

Encourage Your Employer To Promote Sustainability

Are you frustrated with your employer's wasteful practices? Do you wish your business supported local organizations and resources? If so, I Love A Clean San Diego (ILACSD) is here to help! ILACSD works with many companies in San Diego to develop green initiatives in the workplace and to encourage employers and employees to practice sustainability. Whether your company can make a financial donation or provide manpower for a volunteer event, ILACSD is a great partner for you.



As a diverse non-profit organization, ILACSD offers many partnership opportunities including: greening your office, employee cleanups, environmental education, and recycling guidance.

CONSULTING: ILACSD consults with local businesses on how they can reduce their impact on the planet by making small workplace changes. Let us come in to make simple suggestions, reduce your waste, and save you money. We'll assist you in implementing workplace programs encouraging sustainability and environmentally preferred purchasing.

EMPLOYEE CLEANUPS: By investing financial support in our community cleanups or sponsoring one of our county wide cleanup events from Imperial Beach to Lakeside to Oceanside, your company illustrates its pride in San Diego through exposure in the media and at these events. This extensive reach sends a powerful environmental message to a diversified cross-section of San Diegans, all the while establishing your company as an environmental leader in the community.

EDUCATION: As a sponsor of our environmental education programs, your company

helps enlighten thousands of students who hold the key to the environmental future of our planet. ILACSD believes education is the foundation for change and improvement in environmental health can turn otherwise unaware children into environmental stewards for life.

RECYCLING RESOURCE:

People are often confused about where to take their items, such as batteries, paint, or appliances, that can't be thrown in the trash. ILACSD's recycling call center and database provide a reliable one-stop resource for recycling and proper

disposal information. Support our comprehensive regional outreach with the public.

ILACSD's valuable programs depend on partnerships with companies dedicated to their community and committed to sustainability. In order to secure our environment's future, it's necessary to take action now. Please contact ILACSD at mjusticeblack@cleansd.org or (619) 291-0103 x3003 to further develop a partnership. **WE NEED YOUR HELP TODAY!**



Save the Date for Creek to Bay 2009!

ILACSD is gearing up for the 7th Annual Creek to Bay Cleanup, scheduled for Saturday, April 25, 2009 from 9AM - 12noon. This year's event is expected to be bigger and better with over 60 coastal and inland cleanup sites including exciting giveaways. This year, to reward volunteers and reduce plastic consumption, participants will receive reusable commemorative water bottles. Visit www.creektobay.org for updates and for cleanup sites beginning March 2009. We hope to see you out there, so be sure to mark your calendars!

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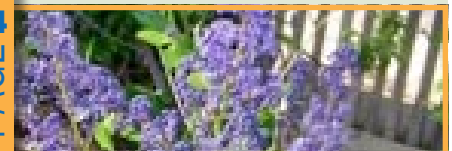
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Volunteer Spotlight

ILACSD is proud to recognize our outstanding site captains from Creek to Bay (C2B) and Coastal Cleanup Day (CCD). CCD captain, Barbara Cleves expanded beautification efforts alongside her cleanup at Lake Murray by painting and restoring fencing and park benches surrounding the lake. Bill Dodson, site captain for Frazee Beach in Carlsbad, showed his dedication to his favorite beach by leading volunteers for CCD, C2B, and also ILACSD's Adopt-A-Beach program. Thank you both for your dedication and leadership at these events!

Recent Donors

- BD BioSciences
- Timothy & Christina Bird
- Em Black
- Scott Chalmers
- Patricia Fishstein
- Heritage Escrow
- Frank & Patricia Holloway
- Margaret Hoz
- Robert & Lynn Hunter
- JIMBO's...Naturally!
- Junk MD, Inc.
- Tom & Julie Karlo
- Steve & Barrie Kimball
- Daina Krigens
- Robert Ladner
- Hugh Lawrence
- Bernard Lucas
- Pamela Maher
- Money/Arenz Foundation, Inc.
- Todd Mora
- Susanne Simpson
- Dorothy Stock
- Glenda Taylor
- Green Junk Machine

From the Executive Director



I am happy to report that despite this year's economic recession, ILACSD has continued to thrive in 2008.

Several new full time and part-time positions were added to our team to address increased demands for environmental education, cleanups, and outreach programs. Due to the hard work of our team, the organization saw increases in donations, sponsorship, and most importantly, volunteers and supporters. We increased the number of volunteer participation and outreach to individuals by more than 16% this year totaling 41,588 individuals.

With a full team of dedicated and bright individuals, we not only increased the organization's reach in the community, but the board

and I emphasized a work/life balance for staff with more manageable work loads.

We also saw some board changes with two members leaving and the addition of two members at the end of 2008: Jeff Caufield, Caufield & James, LLP, and Karen Henry, San Diego County Water Authority. Both are long time environmental enthusiasts with unique perspectives, ready to assist ILACSD to expand, diversify, and continue to strengthen the organization.

Looking ahead, times are uncertain, but the environment remains a key issue for the nation, state and the San Diego community. As we examine our strategic direction for 2009 and beyond, I am optimistic. Your community needs us now more than ever. I look forward to your support so we can continue to serve a vital role throughout San Diego.

Sincerely,

Pauline Martinson
Executive Director

'Tis the Season to Recycle



What do you do when the holidays are over and that once beautiful Christmas tree is turning brown? Recycle it! Christmas trees can become a valuable source of mulch to use for other trees and plants. Recycling your trees also saves precious space in our landfills.

No matter where you live in San Diego County, there are simple recycling options near you. Waste haulers will pick up trees from curbs and yard waste bins in every city and drop-off locations will be set up in several communities. Remember to remove decorations, nails, and stands, and cut your tree into four foot sections before leaving at your curb or in your bin. Unfortunately, flocked trees cannot be recycled.

Electronics are another item we collect after holidays as we receive new gizmos and gadgets. Although it's illegal to throw away electronics, there are several places that will recycle them for free. Small items such as cell phones and mp3



players can be taken to any post office in the City of San Diego or dropped off at a recycler for free. Larger computer items such as monitors, printers, towers, and laptops can be brought to your local Goodwill to be recycled at no charge.

For more information on where to take Christmas trees, electronics, and hundreds of other items, visit www.wastefreesd.org.

Coastal Cleanup Day Breaks All Records!

On Saturday September 20th, thousands of residents took to local beaches, bays, parks, open space, and urban areas to volunteer for the 24th Annual California Coastal Cleanup Day (CCD). Record turnouts were reported not only in San Diego County, but also across the state for the largest volunteer event in support of the marine environment. When the dust settled, coordinators ILACSD and San Diego Coastkeeper recorded 7,729 volunteers removed over 160,000 pounds of debris from 150 miles of San Diego's coastline and inland areas.

The official media site was held at South Mission

Beach, where close to 500 volunteers turned out to lend a helping hand. San Diego Mayor Jerry Sanders, State Senator Christine Kehoe, County Supervisor Greg Cox, and Council member Kevin Faulconer were on hand to give their remarks about the importance of keeping San Diego County clean every day of the year. Cleanup Champion awards were presented to Supervisor Greg Cox, Supervisor Pam Slater Price, the Sempra Energy Foundation, and City of San Diego's Think Blue division for their ongoing support of the county wide cleanup.

In addition to our cleanup champions, coordinators would like to thank the following groups for supporting CCD in San Diego County: Whole Foods Market, California Coastal Commission, media partners 10 News, Azteca America SD15, SOPHIE@103.7, Radio Latina, Kashi, Qualcomm, AMB Solutions, Cykichosting.com, Cox Communications, Crystal Geysler, SeaWorld Ad-



2008 Accomplishments

Total Hotline Requests: 27,745
Total Database Searches: 6,380
Individuals Educated: 22,323
Volunteers: 19,462
Total Debris Removed: 556,526 lbs.

venture Park, Hornblower Cruises and Events, Birch Aquarium, Lincoln Military Housing, Fitness and Well-ness Insurance, General Dynamics NASSCO, Allied Waste Services, Waste Management, EDCO, City of San Diego Environmental Services Dept., Stretch Island Fruit Company, Valley View Casino, Dog Beach Dog Wash and San Diego Natural History Museum.

If you missed this year's event, not to worry, as ILACSD is coordinating another county wide cleanup event, the **Creek to Bay Cleanup, scheduled for Saturday April 25, 2009**. You can read more about Creek to Bay on page 1.

Our Biggest Fans

With support from corporate and grant partners, ILACSD's programs have grown substantially this year. Thanks to partnerships from the **Ellen Browning Scripps Foundation, Sempra Energy Foundation, SDG&E, and the City of San Diego's Think Blue program**, ILACSD implemented countless events and cleanups, storm drain stenciling, educational programs, and much needed office technology improvements. We are especially appreciative for new partnership starting in 2009 with

Allied Waste Services which will allow us free waste hauling at our cleanup events. Special thanks go to our newest partner in the war on litter, **Las Patronas**, who have provided funding for ILACSD to purchase a truck to transport supplies for cleanups and conduct community events. Through these partnerships and your support, ILACSD will continue to promote volunteerism, educational awareness, and a commitment to the environment throughout the San Diego region.



Board of Directors

- Donald Steele, President
- Karen Henry, Vice President
- Jeff Caufield, Treasurer
- Nancy Acevedo, Secretary
- Judy Bishop, Director
- Bill Haines, Director
- Cindy Skach, Director

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- Lana Findlay
Educator
- Natalie Roberts
Volunteer & Event Coordinator
- Beth Kimball
Administrative Coordinator
- Gilberto Alfaro & Rebecca Feuerlicht
Department Assistants

Hours of Operation

- Monday-Friday: 8am-5pm

Contact Us

- 4891 Pacific Hwy, Suite 115
San Diego, CA 92110
Tel: 619.291.0103
Fax: 619.298.1314

Recycling Hotline:

- 1.800.237.BLUE
www.wastefreesd.org



Please pass this newsletter on to a friend after reading it. EcoLogic is printed on 100% recycled paper, 30% post-consumer content.

Adopt-A-Beach in the New Year!

Begin 2009 with a sense of accomplishment and pride by doing your part for the environment and the community! If you have considered volunteering but can't seem to make our Saturday morning cleanups, the Adopt-A-Beach program may be perfect for you. This program

makes volunteering easy and convenient as you choose both the time and the place. Gather friends, family, coworkers, or classmates to adopt your favorite beach or canyon and clean three times a year. The program is free with all supplies provided, as well as sign recognition

at some sites. Make an impact together for a great cause and adopt today by visiting www.adoptsd.org.



Be Water Wise and Re-think Traditional Landscaping! Landscape with native plants, it's a great way to conserve water and reduce pollution!

San Diego Mountain Lilac



Native Plant Examples

White Sage



California Fuschia



Did you know...

- San Diego gets only 10-40 inches of rain per year (from coast to mountain)!
- A typical household uses 70 % of its daily water for outdoor landscaping!
- Lawns can use up to 4 times more water than water-wise plants!