governor Zell Miller, Jack Talley, Jr., of Atlanta was appointed chairman of the Advisory Committee. Under Mr. Talley's direction, the local KAB System expanded to almost 60 programs. The Comprehensive Solid Waste Management Act of 1990 established, for the first time, the Georgia Clean and Beautiful Advisory Committee by law to *assist the Department of Community Affairs in developing, coordinating, and implementing efforts to educate the citizens of the state on methods of solid waste management*. The Act also reduced the size of the CAC to 30 members and stipulated the make-up of the Council. Talley served as Chairman until 1994.

The CAC was reformed and reestablished in 1996 at which time it became known as The Waste Reduction Advisory Council as well as the Clean and Beautiful Advisory Board with appointments being made by DCA's Commissioner Higdon. An expanded mission for the Council/Board was created and energies were spent on revising the Solid Waste Management Plan for Georgia. Connie Wiggins of Lawrenceville was appointed as Chairman in 1996.

# KEEP GEORGIA BEAUTIFUL OVERVIEW

## **Introduction**

In October 1978, Georgia became the first state in the nation to implement a revolutionary concept – to tackle the issues of litter prevention and environmental awareness on a statewide basis using the fundamentals of the Keep America Beautiful program. Keep America Beautiful offers a behaviorally based systematic approach to change attitudes and practices related to solid waste and beautification.

Georgia applies, on a much broader scale, the same fundamentals which have proven effective on the local level through its Keep Georgia Beautiful program. In 1978, then Governor George Busbee, issued an Executive Order to form *Georgia Clean and Beautiful*, which in 1998 changed its name to *Keep Georgia Beautiful*. Its original role included introducing the Keep America Beautiful philosophy on the community level throughout the state, providing environmental public education and training to prevent littering, and providing positive reinforcement for citizens effort 's through a statewide awards program.

Housed in the Georgia Department of Community Affairs, Keep Georgia Beautiful has a unique organizational structure as a public/private partnership. It has enabled Keep Georgia Beautiful to bring together state government agencies, civic groups, business and industry leaders, citizens and educators to involve Georgians directly in the development and implementation of its environmental education programs.

Since 1978, Keep Georgia Beautiful has maintained and expanded its outreach to involve an increasing number of locally owned and operated Keep America Beautiful affiliate communities. In fact, Georgia has more local affiliated communities than any other state in the country. Keep Georgia Beautiful also supports a broad mix of constituent groups, serves the growing litter prevention and solid waste management education needs of the state and demonstrates continued and growing volunteer involvement in its overall program efforts. Keep Georgia Beautiful has expanded its focus areas to include Water Conservation and Quality Outreach as well as Litter Prevention, Waste Reduction – Recycling, and Beautification – Community Greening. (Updated 2010)

## **The Process**

Keep Georgia Beautiful is successful because of two very important factors. First, it is a grassroots system. Second, a combination of local government, businesses and industries, and citizens have formed a true public/private partnership.

There is great diversity in the local program – a reflection of the geographic, social, political and economic diversity of our state. Each affiliate; however, follows the basic concept developed by Keep America Beautiful – changing attitudes and practices related to solid waste handling.

These local affiliates share common threads including behavior modification, utilizing the attitude change process, and implementing these four basic components: updating and revising local ordinances relating to solid waste management, effective enforcement of these ordinances, improving waste handling technology and continuous education to all citizens.

## **KEEP GEORGIA BEAUTIFUL CALENDAR**

### **January**

*Bring One for the Chipper* tree recycling program

*KGB Day at the Capitol* and KGB Winter Conference

### **April-May**

*Great American Cleanup*

KGB Annual Conference

### **June**

Deadline for National GAC Wrap Up Report

### **August**

KGB Board Development Institute/Georgia Recycling Coalition Conference

### **September**

KGB Award Applications Due

KAB Award Applications Due

KAB Affiliate Awards Application Deadline

### **October**

KGB Annual Awards Luncheon, Atlanta

KAB GAC Signup Forms Due

### **November**

America Recycles Day

Georgia Urban Forest Council Annual Conference

### **December**

KAB National Conference

## FREQUENTLY USED ABBREVIATIONS

**DCA** – The Department of community Affairs facilitates partnerships among state government, local governments and the private sector to create opportunities to improve the quality of life in Georgia. Under the direction of the Commissioner, the Department serves as an advocate for local governments and provides planning, technical, and financial assistance to help local officials meet the challenging community and economic development needs of the future. The Department also enables thousands of Georgians to afford safe, quality housing through homeless assistance, rental subsidies, housing development and home buying programs.

**KAB** – Keep America Beautiful is a national non-profit public education organization dedicated to preserving the natural beauty and environment of America and improving waste handling practices at the community level. Communities must apply for certification to become an official KAB System.

**KGB** – Keep Georgia Beautiful, created in 1978, was the first statewide KAB Program. It is housed in the Georgia Department of Community Affairs and supports the efforts of certified KAB Georgia Systems, markets the KAB system to interested communities, and educates the public on litter reduction and proper solid waste management.

**KGBF** – The Keep Georgia Beautiful Foundation, Inc., created in 1985, promotes private sector financial support for worthwhile educational programs that enhance the environment and the quality of life in Georgia. The Commissioner of DCA appoints the members to the board, which provides the non-profit organization with its strategic direction and oversight.

**EPD** – The Environmental Protection Division of the Department of Natural Resources is the regulatory state agency that maintains and distributes state and federal regulations, laws, and provides technical guidance. EPD is divided into seven branches: Air Protection, Geologic Survey, Hazardous Waste Management, Land Protection, Program Coordination, Water Protection, and Water Resources.

**AAS** – Adopt-A-Stream, housed in EPD, is a stream protection program which coordinates volunteers to conduct cleanups, stream bank stabilization, biological monitoring, chemical monitoring and habitat and watershed evaluations. AAS also coordinates Adopt-A-Lake and Adopt-A-Wetland programs.

**ACCG** – The Association of County Commissioners of Georgia is a membership organization of all Georgia counties represented by county commissioners. Its mission is to develop and maintain an organizational structure within which ideas can be presented and a policy platform developed, enabling all Georgia counties to speak with a unified voice in the public policy arena.

**GMA** – The Georgia Municipal Association is a state organization that represents municipal governments in Georgia. GMA's membership currently accounts for over 99% of the state's population.

**GRC** – The Georgia Recycling Coalition, Inc. is a non-profit organization. Its mission is to complement and coordinate the activities of professionals, organizations, government agencies, and individuals related to recycling; to foster communications among those groups; to promote sustainable reduction and recycling programs; and to provide a forum to and from which its membership may enhance recycling efforts in Georgia.

## KEEP AMERICA BEAUTIFUL

Our mission: *Engaging individuals to take greater responsibility for improving their community environments.*

Keep America Beautiful, Inc. is the nation's largest nonprofit community improvement and educational organization, founded in 1953.

We have three areas of focus: litter prevention, beautification and community greening, and waste reduction.

We are an enthusiastic, national network of more than 565 Keep America Beautiful affiliates and hundreds more participating organizations who help millions of volunteers take actions in thousands of communities across the United States and internationally.

We work with businesses, schools, neighborhood groups and local governments to improve our land, waters and built environment. We provide programs that help communities reduce, reuse and recycle. We teach young people how to care for, preserve and protect our environment. Through our millions of volunteers and skilled staff of local board and committee members, Keep America Beautiful facilitates and inspires at the most local level the ability for citizens, businesses and governments to work together.

We believe that behaviors - like littering - can be changed. We say that recycling is a choice that people can embrace. That "beautification" has many dimensions and can impact the economic health and the safety of communities.

Keep America Beautiful's foundation is built upon a powerful legacy of public service messages. Our system is a national blueprint for community improvement and stewardship. Join us!

For more information log go to: [www.kab.org](http://www.kab.org)