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Our Third Decade of Community Partnership!

VOLUME 11—ISSUE 4

NEWS!

JUNE - AUGUST 2012

# Trees for Tucson program expands in partnership with Trico Electric Cooperative!

Tucson Clean & Beautiful is proud to announce a new partnership with Trico Electric Cooperative, to provide low-cost shade trees for its residential members to plant at their homes!

Building on the success of the existing partnership with Tucson Electric Power, Trees for Tucson can now deliver trees to homes throughout much of the metropolitan Tucson area. This includes homes within approximately a 30 mile radius from the center of Tucson, whether in the TEP or Trico service area. (continued on p. 3)



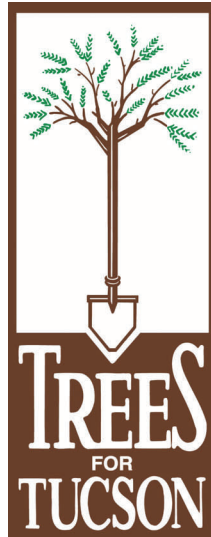
## Highlight: Trees for Tucson Staff

### Katie Gannon: new Trees for Tucson Program Director!

Katie joined the staff of Tucson Clean & Beautiful in May 2012. Her background in landscape architecture and accounting, and recent work at the Drachman Institute (community outreach arm of the University of Arizona College of Architecture and Landscape Architecture) as well as enthusiasm for community-based improvement efforts are a tremendous asset to the organization!

Katie joins Joan Lionetti, TCB Executive Director, and other Tucson Clean & Beautiful staff to continue the program's expansion and rejuvenation strategy.

**Special appreciation to Rocky Yosek, Trees for Tucson Operations Coordinator**, for his tireless work delivering trees on behalf of the Trees for Tucson program, and for his initiative in continually improving routing efficiency through technology!



### TCB Board of Directors:

#### **Executive Board:**

- Michael Jette, President
- Pam Idler, Vice President
- Maximiliano Torres, Secretary
- Richard Block, Treasurer
- Sally Gestautas, Past President
- Barbara Ricca, Management Chair

#### **Board Members:**

- Deron Beal                      Judy Dare
- Denette Dunn                Melanie Emerson
- Beth Gorman                 Libby Howell
- Wilson Hughes               Joseph Maher, Jr.
- Larry Robinson              Dave Stadle
- Jason Tankersley            Viviane Thompson
- Howard Ward

### TCB Staff Members:

- Joan E. Lionetti, Executive Director
- B.J. Cordova, Director of Programs
- Sofia Angkasa, Office Manager
- Rebecca Quintero, Coordinator  
Recycling Education
- Evren Sonmez, Coordinator  
Adopt-a-Park & Public Areas
- Katie Gannon, Program Director  
Trees for Tucson
- Rocky Yosek, Operations Coordinator  
Trees for Tucson
- Oscar Contreras, Student Intern

### Mission Statement:

The purpose of Tucson Clean & Beautiful, Inc., a non-profit organization, is to preserve and improve our environment, conserve natural resources, and enhance the quality of life in the City of Tucson & eastern Pima County. These goals will be achieved through initiating educational & participatory programs implemented with broad-citizen, multi-culture support.

### **Tucson Clean & Beautiful News**

is the official publication of Tucson Clean & Beautiful Inc., a non-profit 501(c)3 environmental education organization.

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**Your Membership Counts!** TCB Programs have an immense impact on improving the environment and quality of life across the Tucson/Pima County metropolitan area, and are supported by your membership donations. Join or renew to also receive special member discounts! Visit [www.tucsoncleanandbeautiful.org](http://www.tucsoncleanandbeautiful.org) or call (520) 791-3109 for an updated list.

**Already a member? Give a gift membership to family and friends!**

Please check membership category:  Junior (12 and under) - \$5  Student & Senior - \$15  Individual - \$20  Family - \$30  Business - \$100 to \$500  Corporate - \$500 to \$2000  Benefactor - \$2000 or more  This is a gift membership (please fill in gift recipient information below and attach your information)  My company matches donations (please include matching gift form)

Membership Dues: \$ \_\_\_\_\_  
Additional Gift: \$ \_\_\_\_\_  
Total Donation: \$ \_\_\_\_\_

Name: \_\_\_\_\_  
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**Please mail this form with your donation to:** Address: \_\_\_\_\_

Tucson Clean & Beautiful  
P.O. Box 27210, Tucson, AZ 85726

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Or donate online via Network for Good!  
[www.tucsoncleanandbeautiful.org](http://www.tucsoncleanandbeautiful.org)

Phone Number: \_\_\_\_\_  
E-mail: \_\_\_\_\_

## Trees for Tucson partnership with Trico (continued)

One of the most visible and lasting ways to decrease long-term electricity use for customers in our desert environment is through strategically planting trees to shade the west, east and south sides of a home. This will pay back all planting and maintenance costs within just a few years as the trees grow to shade the home, in particular reducing reliance on home air conditioners.

- ◆ Since 1993, Tucson Electric Power has supported the planting of over 70,000 trees through the Trees for Tucson program
- ◆ Separately, Trico has provided over 10,000 trees directly to its members at annual distribution events held for the past seven years. Trico has now partnered with Trees for Tucson for direct home delivery!



Each utility allows for annual participation. Sign up for your trees today:

- Trico Electric Cooperative members: visit [www.trico.coop](http://www.trico.coop) or call (520) 744-2944 to request a Trico Operation Cool Shade order form.

- TEP customers: visit [www.tucsoncleanandbeautiful.org](http://www.tucsoncleanandbeautiful.org) or call (520) 791-3109 for a home tree application.

## TCB Trivia: 25 Years of Phonebooks

### Q: When and where can you recycle telephone directories?

A: Telephone directory recycling is available year-round, and can be placed in your blue recycling barrel at home, most commercial mixed recycling service dumpsters, all neighborhood recycling centers & recycling stations at Tucson area landfill & transfer stations. Call (520) 791-5000 for info.



### Q: Where did telephone directory recycling start?

A: Right here in Tucson! This year marks the 25th anniversary of the first volunteer-driven telephone directory program in the world, coordinated by Tucson Clean & Beautiful in 1987. A few years later this led the phone companies to pursue ongoing collection programs locally, with similar efforts launched nationwide and worldwide since then. The City of Tucson Blue Barrel recycling program also celebrates its 10 year anniversary this year, which was the first time phone books were collected year-round in the Tucson area.

### Q: How can I avoid receiving telephone directories at home?

A: If you prefer to no longer receive your local telephone directory, Dex One now offers a convenient way to opt out from receiving them! Simply visit [www.dexknows.com/green](http://www.dexknows.com/green) or call 1-866-606-9339. Many other telephone directories let you decline delivery too: [www.yellowpagesoptout.com](http://www.yellowpagesoptout.com).

## Buffelgrass Volunteer Event—June 23, 2012

As our monsoon season gets underway, it's a reminder to monitor your yard and street for invasive buffelgrass! If you don't know how to identify or remove this invasive grass that threatens our unique Sonoran Desert environment as well as causing a fire danger for our own human habitat, plan to attend the next buffelgrass removal demonstration project: Saturday, June 23, 2012—7:30 a.m. to 10:00 a.m., Silverbell Rd. at Sweetwater Dr.—participants must be at least 18 years of age.

Please email [happydesert@gmail.com](mailto:happydesert@gmail.com) or call (520) 837-6832 for more information and to sign up for this volunteer project to dig up invasive plants along a scenic corridor!

Help improve your own neighborhood: If you can't make this training but would be interested in learning to identify and remove buffelgrass in your own neighborhood, borrow supplies, or to arrange for a presentation to your association or organization, please also be in touch!

## Help Our Volunteers Prevent Litter: Bag and Tie your Trash

Tucson Clean & Beautiful has over 200 volunteer groups dedicated to removing litter and beautifying our community! Do your part to lighten their workload: in addition to not throwing litter on the ground and actively keeping your home, business and school yard clean - our community can keep our roadways, parks and washes clean by properly bagging trash. Just getting your trash in to your trash can is not enough: loose, uncontained trash is one of the main sources of wind-blown litter, especially when it gets loose at the time of collection! Anything thrown in your regular trash bin inside the home should be bagged when placed in your disposal bin—this includes food waste, diapers, non-recyclable paper products, Styrofoam and the like. Yard trimmings do not need to be bagged.

As always, please keep recyclables loose in the recycling bin, to facilitate sorting. Just be sure that your trash and recycling bin lid can close, to prevent items from escaping. Is your bin missing its lid? Call (520) 791-3171 for replacement. On windy days, consider also keeping your recycling bin in an enclosed area instead of placing it out for collection. Share space with neighbors to prevent overflow.

## YARDS Wins Western Chapter ISA Gold Leaf Award!

The Western Chapter, International Society of Arboriculture recently presented Trees for Tucson with its prestigious Gold Leaf Award recognizing the success, collaboration and innovation of the YARDS (Youth Achieving Resource Development Skills) Program. This is TCB's second Gold Leaf Award, the first being in 2000 for El Paseo de los Arboles/Santa Cruz commemorative tree park partnership.

YARDS was developed and implemented by TCB Executive Director Joan Lionetti, with board member Dave Stadle from Pima County Juvenile Court CREW program and initial funding from a Wolslager Foundation grant and challenge match.

Now in its third year, YARDS provides selected youth on probation an opportunity to participate in a 9 week training program in Sonoran Desert landscape characteristics, maintenance skills, job development, and health and safety practices. The program is taught by professionals in landscape and related career and life skills disciplines. The 50 student graduates to date have each received a Certificate of Achievement, landscape tools and letters of recommendation.

Thank you to YARDS sponsors and donors, partners, instructors, volunteers and especially students, for making this a model program for other communities to emulate!

**Special appreciation to TCB Member: Tucson Iron & Metal—assisting with neighborhood junk vehicle removal, and placing “We Keep Tucson Clean & Beautiful” labels on their trucks!**