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IOWA **EARTH** YEAR
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Partner Packet

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Introduction

It would be worth the while, if in each town, there were a committee appointed to see that the beauty of the town received no detriment.
Henry David Thoreau, 1854

Thirty years ago, Iowa celebrated the first Earth Day in America. In honor of this anniversary and with the dawn of the new millennium, Iowa will kick off EarthYear 2000 – a yearlong, statewide campaign to unite communities while raising awareness of the conservation and preservation of Iowa's natural resources.

Given this unique program, Iowans will have the opportunity to take responsibility for their environment and create an ongoing network of those willing to educate, appreciate, and volunteer – in the name of environmental concern.

This handbook, along with the Iowa EarthYear 2000 Web site, is designed to equip you and your community with the information, skills, and attitudes necessary to make positive environmental changes. *You can make a difference in your world.* Start right at home. Congratulations on your commitment, and thank you for taking the time to show you care about our future.

Have fun, work diligently, and keep your eyes on the final goal – a healthier environment and a richer future for all Iowans.

Mission, Goals, Objectives

Iowa EarthYear 2000 calls on each of Iowa's 935 communities to participate in new or existing environmental improvement projects. We ask each community to activate a local team to advance environmental education, appreciation and volunteerism and begin building an ongoing network of environmental Iowans. By doing so, all Iowans have the opportunity to take responsibility for our environment.

Our goal is to maintain and grow these community team efforts toward preserving, conserving, and protecting Iowa's rich natural resources. We will accomplish the Iowa EarthYear 2000 goal to enhance Iowans' quality of life by:

- Working together in our communities
- Staying committed to bettering Iowa's future
- Encouraging volunteerism
- Enlisting support from a variety of sources
- Setting environmental examples ourselves
- Developing positive awareness programs

To increase awareness, Iowa EarthYear 2000 will offer the following programs:

- Volunteer Kickoff Conference – January 21, 2000.
- Partner Packet – full of ideas and resources.
- Web Site – a user-friendly guide to help you each step of the way.
- AmeriCorps Workers — encouraging community progress.
- Traveling Tabletop Displays – allows the public to learn more about conservation and Iowa EarthYear 2000.
- Community Grants – awards up to \$999 to communities like yours to help further certain environmental efforts.
- Database – an ongoing list of EarthYear Ambassadors, volunteers, and committed businesses, organizations, and sponsors.

Why have you been invited to participate in Iowa EarthYear 2000?

Because of your ongoing enthusiasm and commitment, your community leaders chose you to spearhead your local EarthYear 2000 team. Your purpose is simple – to motivate, educate and activate your community in local environmental activities. This is your how-to manual for success.

Getting Started

We hope you are enthusiastic about Iowa EarthYear 2000. The most important first step is getting organized. Setting priorities and action steps are key for the success of any project, whether it's one big production or several small ones. Getting and staying organized ensures less chance of overlooking something.

How to form your EarthYear 2000 team:

- As soon as possible, enlist a steering committee of six to ten people who are committed to conservation and/or your community. When looking for people, keep in mind those who wear many hats in the community. Example: People who are environmentally, politically, and socially active. They also might be members of local churches, various clubs, and active in the school system. *For additional ideas on where to look, see "How to Recruit Community Volunteers" on page 4.*
- Ask each steering committee member the following questions:
 - What can we do to help our local environment?
 - Can we do it?
 - When will we do it?
 - How will we do it?
 - See *"How to Identify Conservation Issues in Your Community"* on page 8.
- Set up a preliminary meeting with these team members to narrow the list of possible environmental issues and activities your community will focus on.

Tip

Don't assume you need to start from scratch. There may be an existing program and/or activity within your community that is exactly what you are looking for. Build on that and enlist new resources and enthusiasm from your team.

- Once you have fleshed out ideas for activities and resources, it is time to go public and enlist community volunteers. Choose a large place to meet and publicize the meeting with a notice asking for help with the project and recruiting volunteers. *See sample meeting notice on page 17.*
- A successful project must have a plan of action. Plan to discuss these issues at your first public meeting:
 - Identify conservation issues and/or enhancements within your community.
 - Determine which projects will benefit your needs.
 - Outline each activity with a timeline and budget.
 - Determine volunteer needs.
 - Develop a detailed action plan.

How to Recruit Community Volunteers

Your first inclination when building your EarthYear 2000 team may be to turn to environmental groups and leaders. That's great, but remember to look beyond the obvious, as well. Branch out and look toward anyone who is interested in this community service project. The result will be more people, more ideas, more skills, more support, and more funding. Remember, it is the volunteers who will help make the changes happen.

- Look to local groups such as:
 - Agricultural organizations
 - Schools and colleges
 - Fraternal organizations
 - Kiwanis
 - Business and industry
 - Government/Municipal Organizations (Chambers of Commerce)
 - 4-H
 - Lions Club
 - Jaycees
 - Optimist clubs
 - Women's groups
 - Youth organizations
 - Rotary Clubs
 - Alumni clubs and associations
 - Churches
 - Local arts councils
 - Historical societies
 - Scouts
- Don't overlook the power of kids and the retired community. Fresh ideas plus experience can equal big successes.
- Focus on the education sector. There are countless ways for high schools, universities, and museums to participate.
- Recruit recreation clubs like anglers, hikers and hunters who would likely have an interest.
- Involve businesses. They can often provide money, promotional support and other resources for activities.
- Activate local and county governments and law enforcement. They could provide resources and use of public facilities.
- Keep the media informed. They can help get the word out.
- Encourage health care workers to join the effort. Improving your environment means a healthier way of life.

Tip

Stacking the team with quality volunteers is only one task; keeping up the level of enthusiasm and commitment requires continued effort.

How to Work With Volunteers

When you have decided where to go for volunteers, and what kind of volunteers are needed for each project, you need to write letters or make calls to the leaders of the organization you want to involve. Include in the information:

- Some background on your project
- A follow-up contact, in case they cannot attend
- A list of possible volunteer tasks
- Meeting time and place
- Updates on other meetings

Be sure to obtain:

- Volunteer names, addresses, phone numbers, fax numbers and e-mail addresses (if available)
- Available hours
- Special skills, if applicable

Once you get people to volunteer, only half the work is done. The number one way to lose them is to get them excited about helping on a project and then not give them anything to do. Volunteering is a part-time activity for many and they need to know they are contributing to a cause worthy of their efforts. They want to be part of something and they have chosen your activity – make sure they know they are appreciated!

When volunteers report for duty:

- Welcome volunteers and encourage others to do so as well.
- Encourage questions, giving them time to formulate and ask questions when in a forum discussion.
- Train them and enlist experienced volunteers to help.
- Give them detailed job descriptions.
- Assign a point-person to whom they can report progress or problems.
- Put them to use in a variety of tasks.
- Allow them to participate in decision-making within the group.
- Reward them with recognition.
- Be sympathetic to their needs.
- Keep them informed of what goes on day-to-day and give them notice of changes.
- Remember that volunteers recruit other volunteers.

Assigning specific tasks to volunteers helps them stay focused and helps you stay organized. If possible, create job descriptions for each of your volunteer positions. Possible jobs for volunteers include – but are certainly not limited to:

- Event Chairperson** – manages the overall structure of each EarthYear activity. Asking volunteers to co-chair an activity may make the project more manageable.
- Communications Coordinator** – informs the media of upcoming events and coordinates interviews to help promote your community's EarthYear activities. Makes sure posters and flyers are distributed throughout the community to promote your activities.
- Event Logistics Chairperson** – secures event location and handles all the site details such as security, First Aid, parking, and food vendors.
- Fund Raising Chairperson** – secures the necessary funding to pull off your community event.
- Volunteer Recruiter** – recruits the volunteers needed to participate in your community event.
- General Volunteer** – helps with phone calls, typing letters and correspondence, stuffing envelopes, staffing event booths, etc.

Tip

Be sure to say "Please" and "Thank you" and say it often. Without these volunteers, your project could fail. Consider recognizing these volunteers with EarthYear T-shirts and merchandise, plaques, certificates or a public thank you during your celebration.

How to Identify Conservation Issues in Your Community

Before you even meet with the public, you should ask your steering committee for input on areas of environmental concern or enhancement opportunities within your community. These ideas should come from various sources, which is why it is necessary to include people on your steering committee who are involved in many areas of your community.

A concern doesn't have to be negative. You should also look for positive opportunities to improve or beautify your community.

Consider these problem areas and decide what activities and/or programs might address them. Focus on getting the following information before you go to the public to enlist volunteer help:

- What exactly is the conservation issue and how do you know it's an area for improvement? Look at facts and figures if possible. Review news articles from recent years/months.
- What are possible solutions to this problem?
- Are there barriers we need to overcome? Probably most important, consider what obstacles you might face within your community upon implementation of certain projects. Look at the diversified ideas, attitudes, concerns and needs of different community members.
- If possible, collect information both quantitative (data, scientific facts) and qualitative (experiences, thoughts, feelings) from a variety of sources. If you need help collecting data, look at public libraries, the Internet, government officials and agencies, businesses and citizens.

There is an environmental resource directory included in this packet. See Appendix B. You can also visit the Iowa EarthYear 2000 Web site – www.earthyear2000.com for resource information and links to valuable sites.

Once you have collected this information, you are ready to decide on a project that is perfect for your community.

Something to Think About

Grants will be awarded to help fund individual EarthYear 2000 projects. For consideration, projects must initiate or improve environmental stewardship and be sustainable. For more grant information see Appendix A.

Grant applications will be available beginning March 1, 2000. Please contact the Iowa EarthYear 2000 Office at 515-281-8401 or visit our Web site at www.earthyear2000.com for a grant application.

Deciding on an Activity

After you have obtained the information necessary to assess the needs of your community, it is time to brainstorm with community members, volunteers, and the general public on just which project or activity will best suit those needs.

- Do a little research and ask around or check on the Internet to see if anyone has tried a similar project.
- Remember to be realistic with your goals and the activity you choose. People like to see measurable improvements, so think about how and what you are attempting and what the final result will be. Construct a plan that allows you to measure success.
- Consider the amount of time certain projects will take to prepare and how much time your volunteers are willing to give.
- Discuss the amount of money necessary to carry out certain activities and ask yourselves how you will raise, earn, and spend it.
- Think about what type of resources are needed for certain activities, not only material objects but also the number of volunteers, location, and what will be expected of each person.

Check out the list of possible activities in this handbook and focus on ones that will bring your community together for the common goal – improving the environment.

Tip

Make a list of objectives for your community's project.

- Be clear.
- Be achievable.
- Be time-oriented – set a timeline.
- Be understandable.

Once you decide on an activity, consider partnering with organizations that can assist you. Check the resource directory (Appendix B) for organizations interested in the activities your community selected. These organizations may be able to offer some of the resources you are looking for, such as:

- Sample activities with "how to" guides
- Volunteers
- Speakers
- Educational materials
- Grants or funding
- Promotional support

Suggested EarthYear Activities

Whether your ideas and your budget are big or small, you might find just the right activity on this list. You are not limited to these. You have the whole world out there!

Reminder

Your committee can always choose to further an activity already in progress.

- Contact the event coordinator first when you're interested in linking with another event.
- Bring your team to the meetings related to the project.
- Make suggestions on benefits to both efforts.
- Enlist your resources to support linked projects.

Reduce, Reuse, Recycle

Recycling of newspapers, aluminum cans and plastic is still important! This is probably the easiest way to get started and the easiest way to get everyone in the community involved. Also, consider branching out your recycling into the following areas within your community:

- Appliances, eyeglasses, scrap metal, computer hardware
- Plastic bags, glass and phone books – Ask a grocery store to help. Many cities already have these efforts in effect; you just need to promote them.
- Promote 'Zero' lunches (no disposable packaging) in schools.
- Tires – You can clean and connect tires together to make a variety of new playground equipment.
- Household hazardous waste, paint, oil, batteries – Encourage more retailers to participate in customer education.
- Help senior citizens and the disabled deliver recyclables to drop-off sites.

Tip

Recycling holiday cards is a simple way to re-use something right at home. Some people create new backs with new messages on them. Or you could cut them apart and use them for gift tags. This is a great opportunity to get kids involved at church or school.

Participate in Water Quality Monitoring

- Receive training from local specialists who need your assistance.
- Choose a local water body (creek, pond, lake) with convenient access.
- Work with a group to assure long-term involvement.

Restore Iowa Prairies

- Collect seeds from prairie grasses and forests (they are expensive to buy and some are rare) to start or supplement another prairie.
- Help maintain a prairie by removing brush and burning.

Campaign to Conserve Water

- Organize a program to fix leaky faucets and toilets.
- Encourage a program to limit household water waste such as installing low-flow showerheads and turning off the water while brushing your teeth.
- Gather excess shower water in a bucket and re-use in your garden or commode.
- Stencil storm sewers with "Do Not Dump, Drains to Stream."
- Coordinate local FFA chapter to conduct ag/environmental audits and volunteer to help with deficiencies.

Promote Back Yard Activism

- Encourage pulling weeds instead of using herbicides.
- Teach others to grow plants that combat bugs.
- Plant a community garden.
- Teach others how to build a compost pile.
- Plan a neighborhood tree planting or garden day.

Launch Clean-Up/Fix-Up Project

- Clean up or help fix up a park, public area, beach or adopt a highway.
- Ask your city what it does with trees that must be removed. Then suggest a "Trees to Crafts" type program in which the city gives them to local woodcrafters instead of taking them to a landfill.

Combat Air Pollution

- Organize a carpool.
- Sponsor a "Take a Bus" or carpool week.
- Encourage people to walk or bike to work.
- Tune up your car and encourage others to do the same.
- Avoid open burning of yard waste; compost or mulch instead.

Protect Wildlife and Wildlife Habitat

- Adopt a stream, prairie, or woodlot.
- Develop a wildlife food plot and or shelter area.
- Protect streams with vegetative buffer strips.
- Sign up for song bird, amphibian and other wildlife surveys.
- Fence livestock from a pond and let vegetation grow around pond edges.

Create Activities for an Immediate Environmental Impact

- Ask your mayor to sign the EarthYear 2000 Proclamation to promote Earth Day.
- Circulate citizen EarthYear 2000 pledges to improve your community's environment.
- Plant 2000 trees in your city or county, or plant just one tree.
- Start a beautification project.
- Become a "Tree City USA."

Educate About the Environment

- ❑ Organize a community environmental seminar about local conservation issues or concerns.
- ❑ Write editorials and columns for a newspaper on a weekly or monthly basis.
- ❑ Build an environmental exhibit in a public place.
- ❑ Give credit to students by arranging to offer community service hours, scout badges, college credits, 4-H patches, etc.
- ❑ Activate open houses at community water treatment plants and landfills.
- ❑ Hand out educational materials at fairs, malls or ball games.
- ❑ Initiate a 'treasure hunt' for abandoned wells.

Tip

Encourage people to write and sign a pledge for EarthYear 2000. (I will turn off a light or conserve water, etc.) Put the pledges on display for all to see!

Plan Fun Activities

- ❑ Take a group on a hike. Ask a naturalist to interpret while you tour.
- ❑ Put on a walking or running race for the environment.
- ❑ Organize a fishing day to call attention to water quality.
- ❑ Coordinate a canoe float.
- ❑ Establish a bird watching outing.
- ❑ Develop opportunities for disabled citizens to better enjoy the outdoors.

Conserve Electricity

- ❑ Create a "Turn in Your Light Bulb Day," where residents can exchange traditional bulbs for energy-efficient, fluorescent lamps.
- ❑ Create an "Energy Efficiency Store" for citizens to purchase energy saving appliances and equipment.
- ❑ Encourage energy audits from the electric company, or organize students to conduct them.
- ❑ Advertise joining a "Peak" program and have your air conditioner turned off during peak running times. It's good for you and for your bill. Most electric companies give you an incentive to do this.
- ❑ Tune up your furnace and air conditioner.

Involve the Kids

- ❑ Take a field trip to a park or forest.
- ❑ Take a group tour to the electric company, water treatment plant, or rock quarry.
- ❑ Visit the Iowa Historical Museum's permanent exhibit on Iowa's environment.
- ❑ Bring environmental experts into classrooms.

Tip

Organize a team to go door-to-door to collect paper grocery sacks (or get new ones from a local store) and have school art classes decorate them with EarthYear 2000 pictures. Return them to the store for reuse – Okay it with the storeowner first!

How to Market Your Activities

The aim of getting information to the media is to make people take notice of your committee's purpose and objectives. If you keep the public aware of what you are doing, it will be easier to get volunteers, financial support and to get a long-term commitment to a cleaner environment.

Be sure your committee keeps an updated list of media in your community. This can include newspapers, television and radio stations, various newsletters, Internet sites, and places to post events. It is vital to keep a list of contacts at those media outlets. It can also be beneficial to find out if specific reporters are interested in environmental and conservation material.

Write a fact sheet for your group. Include your accomplishments and things you plan to do. Include sponsors and supporters, the environmental benefits of your project, and how money is spent. Remember to be brief, yet accurate. Double and triple check any facts you release!

To get the information you need to release, follow these simple steps:

- ❑ Identify your key audiences by asking yourself why you want to communicate – to recruit volunteers or participants; to raise money or get in-kind sponsors? Will you focus on community members, educators, legislators, or the business sector?
- ❑ Set goals. Decide what the audience needs to know about your organization/event. How are they going to receive that information?
- ❑ Do the research. Find out all possible media outlets surrounding you. Get all contact information including names, phone numbers, fax numbers and e-mail. Also find out deadlines.
- ❑ Understand the media.
 - Time your news releases to be faxed two weeks and then again one week ahead of the event. Follow-up by phone a day or two before the event to make sure the right person received it. You may have to fax it again!
 - Don't use technical jargon; make it clear and easy to read.
 - Often times they will decide whether to carry the story within the first five seconds of reading your information. Get the most pertinent information at the top and make it interesting.
 - Don't be offended if they don't have a lot of interest in the story. Keep trying.
 - Include as much information as possible to those who are working on your event.
 - Your release should be about one page, on average. *See sample news release on page 18.*

- Decide which media outlets best suit your event. Possibilities include:
 - Feature newspaper articles
 - Letters to the editor
 - Meeting notices
 - Community calendar postings
 - Posting on Internet sites
 - Town meetings
 - News releases
 - A public access cable station show
 - Public service announcements (PSAs) — 10, 30 and 60 seconds
 - Displays at community events
 - Slide show for small group presentations
 - Speakers bureau – enlist one or two people to speak on behalf of your group to community organizations

The media can help you spread news of your event. Use it wisely and don't be intimidated. Remember to follow-up after the event with news of your success. For help in preparing your own event's news releases and public service announcements, look at the samples provided in this section.

What Is News?

The media typically look for one or more of the following elements to determine if an activity or initiative is newsworthy:

- Is it timely?
- Does it affect our community? Is it local?
- Is there something interesting or unique about it?
- Does it involve several people?
- Does it involve someone notable?
- Does it affect people's lives and their well-being?
- Is there a good visual (for TV and newspaper photographers)?
- Is the activity or event occurring at a time when we can cover it?

In Appendix B, you will find Web site directories for various media in Iowa.

Developing a Budget

Probably the most challenging area of event planning is preparing a budget. Finding the funding is of utmost importance to the success of your project. Agreeing on, and sticking with, a budget is essential whether you have a little money or a lot, and whether you are planning a big event or a small one.

Some budget items to consider include:

- Food and refreshments
- Decorations
- Postage
- Telephone expenses
- Building rental
- Public address system
- Paper and printing
- Equipment rental
- Entertainment
- Advertising
- Liability insurance
- City/County/State permits
- Iowa EarthYear 2000 volunteer T-shirts (or those to sell)
- Iowa EarthYear 2000 merchandise
- Supplies or products – seeds, trees, etc.

How to budget:

- Make a list of all the potential budget items your activity will require.
- Don't make guesses. Contact people to get exact numbers for renting, printing, advertising, etc.
- Always add a 10 to 15 percent contingency to your budget for unexpected expenses.
- Based on your estimate, determine if your goal is realistic.
- Make sure you share the budget with your volunteers, so everyone knows the game plan. This will prevent people from purchasing items or services not in the budget.

Ask businesses or the community to donate time, resources, or equipment to your Iowa EarthYear 2000 cause. You might be surprised with the results. You could be eligible for an Iowa EarthYear 2000 Grant or other special funding to help your event. *See the Iowa EarthYear 2000 Grant information in Appendix A.* Corporations and groups interested in the environment may be very willing contributors. *See the Environmental Resource Directory – Appendix B.* Consider what you can offer in return for event sponsorship. How will your sponsors benefit?

Tip

Consider asking one or two people from your team to act as key speakers or community liaisons for your group. Offer them a small incentive to be available for interviews and public appearances. Count on them to be up-to-date with facts and figures as well as on basic information about your project.

Think about creative ideas for fund raising. An auction or a drawing can be a great start. Then think about using your activity as a fund raising venture for next year!

Examples might include:

- Recycle bags/bins
- Garden tools
- Environmentally-friendly cleaning products
- Cloth grocery/shopping bags
- Compost kits
- Road rally
- Concerts
- T-shirt sales
- Environmental festival or fair
- Contests

Constructing a Timeline

Once you have decided on an activity, develop a timeline to be included with your plan of action. Remember that a timeline shows a progression of events and accomplishments. A published timeline can help volunteers and community members commit to the project. To prepare your timeline:

- Decide on an activity.
- Choose a date that will allow enough time to complete planning tasks. Be sure to check what is already on your community calendar.
- Make lists of what needs to be done at certain times throughout the planning period. Choose key dates for meetings to check on different aspects of the project.
- Coordinate fund raisers based on money needed and time allotted.
- Check the schedules of local or state dignitaries who might be invited.

Include items such as: (Of course these can be individualized for your event)

- Iowa EarthYear 2000 community meeting dates
- When to coordinate volunteers
- Fund raising dates
- When to send out news releases
- When to put notices in the paper
- Ideal times to write information articles or op-ed pieces for the local paper
- When to mail out fliers or put them up
- When to place formal advertising, if appropriate.

As you progress through the year and toward your event, you will need to revise the timeline somewhat. Again, this goes back to organization. If you put together a detailed work plan, you will be able to stay on task and be rewarded in the long run.

Sample Meeting Notice

Meeting Notice

Who: Iowa EarthYear 2000 Local Committee

What: Organizational Meeting

Where: Town Hall

When: 7 p.m. – 8 p.m., Sunday, February 13, 2000

What: To discuss upcoming activities and volunteer opportunities for the community of (name of town).

For more information, contact:

(Name of Contact)

(Phone Number)

(Email Address)

Public Welcome

Sample News Release

Contact: (Your Name) (Title, if appropriate)

Phone: (Your Phone, include area code)

(Your City) Celebrates Iowa EarthYear 2000

(Event and/or project title)

Note: Do your best to keep your title short, catchy, and descriptive

(Name of City – Date News Release is sent to the Media) – Use interesting action words to tell the story of your event in the first paragraph. Who is doing it? What is the event? When will it take place? Where will it be held? Why are you doing it? Remember to keep it interesting and make the reader want to attend the event and/or cover the story. It is helpful to put the most important information in the lead paragraph.

Use the second paragraph to elaborate on the event. Give examples of activities, booths, speakers, etc. Remember to vividly describe visual activities. These are the things newspaper and television reporters look for when deciding to cover an event.

This paragraph would have any information a participant might need to attend. Is there a fee or other admission cost (i.e., one bag of recycled goods, etc.)?

The closing paragraph should be a concise history of Iowa EarthYear 2000. We suggest:
Iowa EarthYear 2000 is a grassroots effort to begin the millennium by educating communities on conservation and environmental responsibility. Iowa Gov. Tom Vilsack has proclaimed 2000 as "The Year of the Environment" and challenges all Iowans to make a difference. Each community has an EarthYear 2000 team to lead that community in events that celebrate conservation and the preservation of Iowa's natural resources.

(Include a short list of EarthYear 2000 committee members in your community here.) For more information on Iowa EarthYear 2000, visit the official Web site at www.earthyear2000.com. End your news release with three pound signs or -30- to signify the end of the story.

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Sample Public Service Announcement (PSA)

Radio Public Service Announcement (Time Here: 10, 30 or 60 seconds)

(Your event/activity)

Use two to four **clear, concise** statements about your event. Things to consider include:

- First sentence should catch the listener's attention. Example: *Ever wonder just how high a pile of one million pop cans is? Find out when we celebrate 20 years of can and bottle redemption during (your county/city) EarthYear 2000 event.*
- Always provide date, time, location, and phone contact.
- Always type your PSA in capital letters.
- Always write out numbers. (e.g. one million vs. 1,000,000)
- If you're using names or words that might be unfamiliar or hard to pronounce, include the pronunciation.
(e.g., PRO-NUN-SEE-AY-SHUN).
- Always read your PSA out loud to check your timing. Remember to read at a moderate pace. Don't speed up or slow down to fit your time allotment. If it doesn't fit, you must edit.

###

Sample Mayoral Proclamation

WHEREAS, the quality of life in (NAME OF CITY) is significantly enhanced by the use, enjoyment and understanding of our environment and its natural resources; and

WHEREAS, a high quality environment will entice more and younger citizens to be lifelong residents of this community; and

WHEREAS, the future of (NAME OF CITY)'s natural resources lies in the hands of our citizens who understand, care and wish to be involved in the conservation of those resources; and

WHEREAS, there are countless opportunities for residents to participate in environmental improvement projects in their homes, neighborhoods, work and school; and

WHEREAS, I encourage all residents of (NAME OF CITY) to participate in environmental improvement projects in our community; and

WHEREAS, April 22, 2000 is the 30th anniversary of Earth Day, a day set aside to recognize the importance of our environment by thinking globally and acting locally;

NOW THEREFORE, I, (NAME OF MAYOR), mayor of (NAME OF CITY), do hereby declare the Year 2000 as the Year of the Environment in (NAME OF CITY) and encourage all residents to help shape their environmental future by being part of Iowa EarthYear 2000 activities. Let each of us, whether at home, school or work, embrace our duty to learn about and care for our community's natural resources, and do our part to make the earth a clean, healthy and vibrant planet.

ISSUED: This _____ day of _____, 2000.

MAYOR

Evaluating Your Work

Upon completion of your project or event, remember to evaluate your successes. We can only learn from what we have done, so it is important to meet afterward and discuss how everything went.

- Was it a success?
- Did we aim too high?
- Was there a measurable environmental impact?
- What can we do differently next time?
- Where were we lacking in organization?
- How much money and/or awareness did we raise?
- Did we recruit new volunteers?
- Did enough people know about the event?
- Did we have adequate media coverage?
- Make concrete suggestions for next year.
- Choose leadership for the following year.
- Plan for questions.

These and other questions are valuable in planning for the next event. Change takes time. If your event didn't go exactly as planned, you still were out there working on positive environmental changes and that is the goal. If one more person is educated by your efforts or if one resource was saved, it was all worth it.

Consider the Past, Present, Future

- Save your news articles surveys, pledge cards and other quantifiable measures of participation.
- Ask a business partner or media partner to survey people's response to Iowa EarthYear initiatives and their plans to continue environmental efforts.
- Determine what efforts can be continued and which organization(s) might best coordinate them for the betterment of your community.

Conclusion

Once you complete your event, please complete the Event Tracking Form (*see Appendix A*) and return it to the EarthYear 2000 Coordinator. This will help our state keep track of the number of Iowans and activities involved in Iowa EarthYear 2000. Please fill out an Event Tracking Form for each activity or event you conduct throughout the year

- Was it a success?
- Did we aim too high?
- What can we do differently next time?

Appendix A

Iowa EarthYear 2000
Event Registration

Name _____

Organization, if applicable _____

Address _____

City, State, Zip _____

Phone (____) ____-____

Fax (____) ____-____

E-mail _____

Type of organization (company, individual, neighborhood, school, etc.)

Event Coordinator _____

Name of Event _____

Date of Event _____

Other organizations involved

Number of people expected _____

What will you do to improve the environment (recycling, public education, etc.)?

Location of event (address, city, directions, if necessary)

Iowa EarthYear 2000
Event Tracking

Event Coordinator _____

Name of Event _____

Date of Event _____

Organization, if applicable _____

Phone (____) ____-____

E-mail _____

What organizations participated in your EarthYear event?

How many people attended your event? _____

What media covered the event? _____

** Please send any pictures and press clippings of your Iowa EarthYear 2000 event. We would like to use the information on the Iowa EarthYear 2000 Web site.

Grant Information

Grants are available to citizens, communities, and groups to help fund Iowa EarthYear 2000 projects! These grants will assist groups and/or individuals to initiate or improve environmental stewardship.

Who can apply? Any organization or individual may apply.

When do we apply? Applications will be available monthly starting March 1, 2000 and ending April 1, 2001. We will respond by the 20th of the following month.

When must projects be completed? Projects must be completed by June 1, 2001.

How much can we apply for? Apply for any amount up to \$999. The minimum request considered will be \$150. Awards will be given in two equal payments: one in the beginning and one upon completion of the project.

How will projects be evaluated? Evaluation criteria will include benefit of proposed project to the environment, long-term sustainability of the project, and feasibility of the project. Points will be assigned for each criterion and tallied.

What types of projects will be funded? Virtually anything that demonstrates environmental stewardship has an opportunity for funding. For example, a Girl Scout troop might decide to plant trees, a city group might clean up stream banks, or an environmental club might promote recycling in its community.

Who will evaluate the proposals? Members of the Iowa EarthYear 2000 executive committee will evaluate the proposals. The executive committee includes representatives of Iowa business, industry, environmental organizations, and local governments.

Do the written proposals need to be lengthy? No, the application form is two pages and the review committee will appreciate succinct applications.

Will we have to submit lengthy evaluation reports? Please, no lengthy reports. We will provide you with a short evaluation form. We **DO** want to hear from you on what you did, how it went, and what your plans are for the future. This gives us a chance to recognize outstanding projects as role models.

After March 1, please look for the application form on the EarthYear 2000 Web site or contact an EarthYear representative at (515) 281-8941 to receive an application by mail or fax. We look forward to receiving your application and supporting your area EarthYear efforts!

Appendix B

Iowa EarthYear 2000 Executive Committee Members

Marty Adkins
USDA/NRCS
210 Walnut St, Suite 693
Des Moines, IA 50309
515-284-4769
E-mail: marty.adkins@ia.usda.gov

Linda Appelgate
Iowa Environmental Council
711 E. Locust St.
Des Moines, IA 50309
515-244-1194
E-mail: appelgate@earthweshare.org

Jody Benz
Iowa Community Betterment
200 E. Grand, Office Park
Des Moines, IA 50309
515-242-4764
E-mail: jody.benz@ided.state.ia.us

David Bozaan
North Star Steel Company
PO Box 749
Wilton, IA 52778
319-732-4585
E-mail: david_bozaan@cargill.com

Darrel Brothersen
Rockwell Collins, Inc
400 Collins Rd. NE, Building 171-204
Cedar Rapids, IA 52498
319-295-3768
1-800-413-9185 (pager)
E-mail: dabrothe@collins.rockwell.com

Kathy Christiansen
Family Farmer
2830 190th Ave.
Spencer, IA 51301
712-262-6542

Brad Friedhof
Pocahontas County Conservation Board
702 NW 7th St.
Pocahontas, IA 50574
712-335-4395
E-mail: pokyccb@ncn.net

Tina Jacobsen
Metro Waste Authority
521 E. Locust St.
Des Moines, IA 50309
515-323-6501
E-mail: tmo@metro-waste.com

Judy Levings
4H Extension - Ames
33 Curtiss Hall - ISU
Ames, IA 50011
515-294-4764
E-mail: x1leving@exnet.iastate.edu

Cynthia Root
Kirkwood Community College
6301 Kirkwood Blvd. SW
Cedar Rapids, IA 52406
319-398-5678
E-mail: croot@kirkwood.cc.ia.us

Paul Schultz
Dubuque Metro Area Waste Agency
925 Kerper Blvd.
Dubuque, IA 52001
319-589-4209
E-mail: schultzpf@dmaswa.org

Doug Stogdill
Target Stores
2309 Euclid Ave.
Des Moines, IA 50310
515-274-0751
E-mail: doug.stogdill@dhcmail.com

Paul Tauke
Iowa Tree Farm Committee
1805 W. Jefferson
Fairfield, IA 52556
515-472-6178
E-mail: tfppjt@kdsi.net

Paul Zeph
Iowa Audubon
PO Box 71174
Des Moines, IA 50325
515-267-0701
E-mail: pzeph@audubon.org

Environmental Resource Directory

Some of the best environmental resources are right in your area. Check your local phone book for listings of these environmental resources:

- County conservation boards
- Local utility company
- Waste management and landfill
- Water treatment plant
- County extension office
- City government

Here are several other resources to help you get started:

1000 Friends of Iowa
104 SW 4th Street
Des Moines, Iowa 50309
Phone: 515/288-5364
Fax: 515/280-3559
E-mail: kfoi@kfoi.org
WWW: www.kfoi.org

American Fisheries Society, Iowa Chapter
400 N. 7th
Indianola, Iowa 50125
Phone: 515/281-6976
Fax: 515/281-6794
Contact: Martin Konrad
E-mail: mkonrad@max.state.ia.us

Conservation Districts of Iowa
3829 71st Street, Ste. A
Urbandale, Iowa 50322
Phone: 515/278-5362
Fax: 515/331-7943
E-mail: icdknapp@netins.net

Evangelical Lutheran Church in America, Southeast Iowa Synod, Environmental Awareness Committee
1302 W. Boston Avenue
Indianola, Iowa 50125
Phone: 515/961-8933
Fax: 515/961-8903
Contact: Ray Heinicke
E-mail: rayheinicke@compuserve.com

Iowa EarthYear 2000

Appendix B

Friends of the Prairie Learning Center/Neal Smith National Wildlife Refuge

9981 Pacific Avenue, Box 399

Prairie City, Iowa 50228

Phone: 515/994-3400

Fax: 515/994-3459

Tim Bodeen, Education Coordinator

WWW: <http://www.tallgrass.org>

Hawkeye Fly Fishing Association

P.O. Box 947

Iowa City, Iowa 52244-0947

Phone: 319/683-2864

Contact: Donald Lund

E-mail: donald-lund@uiowa.edu

WWW: <http://www.commonlink.com/HFFA>

Iowa Association of County Conservation Boards

405 SW 3rd Street, Suite 1

Ankeny, Iowa 50021

Phone: 515/963-9582

Contact: Don Brazelton

E-mail: iaccb@ecity.net

WWW: <http://george.ecity.net/iaccb/>

Iowa Association of Municipal Utilities

1735 NE 70th Avenue

Ankeny, Iowa 50021

Phone: 515/289-1999

Fax: 515/289-2499

Contact: Patti Cale

E-mail: pcalc@iamu.org

WWW: www.iamu.org

Iowa Association of Naturalists

Steve Martin, President

Butler County Conservation

Harry Woods Nature Center

28727 Timber Road

Clarksville, Iowa 50670

Phone: 319/278-1130

Iowa Audubon

P.O. Box 71174

Des Moines, IA 50325

Phone: 515/267-0701

Fax: 515/267-0734

Contact: Paul Zeph

E-mail: pzeph@audubon.org

WWW: <http://www.audubon.org>

Iowa Citizen Action Network

3520 Beaver Ave., Suite E

Des Moines, Iowa 50310

125 S. Dubuque Street, Suite 240

Iowa City, Iowa 52240

Phone: 515/277-5077 Iowa City - 319/354-8116

Fax: 515/277-8003 Iowa City - 319/354-0833

WWW: www.iowacan.org

Iowa Community Betterment

Iowa Department of Economic Development

200 East Grand Ave

Des Moines, Iowa 50309

Phone: 515/242-4764

Contact: Jody Benz

Iowa Conservation Education Council

c/o Jean Eells

2550 Stagecoach Rd

Webster City, Iowa 50595-7375

Phone: 515/832-1771

Fax: 515/832-1771

Iowa Environmental Council

711 East Locust St

Des Moines, Iowa 50309

Phone: 515/244-1194

Fax: 515-244-7856

Contact: Linda Appelgate

Email: iecmal@earthweshare.org

Iowa Farmers Union
P.O. Box 8988
Ames, Iowa 50014-8988
Phone: 800/775-5227
Fax: 515/292-6888
E-mail: iafu@isunet.net
WWW: www.iafu.org

Iowa Groundwater Association
1819 Hogh Street
Iowa City, Iowa 52245
Phone: 319/335-4979
Lorelei Kurimiski, President
Email: lkurimsk@uhl.uiowa.edu
Email: igwa@aol.com

Iowa Natural Heritage Foundation
444 Insurance Exchange Building
505 Fifth Avenue
Des Moines, Iowa 50309-2321
Phone: 515/288-1846
Fax: 515/288-0137
E-mail: mackelson@inhf.org
WWW: <http://www.inhf.org>

Iowa Recycling Association
2742 SE Market Street
Des Moines, Iowa 50317
Phone: 515/265-1596
Fax: 515/265-6690
Contact: Garth Frable
E-mail: frable3r@aol.com

Iowa Renewable Energy Association
P.O. Box 466
North Liberty, Iowa 52317-0466
Phone: 319/338-3200
Fax: 319/351-2338
E-mail: irenew@irenew.org
WWW: www.irenew.org

Iowa River Greenbelt Resource Trust
Contact: Steve Throssel
c/o Whink Products
PO Box 230/1901 15th Avenue
Eldora, IA 50627
Phone: 515-939-2353 Ext. 272
Fax: 515-939-2484

Iowa Society of Solid Waste Operations
P.O. Box 563
Buffalo, IA 52728
Phone: 319/381-1300
Fax: 319/381-1301
Contacts: Kathy Morris or Anne Halcomb
E-mail: kmorris@saswmc.com

Iowa Student Environmental Coalition
1605 320th Way
Earlham, Iowa 50072
Phone: 515/833-2964
Fax: 515/465-3579
Contact: Chris Adkins, Director
E-mail: adkins@iowalink.com

Iowa United Nations Association
20 East Market Street
Iowa City, Iowa 52245
Phone: 319/337-7290
Email: unaiowa@inav.net

Iowa Wildlife Federation
3125 Douglas Avenue, Suite 103
Des Moines, Iowa 50310
Phone: 515/279-0655
Fax: 319/335-2479

Iowa Wildlife Rehabilitators Association

P.O. Box 217
Osceola, Iowa 50213
Phone: 515/342-2783
Contact: Beth L. Brown

Iowa Women in Natural Resources

Kathy Shannon, President
636 L Ave.
Boone, IA 50036
Phone: 515/432-8391
E-mail: KShannon@aol.com

Izaak Walton League of America, Iowa Division

321 East Walnut, Suite 130
Des Moines, Iowa 50309
Phone: 515/883-2358
Fax: 515/883-2362
E-mail: iowaikes@aol.com

Johnson County Heritage Trust

c/o Mercantile Bank
204 East Washington Street
Iowa City, Iowa 52240
Phone: 319/356-9000
Contact: Lorie Schweer

Kiwanis Riverview Nature Island

1012 Oak Park
Des Moines, Iowa 50313
Phone: 515/237-8309
E-mail: krni@aol.com

Mississippi River Museum

P.O. Box 266
Dubuque, Iowa 52004-0266
Phone: 319/557-9545
Fax: 319/583-1241
E-mail: rivermuse@mwci.net

National Catholic Rural Life Conference

4625 Beaver Avenue
Des Moines, Iowa 50310-2199
Phone: 515/270-2634
Fax: 515/270-9447
E-mail: NCRLC@aol.com
WWW: <http://www.ncrlc.com>

Okoboji Protective Association

6809 Lakeshore Drive
Okoboji, Iowa 51355
Phone: 712/332-7510
Fax: 712/332-5009
Contact: Ace Cory
E-mail: acecory@rconnect.com

Pheasants Forever

Regional Wildlife Biologists
(Southern Iowa)
Jim Wooley
1205 Ilion Avenue
Chariton, IA 50049
Phone: 515-774-2238
E-mail: Jwooley@pheasantsforever.org

(Northern Iowa)
Matt O'Connor
2880 Thunder Road
Hopkinton, IA 52237
Phone: 319-926-2357
E-mail: niapfmatt@n-connect.net

(Western Iowa)
Mark Heckenlaible
2103 County Road 23
Lyons, NE 68038
Phone: 402-687-2004
E-mail: mh52934@navix.net

Practical Farmers of Iowa

2104 Agronomy Hall
Iowa State University
Ames, Iowa 50011
Phone: 515/294-8512
Contact: Nan Bonfils
E-mail: nanb@iastate.edu
WWW: www.pfi.iastate.edu

Sierra Club, Central Iowa Group

3500 Kingman Blvd
Des Moines, Iowa 50311
Phone: 515/277-8868

Soil and Water Conservation Club, Iowa State University

3212 Agronomy Hall
Ames, Iowa 50011
Phone: 515/294-7850
Fax: 515/294-3163
Contact: Rick Cruse
E-mail: rmc@iastate.edu
WWW: www.stuorg.iastate.edu/SWCC

Soil and Water Conservation Society, Iowa Chapter

210 Walnut Street, Suite 693
Des Moines, Iowa 50309
Phone: 515/284-4260
Fax: 515/284-4394
WWW: <http://www.swcs.org>

The Nature Conservancy

108 3rd Street, Suite 300
Des Moines, Iowa 50309
Phone: 515/244-5044
Fax: 515/244-8890
Contact: Keith Fletcher
E-mail: iafo@tnc.org
WWW: <http://www.tnc.org/iowa>

Trees Forever

770 7th Ave.
Marion, Iowa 52302
Phone: 800/369-1269 or 319/373-0650
Fax: 319/373-0528
Contact: Deb Roman
WWW: <http://www.treesforever.org>

USDA-NRCS

210 Walnut Street, Suite 693
Des Moines, Iowa 50309
Phone: 515/284-4260
Fax: 515/284-4394
Contact: Marty Adkins
E-mail: marty.adkins@ia.usda.gov
WWW: www.ia.nrcs.usda.gov

The Wildlife Society, Iowa Chapter

124 Science Hall II
Iowa State University
Ames, Iowa 50011
Phone: 515/294-7429
Fax: 515/294-7874
Contact: Jim Pease
E-mail: jlpease@iastate.edu

Wallace House Foundation

756 16th Street
Des Moines, Iowa 50314
Phone: 575/243-7063
Contact: Kent Newman or Chris Wolfgang
WWW: www.wallace.org

Contacts and Useful Web Sites

Iowa EarthYear 2000 Official Web Site

www.earthyear2000.com

To contact your Iowa Executive and Legislative Branches:

Governor's Office: 515/281-5211

Iowa House of Representatives Switchboard: 515/281-5381

Iowa Senate Switchboard: 515/281-5307

To find the names and numbers of newspapers in your area:

www.inanews.com

To find the names and numbers of television and radio stations:

www.iowabroadcasters.com

To send a news release to the statewide Associated Press wire service:

Phone: 515/243-3281

Fax: 515/243-3884

Iowa Sites

- Energy Rated Homes of Iowa
www.erhi.org
- Iowa Association for Energy Efficiency
www.iowaenergy.org
- Iowa Association of Electric Cooperatives
www.iowarec.org
- Iowa Association of Municipal Utilities
www.iamu.org
- Iowa Citizen Action Network
www.yawp.com/ican/
- Iowa Department of Natural Resources
www.state.ia.us/dnr
- Iowa Division of Tourism
www.state.ia.us/tourism/index.html
- Iowa Environmental Council
www.earthweshare.org
- Iowa Energy Center
www.energy.iastate.edu
- Iowa State University Forestry Department
www.ag.iastate.edu/departments/forestry
- Leopold Center for Sustainable Agriculture
www.leopold.iastate.edu
- Recycle Iowa
www.RecycleIowa.org
- Tree City USA
www.arborday.org

Federal Government Sites

- United States Bureau of Land Management
www.blm.gov
- U.S. Environmental Protection Agency (EPA)
www.epa.gov
- U.S. Department of Energy (DOE)
www.doe.gov
- U.S. Department of Interior
www.doi.gov
- U.S. Fish and Wildlife Service
www.fws.gov
- Sustainable Energy
www.sustainable.doe.gov
- USDA-NRCS
www.nrcs.usda.gov
- USDA Forest Service
www.fs.fed.us

Energy Efficiency / Renewable Energy

- Alliance to Save Energy
www.ase.org
- American Biomass Association
www.biomass.org
- American Council for an Energy Efficient Economy (ACEEE)
solstice.crest.org/efficiency/aceee/index.htm
- American Solar Energy Society (ASES)
www.ases.org/solar/
- American Wind Energy Association (AWEA)
www.igc.apc.org/awea/
- Association of Energy Engineers
www.aeecenter.org
- Center for Renewable Energy and Sustainable Technologies
solstice.crest.org
- Efficient Windows Collaborative
www.efficientwindows.org
- Energy Efficiency and Renewable Energy Network (EREN)
www.eren.doe.gov
- Energy Efficient Building Association (EEBA)
www.eeba.org
- Energy Information Administration (EIA)
www.eia.doe.gov
- Energy Rated Homes of Iowa
www.erhi.org
- EPA EnergyStar Program
www.epa.gov/energystar.html
- Export Council for Energy Efficiency
www.ecee.org

- Federal Energy Management Program
www.eren.doe.gov/femp/
- Global Environment & Technology Foundation
www.getf.org
- Interstate Renewable Energy Council
www.eren.doe.gov/irec
- Iowa Association for Energy Efficiency
www.iowaenergy.org
- National Association of State Energy Officials (NASEO)
www.naseo.org
- National BioEnergy Industries Association
www.bioenergy.org
- National Renewable Energy Laboratory (NREL)
www.nrel.gov/
- National Wind Coordinating Committee
www.nationalwind.org
- Lighting Research Center
www.lrc.rpi.edu
- Passive Solar Industries Council
www.psic.org
- Renew America
http://solstice.crest.org/environment/renew_america/
- Residential Energy Services Network (RESNET)
www.natresnet.org
- Solar Energy Industries Association (SEIA)
solstice.crest.org/renewables/seia/index.html
- Sustainable Minnesota
www.me3.org
- Sustainable USA Network
www.sustainableusa.com
- Union of Concerned Scientists
www.ucsusa.org
- U.S. Department of Energy
www.doe.gov
- U.S. Environmental Protection Agency
www.epa.gov/epahome/Programs.html
- Western Area Power Administration
www.wapa.gov

Forestry/Trees

- American Forests
www.amfor.org
- Cradle of Forestry
www.CRADLEOfForestry.com
- Forest Stewardship Council
www.fscus.org
- International Society of Arboriculture (ISA)
www.ag.uiuc.edu/~isa/

- Iowa State University Forestry Department
www.ag.iastate.edu/departments/forestry
- National Arbor Day Foundation
www.arborday.org
- National Association of State Foresters
www.stateforesters.org
- National Tree Trust
www.nationaltreetrust.org/home.htm
- Sierra Club
www.sierraclub.org
- Smartwood
www.smartwood.org
- Society of American Foresters
www.safnet.org
- TreeLink
www.treelink.org
- USDA Forest Service
www.fs.fed.us
- USDA Forest Service - St. Paul, MN office
willow.ncfes.umn.edu

Soil/Water Conservation

- National Association of Conservation Districts
www.nacdnet.org/
- Natural Resources Conservation Service - USDA
www.nrcs.usda.gov

Wildlife

- Iowa Birds
www.iowabirds.org
- Wildlife Habitat Council
<http://www.wildlifehc.org>

Earth Day Sites

- Earth Day Network
www.earthday.net
- EPA Earth Day Page
www.epa.gov/epapages/earthday
- Envirolink Network
Earthday.envirolink.org
- PTA Earth Day
www.pta.org/events/ew/99
- Plan an Earth Day Event
www.allspecies.org/block.htm

Miscellaneous Environmental Sites

- Environmental Organization Web Directory
www.webdirectory.com
- Environmental Concerns
www.environmentalconcerns.com
- Environmental News Network
www.enn.com
- Econet
www.igc.org/igc/econet

Appendix C



IOWA **EARTH** YEAR
2000



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