



# The President's 1991 Environment and Conservation Challenge Awards



*awarded to*

**THE PRESIDENT  
of the  
UNITED STATES**

OCTOBER 30-31, 1991

THE WHITE HOUSE  
WASHINGTON, DC

### **AWARD MEDALLION (on cover)**

The medal for the President's Environment and Conservation Challenge Awards represents the cardinal points of the compass and the four areas of the awards program: Partnership, Environmental Quality, Innovation, and Education. The stylized "infinity" cross highlights the interdependence of life and suggests continuity and a creative energy. It is interlaced by a wreath of laurel, symbolizing achievement and honor.

# The President's Environment and Conservation Challenge Awards

Today, Americans are pooling their creative energies in pursuit of a sound environment and a strong economy. Public and private sector forces are joining together to develop innovative and economically sound solutions to the nation's environmental challenges.

In recognition of these efforts, President Bush established the President's Environment and Conservation Challenge Awards, to be conferred annually to individuals and organizations whose efforts epitomize the ideals of Partnership, Environmental Quality Management, Innovation, and Education and Communications.

## PROGRAM

October 30, 1991

**3:00 pm - 3:45 pm**

Presentation of Citations  
Room 450  
Old Executive Office Building  
Washington, DC

**4:00 pm - 5:30 pm**

Awards Reception  
The Blair House  
Washington, DC

October 31, 1991

**11:00 am - 11:45 pm**

Presentation of Medals  
The Rose Garden  
The White House

## AWARD PARTNERS

### THE NATIONAL GEOGRAPHIC SOCIETY

Gilbert M. Grosvenor  
President and Chairman of the Board

### THE HEARST CORPORATION

Frank A. Bennack, Jr.  
President and Chief Executive Officer

### THE BUSINESS ROUNDTABLE

Drew Lewis  
Chairman

### THE WORLD WILDLIFE FUND

Russell E. Train  
Chairman of the Board

## SUPPORTING PARTNER

Take Pride in America Campaign, U.S. Department of the Interior

## WITH SPECIAL APPRECIATION TO:

Environment and Natural Resources Division, U.S. Department of Justice  
U.S. Environmental Protection Agency  
The Office of Protocol, U.S. Department of State  
The Institute of Heraldry, United States Army  
The President's Commission on Environmental Quality

*The President's Environment and Conservation Challenge Awards  
program is administered by the Council on Environmental Quality, Executive Office  
of the President, Michael R. Deland, Chairman.*

# RECIPIENTS OF PRESIDENTIAL AWARDS

*Awards are presented to individuals or organizations whose efforts epitomize the ideals of the four award categories.*

**PARTNERSHIP** – Awarded for fostering cooperative approaches to environmental needs at the local, regional or national level.

**The Virginia Coast Reserve:**

The Nature Conservancy and partners, Washington, DC

The Virginia Coast Reserve protects the last undeveloped chain of 14 barrier islands on the Atlantic Coast—more than 40,000 acres in all. Through innovative partnerships with dozens of government agencies, citizens groups, and local residents, the Nature Conservancy has helped preserve the area's ecological values and its centuries-old way of life. Among the partners were the U.S. Fish and Wildlife Service, which established a national wildlife refuge, and the University of Virginia, which maintains an ecological research station. The Conservancy also worked with the local N.A.A.C.P. chapter and a housing trust to address the aspirations of the area's minority population, and with local farmers and fishermen to increase their yields in an environmentally sensitive manner.

**Waste Reduction Task Force:**

McDonald's Corporation, Oak Brook, IL, and Environmental Defense Fund, New York, NY

In a unique alliance, McDonald's and the Environmental Defense Fund (EDF) developed one of the most comprehensive solid waste reduction plans ever—outlining 42 source reduction, reuse, recycling, and composting initiatives that have the potential for reducing McDonald's waste stream by 80 percent. The joint task force also identified means for incorporating a commitment to reduce waste in the day-to-day operations of McDonald's restaurants, distribution centers and suppliers.

**Marine Resources Council of East Florida:** Melbourne, FL

Founded in 1983, the Marine Resources Council (MRC) forged a partnership between governments, businesses, and civic groups—more than 700 individuals in all—to manage the economic and environmental values of the Indian River Lagoon. The Indian River is a biologically diverse estuary of national significance; MRC emphasizes the importance of these natural resources as the basis of both a regional economy and a quality way of life. Through educational programs, consensus building, research, and innovative management strategies, MRC incorporates a conservation ethic into all activities which affect the estuary.

**ENVIRONMENTAL QUALITY MANAGEMENT** – Awarded for demonstrating that environmental values can be integrated into sound management decisions and practices.

**Pacific Gas and Electric Company:**

Environmental Policy and Programs, San Francisco, CA

PG&E has committed itself to leading efforts to increase energy efficiency, developing environmentally preferred technologies, expanding the use of clean fuels, and conducting all aspects of its business in an environmentally sensitive manner. These goals have impacted on all aspects of PG&E's business, from energy generation to customer use. In addition, PG&E's Green Resource Plan will meet its customers' energy demands in the next century through a commitment to energy efficiency and advanced generating technologies that are economically competitive and environmentally preferred.

**The Los Angeles Times:**

Environmentally Conscious Programs, Los Angeles, CA

At the *Los Angeles Times*, recycling and conservation efforts permeate nearly every part of the organization's thinking and actions. The newspaper continues to be the largest consumer of recycled newsprint in the U.S. and is among its industry's leaders in recycling other materials. More than 80 percent of the paper used to publish the *Times* is recycled newsprint containing at least 50 percent recycled fibers. The *Times* also encourages its employees and readers to be sensitive to environmental matters through promotional efforts, news stories, editorials, and special news sections.

**INNOVATION** – Awarded for developing creative technologies, programs, or services that are environmentally sensitive and economically sensible.

**American Farmland Trust:**

Sustainable Agriculture Project, Washington, DC

Over the last three years, the American Farmland Trust has set up and monitored more than 200 on-farm demonstrations of sustainable agriculture practices in Indiana, Illinois, Missouri, and Michigan. More than 70 percent of the demonstrations show that by reducing the use of purchased inputs (such as chemical fertilizers and pesticides) and increasing the use of internal resources (such as nitrogen-fixing ground covers), farmers can produce crop yields and net profits equal to or greater than those obtained from conventional farming practices.

**EDUCATION AND COMMUNICATIONS** - Awarded for developing informational programs that inspire respect for the environment and raise the public's environmental awareness.

**Tufts Environmental Literacy Institute:**

Tufts University, Medford, MA

Tufts Environmental Literacy Institute (TELI), co-developed by Tufts University and Allied Signal, Inc., is the nation's first environmental education program which integrates environmental issues into undergraduate, graduate, and professional school curricula. The five-year goal of this faculty-based program is to train 450 professors and teachers and, in turn, reach 75,000-100,000 students with environmental instruction. During the summer of 1990, 30 faculty members revised courses which were taken by more than 1,500 students in the 1990-1991 school year. Last summer, 45 more faculty from 10 universities revised courses for the 1991-1992 school year.

**Environmental Media Association:** Culver City, CA

The Environmental Media Association (EMA), founded in 1989, is a non-profit organization serving the entertainment industry as a clearinghouse for environmental information and expertise. EMA works with writers, producers, directors and others in the creative community to encourage the incorporation of environmental themes in film, television, and music. EMA has worked with more than 60 primetime TV programs, TV specials, movies of the week, feature films, and has hosted a number of industry-wide environmental forums. Through entertainment, EMA's environmental information has reached millions of people worldwide.

**Project WILD:** Boulder, CO

Project WILD is a non-profit organization that educates citizens to take responsible actions that benefit people, wildlife, and the environment. The program trains kindergarten through high school teachers on conservation and wildlife issues, with the theme "Earth is Home To All of Us—Share It Responsibly." In less than a decade, Project WILD has provided conservation education to more than 300,000 educators and 20 million young people.

# RECIPIENTS OF PRESIDENTIAL CITATIONS

*Citations are presented to finalists who demonstrated noteworthy achievements in the four award categories.*

## **PARTNERSHIP**

### **Playa Lakes Joint Venture:**

Partners in Texas, Oklahoma, Colorado, Kansas and New Mexico

The Playa Lakes Joint Venture works to secure, preserve and enhance waterfowl habitats in the Playa Lakes region of Texas, Oklahoma, Colorado, Kansas and New Mexico. This partnership includes the five state wildlife agencies, the U.S. Fish and Wildlife Service, Ducks Unlimited, the National Wildlife Federation, the Texas Waterfowlers Association, the Nature Conservancy, and the Phillips Petroleum Company.

### **Wildlife Habitat Enhancement Council:** Silver Spring, MD

The Wildlife Habitat Enhancement Council (WHEC) is a non-profit organization designed to help corporations improve their lands for wildlife. Established in 1988, WHEC represents a diverse membership of more than 80 corporations, conservation organizations, and wildlife consultants. The council has worked on more than 150 wildlife project sites enhancing 150,000 acres of corporate lands nationwide and overseas.

### **Household Hazardous Waste Project:**

University of Missouri Extension, Columbia, MO, and the Environmental Improvement and Energy Resources Authority, Jefferson City, MO

The Household Hazardous Waste Project (HHWP) is a community-based effort concerning hazardous product identification, safe use, storage, disposal, and safer alternatives. HHWP provides consumer information, training, consultation, educational materials, and an information service. The programs have developed local disposal and recycling options, involved media and schools, and gained support from governments, businesses, and citizen groups.

**Sacramento River Project:**

The California Nature Conservancy and partners, San Francisco, CA

The Sacramento River Project is a combined acquisition and restoration project involving a 116-mile corridor along the Sacramento River. Approximately 50,000 acres of land will be purchased and restored over the next 15 years.

Partners include the California Nature Conservancy, California Department of Fish and Game, the U.S. Fish and Wildlife Service, Army Corps of Engineers, Department of Water Resources, Sacramento Valley Landowners Associations, Defenders of Wildlife, State Parks and Recreation, Sacramento River Preservation Trust, and the Pacific Coast Federation of Fisherman's Associations.

**ENVIRONMENTAL QUALITY MANAGEMENT****The Kroger Company – Louisville Marketing Area:**

Environmental Program, Louisville, KY

The goal of Kroger's Environmental Program is to protect the environment through source reduction, recycling and education. Since May 1990, the supermarket chain's recycling programs (in-house and community-related) have resulted in more than 22,000 tons of material being recycled. This material includes aluminum, glass, plastic containers, grocery sacks, office paper, cardboard, telephone books, and motor oil.

**3M: Quality Environmental Management, St. Paul, MN**

Since 1975, 3M's Corporate Environmental Policy has included the following elements: solving its own pollution and conservation problems; preventing pollution at the source; developing products that have minimal effect on the environment; conserving natural resources through reclamation and other methods; assuring that facilities meet all federal, state and local regulations; and assisting government agencies and other organizations engaged in environmental activities. The company's "Pollution Prevention Pays" program has shown that source reduction can eliminate pollution while saving money, changing the way that business and government look at environmental strategies.

**BankAmerica Corporation:**

Environmental Policies, San Francisco, CA

BankAmerica's objective is to integrate an environmental ethic into all aspects of the bank's business worldwide, setting an example for others in the financial services industry. The bank has established procedures to: ensure that environmental policies of borrowers and suppliers are a factor in bank decisions; institute recycling and conservation programs internally; purchase recycled materials; develop a strategic philanthropic program; and educate employees and customers.

**SC Johnson Wax:**

Waxdale Innovative Environmental Technology, Racine, WI

Technology and innovation are the cornerstones of a pollution prevention and energy conservation program at the Waxdale manufacturing facility. A bioreactor reduces emissions of volatile organic compounds (VOCs) through natural means by up to 90 percent. Combining natural gas with waste solvent gases generates cleaner power and reduces natural gas consumption by 44 percent. Recycling and reuse reduces wastewater by 75 percent and a partnership with Goodwill Industries helps reduce solid waste by 60 percent.

**Herman Miller, Inc.:**

Environmental Consciousness Policies, Zeeland, MI

Herman Miller Inc.'s environmental responsibilities are a component of the furniture company's management philosophy and operational practices. Some achievements include: sending 90 percent less waste to landfills; saving \$900,000 annually from recycling and waste-to-energy conversion; reducing, reusing, and recycling packaging; using renewable wood resources; and reducing air and water emissions.

**INNOVATION**

**AT&T:** Global Elimination of Ozone-Depleting CFCs, New York, NY

AT&T has developed technologies to help manufacturing businesses worldwide eliminate the use of chlorofluorocarbons (CFCs), which damage the Earth's protective ozone layer. By applying these technologies to its own operations, AT&T has already cut CFC emissions by 50 percent with a goal of further reductions. AT&T's alternative technologies have also helped other businesses cut manufacturing costs while minimizing depletion of the ozone layer.

**Department of Food Science, North Carolina State University:**

Pollution Prevention in Food Processing, Raleigh, NC

The Pollution Prevention in Food Processing program provides inspection and assessment of food processing plants, as well as workshops, training, and help in implementing recommended procedures. Program strategies involve simple, effective process and management changes to increase efficiency, use less water, reduce pollution and cut manufacturing costs.

**Reynolds Metal Company:**

Consumer Aluminum Recycling, Richmond, VA

Reynolds Metals pioneered consumer aluminum recycling in 1968 as an economically and technically sound solution to trash and solid waste. Since then, Reynolds has recycled more than 120 billion aluminum cans, paid the public \$1.4 billion, and saved 27 billion kilowatt hours of electricity. This program inspired a nationwide industry infrastructure of 10,000 recycling locations and a national aluminum can recycling rate of 64 percent.

**American Forestry Association:**

Global Releaf, Washington, DC

Global Releaf is a national action and education campaign that aims to improve the environment by planting and caring for trees. This program relies on creative partnerships formed at national and local levels between citizens, businesses, and governments to promote and implement tree planting and care projects.

**Eaton Corporation:**

Dissolved Air Flotation System, Cleveland, OH

Eaton's Dissolved Air Flotation System cleanses and recycles metal-working fluids during factory production. With traditional cleansing methods, these fluids are the single largest industrial waste by volume for metal-working manufacturers. Eaton's innovative system utilizes a technology previously used only for cleansing wastewater prior to discharge.

**Green Bay Packaging:**

Developing & Marketing Ecologically Responsible Packaging, Green Bay, WI

Green Bay Packaging's paper mill operations developed three new containerboards used to manufacture corrugated boxes. Eco-Brite has an outer surface derived from old newspapers; Eco-White has an outer surface derived from office waste paper; and Eco-Stack is the first 100 percent recycled content linerboard made from old corrugated containers.

**The Procter & Gamble Company:**

Plastics Recycling with Innovation and Technology, Cincinnati, OH

Procter & Gamble is closing the loop on plastics recycling by making new bottles from old. By pioneering the use of post-consumer recycled polyethylene and polyester, P&G is using these materials nationally in its bottles for detergents, softeners, and cleaners.

**N-Viro Energy Systems:**

N-Viro Soil, Toledo, OH

N-Viro soil is produced by a patented technology that combines solid by-products derived from air pollution control processes with biological waste materials, such as wastewater reclamation sludge. The resultant product is a safe, marketable, nutrient-rich, organic material, with soil-like odor and biological and physical characteristics.

**EDUCATION AND COMMUNICATIONS****Times Mirror Magazines:**

Conservation Council, Washington, DC

The Times Mirror Magazines Conservation Council raises public awareness of environmental issues, particularly among the 30 million readers of *Field & Stream*, *Golf Magazine*, *Home Mechanix*, *Outdoor Life*, *Popular Science*, *Salt Water Sportsman*, *Ski Magazine*, *Skiing Magazine*, and *Yachting*. Efforts have included six editorials published in the magazines, partnership agreements with five public agencies, and creation of the Partnership for Environmental Education to provide for improved environmental education and science.

**School of Natural Resources, University of Michigan:**

Global Rivers Environmental Education Network, Ann Arbor, MI

The Global Rivers Environmental Education Network (GREEN) has evolved from a local grassroots water monitoring project in the Great Lakes watershed to a national and international resource. The project brought together students, teachers and other groups to identify sources of river pollution, and ultimately established a citizens' water quality monitoring network involving 180 U.S. rivers. GREEN seeks to improve water quality worldwide by helping citizens implement water quality monitoring projects in their communities.

**Center for Marine Conservation:**

Clean Ocean Campaign, Washington, DC

The Coastal Cleanup Program, part of the Center for Marine Conservation's (CMC) Clean Ocean Campaign, is a nationwide effort to educate the public about marine debris. This program coordinates volunteers in 30 states for an annual nationwide beach cleanup day. Cleanup crews use standardized data cards to record information for the Marine Debris Database of the CMC and the National Oceanic and Atmospheric Administration. In 1990, 108,000 volunteers cleared 3,656 miles of coastline and collected more than 1,320 tons of trash. Among the items were 10 kitchen sinks and more than half a million cigarette filters.

**Wildwood Girl Scouts:**

Adopt-a-Stream and Storm Drain Stenciling Program, Portland, OR

In 1989, the Wildwood Girl Scouts identified water pollution as a problem in their area and formulated a cleanup plan. This program includes stream cleanups, storm drain stenciling, public education, stream monitoring, and restoration of stream banks. The program's five-year goal is to return the local "adopted" creek to its natural state. So far, four cleanups have removed tons of debris, and messages applied to storm drains remind the public not to pollute.

**Southern California Edison:**

Customer Technology Application Center, Irwindale, CA

Southern California Edison operates a Customer Technology Application Center that educates businesses on how they can become more energy efficient and meet air quality standards. Since opening in 1990, the center has demonstrated electrotechnologies to more than 25,000 visitors through educational seminars, demonstrations, and training. Thousands of businesses have applied these technologies on their product lines and, as a result, have helped improve the environment.

**Island Press:**

Center for Resource Economics, Washington, DC

Island Press is a non-profit organization whose purpose is to develop timely, educational, problem-solving information on environmental and natural resource subjects. Since 1984, Island Press has published 85 books for use by government officials, scientists, educators, planners, business and community leaders, and the general public. In addition to publishing, Island Press provides technical assistance to other environmental organizations with communication programs.

## AWARDS SELECTION COMMITTEE

John H. Adams	Natural Resources Defense Council
Frank A. Bennack, Jr.	The Hearst Corporation
Michael R. Deland	Council on Environmental Quality
Gilbert M. Grosvenor	National Geographic Society
Dr. Bernadine Healy	National Institutes of Health, U.S. Department of Health and Human Services
Drew Lewis	The Business Roundtable
Dr. Joseph T. Ling	American Institute for Pollution Prevention
Jack Lorenz	Izaak Walton League of America
Dr. Thomas E. Lovejoy	The Smithsonian Institution
J. Michael McCloskey	Sierra Club
Sen. Gaylord Nelson	Wilderness Society
David Packard	Hewlett Packard Company
Sumner Pingree	Chesapeake Bay Foundation
Dr. Frank Press	National Academy of Sciences
David Rockefeller, Jr.	Rockefeller Brothers Fund
Sen. Robert T. Stafford	former U.S. Senator from Vermont
Franklin A. Thomas	The Ford Foundation
Dr. Keith Thomson	The Academy of Natural Sciences of Philadelphia
Russell E. Train	World Wildlife Fund
Joanna D. Underwood	INFORM, Inc.
James W. Whittaker	Mountaineer and consultant

## TECHNICAL EVALUATORS

Dr. Harvey Alter	U.S. Chamber of Commerce
Dr. Leonard Baker	Union Carbide Corporation
Amy Barr	Good Housekeeping Institute
Rich Block	World Wildlife Fund
Richard Conway	Union Carbide Corporation
Dr. Brenda Davis	Princeton University
Dr. Paul Demko	Good Housekeeping Institute
John Dernback	Pennsylvania Department of Environmental Resources
Dr. Farouk El-Baz	Boston University
Dr. Robert Gagosian	Woods Hole Oceanographic Institute
Dr. Charles Goodman	Southern Company Services
Adam Kolton	Sierra Club
Janet Maughan	The Ford Foundation
Barbara Moffet	National Geographic Society
Curtis Moore	Writer and Analyst
Katy Moran	The Smithsonian Institution
Dr. Warren Muir	Hampshire Research Associates
Dr. Daniel Okun	University of North Carolina
Dr. Kenneth Olden	National Institute of Environmental Health Sciences, U.S. Department of Health and Human Services
Samuel Pitts	Westinghouse Electric Corporation
Samuel Schulhof	General Electric Company
Dr. Sybil Seitzinger	The Academy of Natural Sciences of Philadelphia
Dr. Thomas Shen	New York Department of Environmental Conservation
Dr. Myron Uman	National Research Council
Dr. Bailus Walker	University of Oklahoma
Roy Weston	Weston Managers
Dr. George Wham	Good Housekeeping Institute
Patricia Wheeler	Sierra Club
Dr. Roger Wood	The Wetlands Institute

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PRINTED ON RECYCLED PAPER

# Local environmental group wins national honors

*Partnership efforts with business and government*



President Bush, presenting the first presidential medal for environmental initiatives, to Diane Barile of the Marine Resources Council of East Florida.

Award Partners also pictured, from left to right: Edward Addison, of the Business Roundtable; Gilbert Grosvenor, of the National Geographic Society; and Frank Bennack of the Hearst Corporation

The Marine Resources Council of East Florida (MRC) has received one of the first of the newly-created President's Environment and Conservation Challenge Awards for protecting and revitalizing the Indian River Lagoon. The small, donation-funded local organization shared this honor with some of the largest conservation groups and corporations in the country, including McDonald's, The Nature Conservancy, Proctor and Gamble, the American Forestry Association, and AT&T. The Marine Resources Council was one of only nine top Presidential Award winners chosen from more than 640 applicants; 23 additional finalists received Citations.

The awards recognized four different categories of accomplishment. President Bush honored The Marine Resources Council in the category of Partnership, "for fostering cooperation between governments, busi-

nesses, and civic groups...to manage the economic and environmental values of the Indian River Lagoon."

Diane Barile, executive director of the Marine Resources Council, accepted the award on behalf of her organization at the White House. She was accompanied at the ceremony by Malcolm "Mac" McLouth, Vice-Chairman of the Canaveral Port Authority. Mac was an early supporter of the Marine Resources Council and a member of its original board of directors. Ms. Barile said, "Since we were receiving this award for partnership, MRC's board wanted to invite a guest who represented this ideal. Mr. McLouth and Port Canaveral have been consistent supporters of our work."

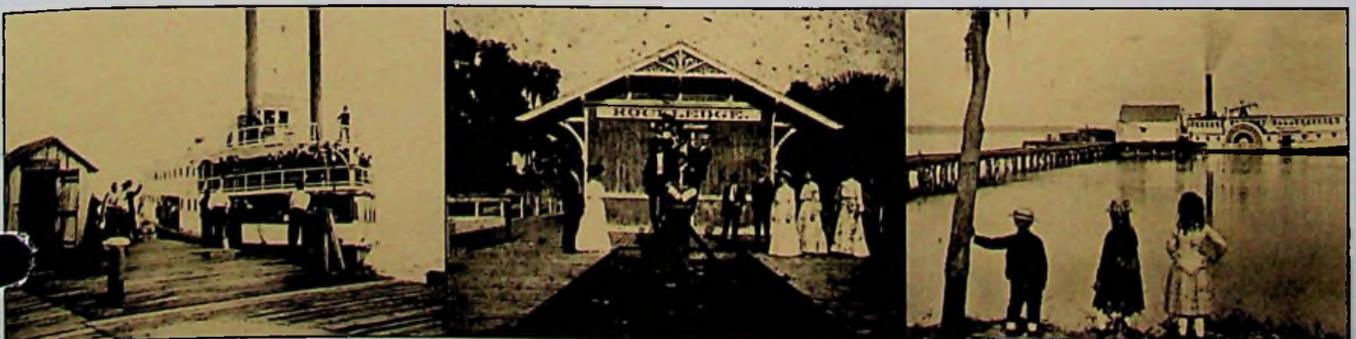
## A 500-Year Voyage Down the Indian River

Most of the work which earned the Marine Resource Council its recogni-

tion focuses on the present and the future of the Indian River. However, one special project took MRC and a local team of scientists, historians and filmmakers deep into the past. Thanks to the financial support of Port Canaveral and national, state and local organizations, MRC and Vanguard Productions produced a film about technology, nature and cultural change on the Indian River Lagoon.

The introduction to the hour-long documentary, *Journey Into Wilderness: Florida's Indian River Lagoon*, begins, "Over the centuries, the Indian River Lagoon has been home to the Ais Indians, wilderness to Conquistadores and missionaries, and a haven for pirates, an exotic vacation spot for tourists since the Victorian era and an outpost for pioneers in the Space Age. It has also supplied inexhaustible resources for cattle

*(continued on next page)*



The passenger ship St. Lucie coming into port.

The railroad station at Rockledge in 1902.

Children watch the turn-of-the-century Florence at Green Cove Springs.

barons, citrus magnates and commercial fishermen."

The makers of this film told the tale of the lagoon through first person accounts. They researched reports of Spanish soldiers, journals of ship-wrecked sailors, letters of homesteaders, Victorian holiday guidebooks, and anyone alive who could remember what it used to be like. They unearthed hundreds of old photographs and put the pictures and words of these personal memories together to weave an expansive image of a place moving through time.

### Unifying the Natural and Human Environments

This film project highlights one of the founding precepts of MRC—the Indian River Lagoon is an area of both ecological and human importance and the two factors are irrevocably entwined. MRC describes the Lagoon as a "dynamic and shifting border between the natural and the man-made world."

The MRC was formed in 1983 in response to scientific reports of a decline in water quality and fishing in the Indian River Lagoon region. Members of the MRC included scientists from Florida Institute of Technology who had made those reports, plus leaders in business, industry, government, development, environmental groups, and the fishing industry. These representatives of seemingly irreconcilable interests knew effective action depended on their consensus.

The Presidential Award received by MRC is the latest indicator of the success of their idea. The eight-year-old organization has many accomplishments: MRC worked with the South Florida and St. Johns River Water Management Districts to develop the Surface Water Improvement Management (SWIM) plan bill; promoted successful legislation to prohibit sewer plants from discharging into the Lagoon watershed by 1995; and persuaded the EPA to designate the Indian River Lagoon as

a National Estuary of Significance.

They have also tackled the problems of the area on a smaller scale—detail by detail. In cooperation with the port authority, they conducted a water circulation and flushing study to determine the environmental impact of their barge canal.

MRC's newest project, The Eco-Neighbor-hood™ Program has been described by Ms. Barile as "taking over the world one neighborhood at a time." Teams of experts develop specific simple recommendations for homeowners and businesses to improve the natural resources of their own locality.

The MRC is encouraged at the response to their programs. "Right now," says Diane Barile, "there's a real environmental ethic. People realize we're all connected to the land and the water and we all need to work together to survive."

The Marine Resources Council is located in Grant, Florida and can be contacted at (407) 952-0102.

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*Partnership efforts with business and government*



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*Award Partners also pictured, from left to right, Edward Addison, of the Business Roundtable; Gilbert Grosvenor, of the National Geographic Society; and Frank Bennack of the Hearst Corporation.*