

Keep Irving Beautiful Newsletter



We Love Our KIB Sponsors!

This year Keep Irving Beautiful would like to celebrate our wonderful sponsors, who help make what we do possible. Our spotlight this month is on our good friends at the Frito-Lay Irving Facility, who are longtime sponsors of KIB programs and also “walk the walk” when it comes to environmental stewardship. They are a shining example of the company’s “Inspire Well-Being” program, which focuses on the “4 P’s” of Products, Partners, Planet and People. Fred Davis has been the Environmental Coordinator at the Irving location for more than 20 years, and has helped drive the company’s sustainability goals with dramatic results. Their “Zero Waste to Landfill” initiative was begun in 2009, with the goal of drastically reducing the waste produced at the facility on a day-to-day basis to less than 1% going to the landfill. They have reached that goal by diverting material like paper, metal and plastics to recycling facilities, reusing boxes, and very importantly, educating their work force of 600 people. The employees have embraced their “go green” mindset, with friendly competitions among departments to see who can be most efficient in their environmental goals. They bring in eco-friendly vendors and organizations (like KIB), and hold environmental fairs to teach about green living both at home and in the workplace. Fred is KIB’s “go-to” person at Frito-Lay, and over the years has donated thousands of bags of chips to feed our hungry volunteers at cleanups, especially the Trash Bash and the Don’t mess with Texas



KIB’s Rick Hose with Frito-Lay’s Fred Davis at the “Don’t mess with Texas Trash-Off”

Trash-Off. He coordinates Frito-Lay’s Green Team, whose members and their families are frequent volunteers at these cleanups. They also participate in KIB’s Adopt-a-Spot program, and maintain a location on Wildwood. A few years ago, they adopted Trinity View Park, and clean it on a quarterly basis.

Frito-Lay-Irving has been honored several times for their programs, including receiving the Mayor and KIB Proud Partner Business and Industry Award, a Keep America Beautiful Distinguished Service Award, the Outstanding Environmental Sustainability Program award from the Greater DFW Alliance for Recycling, and a First Place Keep Texas Beautiful Ebby Halliday and Maurice Acers Award. Here at KIB, we feel that all of that recognition is very well-deserved, and salute Frito-Lay for all they do here in our community.

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Did You Know?

Each year, Corporate Responsibility Magazine rates publicly traded companies in seven areas, including environment and philanthropy, to create their top 100 Best Corporate Citizens list. Frito-Lay’s parent company, PepsiCo, made that list in 2016, and also received a “Ladder Award,” given to the top 25 companies who have shown the greatest growth in “climbing the ladder” of excellence in the area of corporate responsibility.

Courtesy of Earth911.com



Frito-Lay employee volunteers (above) have “adopted” Trinity View Park as well as Wildwood Road near the facility as part of their community outreach in KIB’s Adopt-a-Spot program.

KIB and Code Enforcement Win National Honors

KIB staff recently attended the 2017 Keep America Beautiful National Conference, held in Washington, D.C. on January 24-26. The event drew hundreds of attendees from affiliates across the country, and included educational sessions on a variety of topics, such as ending littering and urban blight, increasing recycling, and engaging youth in volunteer activities. At the awards banquet, KIB accepted several honors, including the President’s Circle Award, the highest level an affiliate can achieve, and the Award of Sustained Excellence, one of only five affiliates to be so honored. KIB also submitted an application for

the City of Irving Code Enforcement Department, which received first place in the nation in the Overall Community Improvement category.

KAB’s VP of Marketing and Communications, Mike Rosen, served as emcee of the ceremony, and had this to say about the awards: “It’s my privilege to recognize Keep Irving Beautiful for such valuable, mission-based work that helps their community be more socially connected, environmentally healthy and economically sound.”



Keep America Beautiful’s National Conference theme was “E Pluribus Unum...Out of Many, One.” KIB staff joined members of affiliates from all across the nation to network and learn from each other.

