



2020 Keep Louisiana Beautiful Virtual State Conference A Six-Part Webinar Learning Series

The webinar learning series is free and open to everyone. Registration is required. You may register for all six webinars or just select the ones you are interested in attending. Once you register you will receive a link to access the webinar and additional information. All webinars will be held from 9:00 am to 10:30 am Central Time.

Part 1: “The Anatomy of Resilience: Be Tired but Don’t You Quit”

Thursday, November 5

KEYNOTE SPEAKER: Pamela Benson Owens

Kickoff the webinar series with an energizing, interactive presentation on embracing change, creating motivating environments, and emotional intelligence to inspire and reinvigorate your work.



Pamela Benson Owens is the President and CEO of Edge of Your Seat Consulting, Inc. and is currently serving as the Acting Executive Director of Six Square. For 23+ years Pam has owned Edge of Your Seat Consulting, a unique consulting firm that is dedicated to assisting for-profit, nonprofit, and faith-based entities. The major focus of Edge of Your Seat Consulting, Inc., is to provide methodologies that help manage perceptions and narratives about complex and challenging issues with courage and strategic passion.

Part 2: Thriving in the “new normal”: How COVID has changed the face of litter and how we engage with volunteers.

Tuesday, November 10

Panelists: Mark Benfield, LSU, Aundi Brown, Ouachita Green and Katy Dupre, Parish Proud

Perhaps you remember LSU Professor, Mark Benfield from KLB’s conference when he shared his research mapping plastic trash in the Gulf of Mexico. Benfield is back to discuss his most recent project. In May, he launched a global research project to map the amount and types of personal protective equipment (PPE) litter due to the COVID pandemic.

The health and safety of our volunteers have always been a priority, but never more so than now. Learn how two local groups have pivoted to meet the ever-changing logistical challenges of organizing community improvement projects during a pandemic.



Mark Benfield, Professor, Dept. of Oceanography and Coastal Science at LSU

Mark leads a team of researchers examining microplastic flux from the Mississippi River into the Gulf of Mexico and its environmental impact on coastal food webs. Most recently, his work using a drone to map plastic trash on barrier islands was recognized by the National Geographic Society when his team was selected as a finalist in the data visualization part of the Ocean Plastic Innovation Challenge.

Part 2: Continued



Aundi Brown, Coordinator, Ouachita Green

Aundi leads the efforts of Ouachita Green, an organization made up of three Keep America Beautiful affiliates in Ouachita Parish, Monroe, and West Monroe. Aundi has spent the last 12 years diligently working in the recycling industry, and previously served on the board of the Louisiana Recycling Coalition. She has spent the last 2.5 years serving as President of Keep West Monroe Beautiful, and a board member for Ouachita Green. She has enjoyed working on many beautification efforts, America Recycles Day & Household Hazardous Waste events. She was also honored to serve on the team for the Blue Star Memorial Gardens Project in West Monroe.



Katy Dupre, Executive Director, Parish Proud

Katy is a Lafayette native who spent 10 years away working in New Orleans, Chicago, and Montana before returning home 2 years ago, moved by the desire to get involved in finding ways to improve the community she calls home. She has more than 10 years of experience working in both the nonprofit and for-profit sectors, most recently as the program director for the Lafayette Engagement and Research Network initiative at CGI. Her background includes a wide variety of work at the intersection of community organizing, government policy development, economic development, and data science.

Part 3: Understanding Cigarette Butt Litter: Keep America Beautiful National Cigarette Butt Litter Marketing Study Results Thursday, November 12

Panelists: Randy Hartmann, KAB and Abby Goldsmith, A. Goldsmith Resources

Keep America Beautiful releases findings of a national study on the most effective approaches to reducing cigarette butt litter. Keep America Beautiful partnered with communities in Memphis, TN, Columbus, OH, and Shreveport, LA to study the effectiveness of media campaigns and increasing cigarette receptacles on reducing cigarette litter. The study also examines the impact smoking bans have had on cigarette litter, and analyzes smoking ban ordinances.



Randy Hartmann, Senior Director of Affiliate Operations, Keep America Beautiful

Randy leads a dedicated team of professionals who provide programs, technical assistance and resources to the nonprofit's 650 local affiliates to help motivate individuals to build and foster sustainable communities. Prior to joining Keep America Beautiful, Randy served as the COO for the Association County Commissioners of Georgia and, prior to that, he directed the Office of Environmental Management for the Georgia Department of Community Affairs, which included the Keep Georgia Beautiful program. Randy has decades of government experience in solid waste management planning, recycling, composting, and disposal operations in Ohio and Iowa.



Abby Goldsmith, Principal partner, A. Goldsmith Resources, LLC

Abby has worked with state and local governments for thirty years to maximize the recovery of resources from what otherwise would be waste and to manage what remains in an environmentally and financially sustainable way. She serves on the Executive Board of the Georgia Chapter of the Solid Waste Association of North America and represents the Chapter on the International Advisory Board. Abby also served as the first President of the Georgia Recycling Coalition.

Part 4: Keep Louisiana Beautiful Focus on the Future: Educating, Engaging and Expanding

Tuesday, November 17

Panelists: Susan Russell, Keep Louisiana Beautiful and Gretchen Vanicor, ULL

Keep Louisiana Beautiful announces two new initiatives to expand the organization's reach and influence on university campuses and in local communities. Keep Louisiana Beautiful launches state community affiliates to expand our footprint and increase support of local communities' efforts to prevent litter, reduce waste, increase recycling and beautify public spaces. In addition to state community affiliates, Keep Louisiana Beautiful expands to higher education by creating a university level affiliate program. The program will educate and engage the next generation of business owners and community leaders on environmental issues such as waste reduction, litter prevention, and marine debris that have long-term effects on our state and the Gulf of Mexico. University of Louisiana at Lafayette (ULL) and KLB have been working on this effort of over a year, but things really solidified when ULL was awarded a five-year \$500,000 EPA Trash-Free Waters Grant. The grant will provide much needed funds to create a litter survey tool, the university affiliate structure, training videos, grants and a state environmental report of measured results.



Susan Russell, Executive Director, Keep Louisiana Beautiful

Susan brings together a large network of stakeholders throughout the state to build and sustain vibrant clean communities. With a focus on building community capacity; influencing positive behavior through education; strengthen litter enforcement; and improving infrastructure and policy, Susan leads efforts to prevent litter, increase recycling and beautify public spaces. Susan has 30 years of experience specializing in non-profit management, strategic planning, program development and implementation, grant administration, communications and marketing.



Gretchen Vanicor, Director of Sustainability, University of Louisiana at Lafayette (ULL)

Gretchen focuses on implementing and assessing institutional, holistic sustainability efforts across ULL's campus and in the community. Gretchen has a Bachelor's of Science in Management and Marketing from McNeese State University, a Bachelor of Arts and Master's Degree in Architecture from UL Lafayette, and she is currently pursuing her Educational Doctorate in Higher Educational Leadership from UL Lafayette. Her research and professional interests focus on using campus as a "Living Lab" for sustainable development and community resiliency strategies.

Part 5: The Recycling Partnership: 2020 State of Curbside Recycling Report

Thursday, November 19

Speaker: Rob Taylor, The Recycling Partnership

The Recycling Partnership released its 2020 State of Curbside Recycling Report in March of this year. This report is an analysis of the dimensions, performance, stresses, and opportunities for improvement to curbside recycling in the United States. Join contributing author, Rob Taylor, as he provides an overview of the findings in this report and explores the report's implications for recycling in Louisiana.

Curbside recycling in the U.S. is a very large and complex system that delivers critical environmental and economic benefits and that helps us build a robust Circular Economy. This session will explore how well the system is doing in maximizing the recovery of residential recyclable materials, how the application of best management practices can improve the performance of the system and of individual programs, and how Recycling Partnership resources can help communities in Louisiana take their local recycling programs to the next level.



Rob Taylor, Director of Grants and Community Development, The Recycling Partnership
Rob helps communities across the country implement best management practices for their public recycling programs. Rob joined The Recycling Partnership staff in February 2018. His career has included 20+ years of work on recycling at the state and local level. Prior to joining The Partnership, Rob served for 8 years at the North Carolina Department of Environmental Quality, overseeing recycling programs for the state and leading efforts to support local government recycling systems. Before working for NC DEQ, Rob worked for 12 years in Orange County, NC where he managed public recycling programs for this community of 140,000 people. Rob's passion is helping public recycling programs look for options to grow recovery and expand access to waste reduction and recycling services.

Part 6: Understanding the Litter Laws and Effective Enforcement Strategies

Tuesday, November 24

Panelists: Trooper Taylor Scrantz, State Police, Mike Daniels, LDEQ, Rick Moore, Keep St. Tammany Beautiful and Wyvette Pryor-Cousin, Calcasieu Police Jury

Understanding the litter and illegal dumping laws and enforcement challenges is the first step in determining the most effective enforcement strategy. Strategies vary from strengthening local ordinances to using surveillance cameras, hotlines and media campaigns. They all play an important part in reducing litter and illegal dumping. The webinar will cover state and local litter laws, how to use surveillance cameras and hotlines as an enforcement tool and highlights a parish's efforts to raise awareness, engage a community and increase enforcement.

The Louisiana State Police along with Louisiana Department of Wildlife and Fisheries are the two state agencies charged with enforcing the state's litter laws. Agency representatives will give an overview of the state's litter laws and enforcement efforts.

The Louisiana Aquatic Litter Alliance, authored the Louisiana Local Government Litter Ordinance Template and Handbook as a tool to help strengthen litter enforcement on a local level. This publication serves as a turnkey, how-to guide with time-tested solutions for developing and implementing a litter control program in municipal and parish governments. This is a "do not miss" for parishes and municipalities who are interested in increasing local litter and illegal dumping enforcement.

Surveillance cameras can be a great enforcement tool to help you crack down on illegal dumping activity, when used correctly. The cameras styles, installation, supervision and maintenance make a big difference in whether or not your program is a success. Learn more about surveillance camera Do's and Don'ts.

In 2018, the Calcasieu Parish Police Jury conducted a citizen survey as part of the Police Jury's Strategic Planning Initiative.

Survey results identified litter as the second most important concern to residents, behind drainage. The survey results served as a catalyst for the development of a comprehensive litter initiative called “Pick it Up.” The effort focuses on reducing litter by increasing awareness and education; engaging businesses and individuals to clean up; providing programs and resources; and strengthening enforcement efforts. Enforcement efforts include establishing a litter hotline, appointing a litter enforcement officer and creating an on-line citizen reporting tool.



Trooper First Class Taylor Scrantz, Public Affairs Section, Louisiana State Police

Trooper First Class Taylor Scrantz began his law enforcement career in 2014 with the Louisiana State Police. During his tenure with LSP, he has had the privilege to be certified as a Standardized Field Sobriety Test Instructor, ARIDE (Advanced Roadside Impaired Driving Enforcement) Instructor, Field Training Officer (FTO), Taser Instructor, and Drug Recognition Expert (DRE). TFC Scrantz also had the opportunity to be a part of the Troop I DWI Task Force in 2018 and subsequently received the MADD (Mothers Against Drunk Driving) Law Enforcement Recognition award for the most DWI arrests in Lafayette Parish. TFC Scrantz currently serves as the public information officer for Troop A in Baton Rouge.



Mike Daniels, Criminal Enforcement Counsel, Louisiana Department of Environmental Quality

For the past eleven years, Mike has worked as Criminal Enforcement Counsel for the Louisiana Department of Environmental Quality’s Criminal Investigation Section. Mike was instrumental in authoring the La. Local Government Litter Ordinance Template and Handbook Mike works with five commissioned law enforcement investigators who investigate criminal violation of the Louisiana Environmental Quality Act and has been named a Special Assistant District Attorney in seven parishes.



Rick Moore, Director, Keep St. Tammany Parish Beautiful, St. Tammany Parish Constable, and retired Major, St. Tammany Parish Sheriff’s Office

Rick is revered statewide for his commitment to litter enforcement and his willingness to share his knowledge with other cities to improve their litter enforcement efforts. He established an innovative approach to litter court which has become a model program for local governments. His work managing Keep St. Tammany Beautiful and the parish’s litter abatement crews have made a significant impact on the cleanliness and safety of the community.



Wyvette Pryor-Cousin, Litter Manager, Calcasieu Parish Police Jury and Director, Keep Calcasieu Beautiful

Wyvette oversees the newest program from the Calcasieu Parish Police Jury, “Pick it up Calcasieu. Education and awareness, engaging programming such as “Adopt a Spot” and enforcement are the cornerstones of the successful efforts under her leadership. Along with her deep passion for helping others and a desire to make a difference, Wyvette brings to her position years of experience in marketing, legal and human resources.