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## April 2018 Newsletter

Spring Greeting Friend of KLB,

Yes, despite the recent snow and freezing overnight temperatures, it is officially Spring, which means that Keep Loudoun Beautiful (KLB) has already been hard at work living-up to its namesake. And thanks to those of you that answered the call and donated over the holiday season as well as this year so far, we were able to raise enough funds to purchase supplies and equipment so we can continue our environmental programs at least through mid-year, so thank you for your support! Of course, we couldn't keep Loudoun beautiful without our dedicated Area Leaders and volunteers, so we greatly appreciate you stepping-up and doing something positive instead of succumbing to the environmental apathy that is rampant these days. Since it's been a while since the last eNewsletter, we have a lot to cover, including leadership updates, opportunities to get involved, other news, and green tips.

### 2017 Impact by the Numbers

KLB removed 349 bags of recycling, 957 bags of

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trash, 223 tires, and a bunch of other bulky recycling and trash from around 200 miles of roadways and waterways that would otherwise continue to harm our environment and beauty of Loudoun County. That's around 22 tons of litter, which is about 50% more than 2016! 1,176 volunteers donating 3,860 man-hours contributed to this success, which equates to nearly a \$95k salary according to VA-DEQ, clearly showing the value of KLB, which operates on a shoestring budget. Now just imagine what Loudoun would look like if KLB didn't faithfully clean it up for the last 46 years. I think it's safe to say that it certainly wouldn't be as beautiful!

## Area Leader & Other Upcoming Litter Cleanups

Our dedicated Area Leaders are cleaning-up litter all around the county these days, with great results in Purcellville and other locations. Please visit our [Area Leader Events page](#) for opportunities to get involved. Since not all Area Leaders post events, feel free to connect with them by visiting our [Area Leader page](#). And while you're there, if you or if you know someone (or group) that can fill an Area Leader vacancy, please let us know as there are several areas around Loudoun that are not getting much-needed attention and beautification.

We're thrilled to again partner with and support citizen-led litter cleanups this year, with two scheduled in April so far, so please visit our [Calendar page](#) for details as these concerned citizen groups would love your help.

Registration opened on April 1 for our classic **Goose Creek Watershed Cleanup**, coming up on Saturday, May 5, from 9AM to around 3PM. This is a no-cost, professionally-guided canoe float down a

Middleburg-area section of the scenic Goose Creek to remove litter from the creek and shoreline. Space is limited, so save the date and learn more about the event at our [Watershed cleanup page](#).

Remember that all of these activities should qualify for those seeking community service hours, so we're happy to sign-off on the hours if you provide the forms.

## Essay & Poster Contests

We had a fair elementary school response in 2017 to our annual Essay and Poster Contests, so we're hoping for an equal or better turnout in 2018. If you have elementary school-age children, and even if you don't, please encourage your local school to get involved as planting the seed of environmental stewardship at an early age is critical for a lifetime of earth-friendly behavior. While these contests have traditionally focused on Loudoun County Public Schools, they are open to all Loudoun County-based private and home schools, so please check-out the contest rules and deadline on the [Contest page](#).

And while you're there, be sure to view the inspirational work by our youth over the years.

There's much we can learn from their candid view on the environment and what we need to do to take care of our planet.

## Board of Directors & Committee Updates

Shortly after the departure of Norma Netherwood, long-time Board member, Blake Netherwood, decided it was the right time to take a well-earned break, as well. While we're sad to see the departure of Team Netherwood, we're very grateful for their decades of service to KLB and Loudoun County and are thankful that they will still be involved in various

ways. Board member Jennifer Seifert stepped-up to fill the briefly-vacant Vice President position, but we're still looking for someone to serve as Board Secretary, so if getting involved at this important leadership position resonates with you, let us know!

Our standing committees hit the ground running this year by putting their collective energy to work in moving our mission forward. We even have our first non-board committee member as Linda Treese, our Silcott Springs Area Leader, wanted to get more involved, and we're thrilled to add her skills to the Communications Committee. If you have some talents to share, please consider joining one of our committees, which includes Communications (public relations), Development (fundraising), Finance, Nominating, and Programs as we could do so much more with additional boots on the ground.

## **Green Tips**

April 22 is the official 2018 Earth Day, which is an important day as it brings awareness and a call to action regarding the slippery slope that humanity is on due to widespread environmental apathy along with a big dose of burying our heads in the sand, sadly including our national leadership, by refusing to accept that we made this mess and things will only get worse for future generations unless immediate decisive corrective action is taken. So what that means is that it's even more important to keep in mind that Earth Day is really *Every Day* as each of us can and need to make a difference with common-sense eco-sustainable lifestyles by following the time-tested, yet simple principles of Reducing, Reusing, and Recycling, which are most effective when executed in that order. In other words, always recycle something that can be recycled instead of tossing it into the landfill, but it's better to avoid

recycling by Reusing, and still better to avoid Reusing by Reducing what you consume. See how that works? It's not rocket science, but it can be challenging to switch from a wasteful use-and-toss lifestyle to an Earth-friendly one due to established habits and the barrage of clever advertisements with the lure of convenience and "quick-&-easy". But once you understand the massive negative impact of disposable products, it's easy to make the switch and never look back. To help with this journey, I just added a [Green Tips page](#) on our Website with some initial content that we'll add much more to as time permits, starting with yard maintenance as things are really starting to green-up out there, as well as some other green tips that we've shared over the years. In the meantime, be sure to check-out the green tips published in previous [newsletters](#).

### **Getting Around, the Green Way**

Did you know that you can keep Loudoun beautiful (less air & noise pollution and litter) and save a bunch of money and aggravation by taking advantage of county transportation resources? As a technology consultant, I'm very fortunate that I can telecommute most of the time, but when I need to head into DC for client meetings, my first choice is always the wonderful commuter bus service that will take me all the way to my destination or to a Metro station for the final miles before hoofing it to the office building. It may or may not take a bit longer from door to door depending on traffic conditions, but it's well worth a few extra minutes as I can relax or check emails during the ride while avoiding all the aggravation of the commute and then trying to find parking. Check-out these resources at the [Loudoun County Transit Services page](#) for more information about getting around Loudoun and beyond. And just to add to your well-deserved satisfaction that you are

doing your part to reduce our traffic woes, sign-up at [NuRide](#) and get rewards for your greener trips.

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I hope you found this newsletter helpful. As always, if any of this resonates with you, let us know.

**Thanks much for your support and please share this with your network.**

Mark Lenko  
President, KLB Board of Directors

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