2013 Green Source DFW Environmental Leadership Awards Presented

(Dallas Texas March 19, 2013) **Memnosyne Institute** Announced the 2013 Green Source DFW Environmental Leadership Awards

Memnosyne Institute presented the second annual “**Green Source DFW Environmental Leadership Awards**” at an evening reception on March 19 at Sean Fitzgerald Photography Inc. in Deep Ellum, Dallas. Over 100 people from environmental groups, businesses, colleges and universities, garden enthusiasts and just interested individuals were at the event.

"**Green Source DFW's Environmental Leadership Awards** program is in line with our vision and mission," says Memnosyne Institute Executive Director Phillip Collins. “It brings people together from diverse economic and environmental areas to create a community of collaborations, opportunities, and understanding. Hopefully, the result of these collaborations in action will improve our environment and the quality of life to benefit all North Texas citizens.”

The Green Source DFW Environmental Awards are presented by **Memnosyne Institute** to recognize people and groups in the DFW area for their exceptional leadership in the enhancement and protection of the environment. There were seven categories: (comments from nominators included at bottom of press release)

**Two special awards given in 2013**
- Public Service  Trammell S. Crow / Earth Day Dallas
- Life Time Achievement  Thomas Kemper

**Five Award Winners for 2013**
- **Grass Roots Non-Profit Group or Organization** Friends of Tandy Hills Natural Area
- **Volunteer** Molly Rooke, Dallas Sierra Club
- **Entrepreneur Eddie Lott and Maria Lott, Owners**, Recycle Revolution
- **Environmental Non-Profit Professional** Debbie Branch, Commercial Recycling and Keep Fort Worth Beautiful Coordinator, City of Fort Worth
- **Business / Corporate Environmental Professional** Frito Lay Facilities Team

**Grass Roots Non-Profit Group or Organization**
Friends of Tandy Hills Natural Area

FOTHNA has done outstanding work to promote environmental issues and green living in North Texas, including logging thousands of volunteer hours to provide environmental education and promote prairie conservation efforts. Don and Deborah Young founded FOTHNA in 2005 to protect Tandy Hills Natural Area. Since then, the organization has grown to include a successful FWISD-sponsored prairie education youth program, the creation of the annual Prairie Fest, free wildflower walks and science-based hikes and partnerships with local scout groups on beautification and enhancement projects.

**Volunteer**
Molly Rooke, Dallas Sierra Club

“Molly should nominated for environmental sainthood” her nominator opined. A Dallas Sierra Club member for more than 25 years, she has led the charge on everything from recycling to fracking as an advocate. She has worked
against dirty coal plants with former Mayor Laura Miller, dirty cement kilns in Midlothian, served on endless committees at North Texas Council of Governments to help formulate better eco policies in the metroplex and more. As a volunteer for Sierra Club and other groups, she dedicates at least 20 hours per week on the environment and has for decades. She practices what she preaches as she has torn out wood floors and carpet in her neighbor’s house that passed away to recycle...she is lucky if she buys 2 rolls of papers towels per year. She is that green, far surpassing any environmentalist I know. She drives a Prius.

Entrepreneur
Eddie Lott and Maria Lott, Owners, Recycle Revolution
After coming back from South America, Eddie Lott was appalled by the lack of recycling here compared to Brazil. In response, Eddie and his mother, Maria Lott, founded Recycle Revolution, a recycling collection service for businesses, apartments and condominiums. The Lotts offer comprehensive “one-stop” recycling for residents and businesses. They have recently launched the first residential composting pickup in the DFW.

Environmental Non-Profit Professional
Debbie Branch, Commercial Recycling and Keep Fort Worth Beautiful Coordinator, City of Fort Worth
Debbie Branch is the glue that binds the sustainability efforts for the city of Fort Worth together. She’s a sustainability champion and an agent for change for the city of Fort Worth. She's currently leading the efforts on a number of important projects including implementation of the city’s apartment recycling ordinance and recycling program for city facilities as well as grants for purchasing recycling containers for downtown. She oversees the Cowtown Great American Cleanup and helped launch the Fort Worth Earth Party. She helps organize the Litter Stomp and was instrumental in the success of Fort Worth’s 2012 America Recycles Day. She helped develop the Business Smart program, which encourages commercial waste reduction and conservation. What makes Debbie so successful is her ability to inspire and develop important public/private partnerships.

Business / Corporate Environmental Professional
Frito Lay Facilities Team
In 2008, the Facilities Team was challenged by the Frito Lay CEO to achieve LEED EB Gold Certification for the 27 year old Frito Lay North American Headquarters building in Plano, designed in early 1980's with minimal consideration for energy efficiency. It upgraded the overall building energy efficiency from the initial EPA Energy Star rating of 47 to EPA Energy Star rating of 88 by 2011. The LEED EB Gold Certification was achieved in September of 2009. This was a significant and proud accomplishment for the Facilities Team along with Frito Lay Leadership Team.

Public Service
Trammell S. Crow / Earth Day Dallas
Trammell Crow started Earth Day Dallas with Earth Day 2011 in the Arts District. 58,000 people went to Fair Park for the event in 2012. And 65,000 people are expected to Fair Park where it will again be held in 2013. The difference between this event and several other green festivals is that corporations have a larger presence. This is intentional. Trammell believes that the challenges posed by the deteriorating environment can only be met if environmental organizations, businesses and governments work together. He says Earth Day Dallas gives businesses a chance to show what they are doing for the environment. Organizations and governmental entities are given an opportunity to share their perspective and recruit people to join with them. The event is a massive undertaking that could only be done by a person with vision, persistence, and means. It would not have happen without Trammell Crow.

Life Time Achievement
Thomas Kemper
In 1992 Tom Kemper led one of the first city wide recycling events. A lot of recycled material was collected. Much to Tom’s chagrin there were no takers for the recycled materials and the collected materials ended up in a land fill. (lots of press, not positive) Sensing that there was a problem with the demand for recycled paper, he started a small company to sell recycled paper products. Dolphinblue.com now vends a range of office supplies, from notebooks to toner and business cards printed with soy ink on recycled paper. Clients include federal agencies and Yale University. Dolphinblue.com sells only U.S.-made products composed of at least 20 percent post-consumer recycled materials and is “strict on the source of manufacture and material,” Kemper notes. Dolphin Blue is also one of the few B Corps in Texas that blends profits with social purpose. Tom was one of the founders and sustainer of Sustainable Dallas and continues to be on the cutting edge of environmental issues.

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