

## COMMITTEE HIGHLIGHT: PUBLIC RELATIONS AND MARKETING

The work at Lynnhaven River NOW is centered around our various committees. Each committee has a different area of focus and offers volunteers an opportunity to get involved in the area that most interests them. A complete list of committees is available on our website. Check it out if you want to know more or are interested in getting more involved.

In each of our newsletters, we focus on one of our committees so you can learn more about their great work. In this issue, we are highlighting the great work of our Public Relations and Marketing Committee.

This creative and inspired group is focused on finding new ways for Lynnhaven River NOW to get its message out. The core of our work at LRNow is community education and this committee works hard to find new and different ways for us to bring our messages about being a good river steward to you.

The Public Relations and Marketing Committee is led by Mary Reid Barrow and in the past few years they have organized and sponsored many projects.

The new Scoop the Poop sticker for our big black trash cans was an idea hatched by the PR and Marketing Committee. During the past year, we distributed our first 10,000 stickers and reordered a second 10,000.

The television spots that promote good stewardship practices were designed and written by the PR and Marketing Committee. Aren't they a creative group? You will see our ads this fall on many Cox stations.

This is the group that designs our merchandise and comes up with

our clever new tee shirts like "There's a Shucker Born Every Minute," "Oyster Hugger" and "Oysters are a Girl's Best Friend."

They have coached us into Facebook, Twitter, You Tube and other new social media.

The PR and Marketing committee is always brainstorming new ways for us to reach the Virginia Beach community with our stewardship messages. It was that brainstorming where the idea for our book, *The Lynnhaven, Restoring a Legend*, was born. As our conversation about the book continued, the idea evolved into the beautiful coffee table book that premiered at our Oyster Roast last spring. The creation of our book was truly a labor of love and the largest project ever taken on by this group.

This fall the PR and Marketing Committee is sponsoring our The Art of Saving a River Art Show. The Art Show will be available for viewing from October through December in the Towne Bank Pavilion II Building. It includes much of the beautiful artwork featured in the book and many new paintings, photographs and sculpture. Copies of the book will be available throughout the Art Show and make wonderful holiday gifts.

Are you creative and interested in communications? You may want to join this inspiring group and help us craft new ways to get our message out. Meetings are 9:30 AM on the first Friday of each month in the conference room of the Runnymede Corporation on the 4th floor of the Towne Pavilion II building at 600 22nd Street.

If you are interested in joining this committee, please contact Karen at [kforget@lynnhaven2007.com](mailto:kforget@lynnhaven2007.com). For more information about this or any of our committees, check our website: [www.LRNow.org](http://www.LRNow.org), call our office at 757-962-5398 or email us at [office@lynnhaven2007.com](mailto:office@lynnhaven2007.com).

Thank you!

Contact our office at 757-962-5398  
or [office@lynnhaven2007.com](mailto:office@lynnhaven2007.com).

Get a Scoop the Poop sticker for  
your black trash can or get them for  
your whole neighborhood.



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Restoring a legend.

LYNNHAVEN River NOW

# LYNNHAVEN River NOW

## YOU DON'T WANT TO MISS... LYNNHAVEN RIVER NOW'S FIRST ANNUAL FALL FESTIVAL

We have a great day planned for you on  
**Saturday, November 5th, 11 AM – 5 PM,**  
at **Virginia Beach Middle School, 600 25th Street!**

The day's lineup includes:

- Fun activities for children
- Live music
- Interesting and informative displays for adults
- Good food and drinks featuring local fall favorites
- Six talks on a variety of topics: rain gardens, living shorelines and oyster gardening
- Beautiful painted rain barrels and a rain barrel workshop
- A chance to win a green home makeover
- Farmers selling local fall produce
- And lots, lots more

You will be able to purchase copies of our beautiful book, *The Lynnhaven, Restoring a Legend*, just in time for holiday gifts.

And we will be kicking off our new **PEARL HOMES** Program. You can be the first PEARL HOME on your block.

This family-friendly event is free and open to the public. See you there!

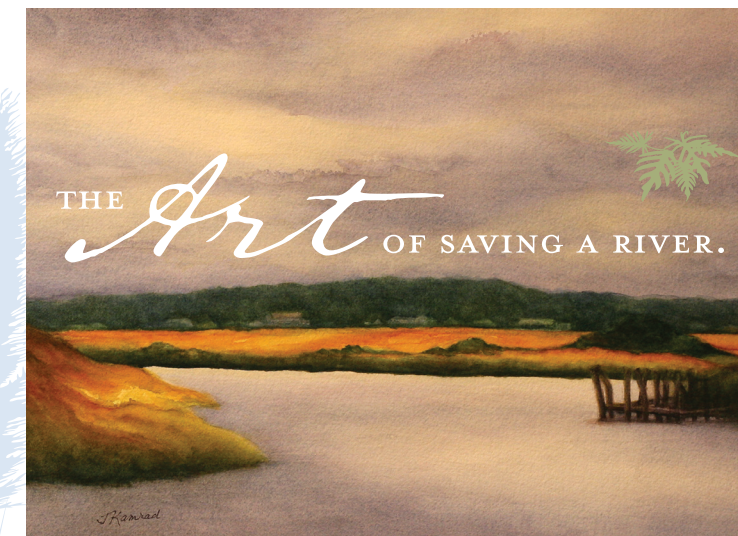


## THE ART OF SAVING A RIVER

Please join us for the Lynnhaven River Exhibit celebrating the publication of *The Lynnhaven, Restoring a Legend*. This exciting collection, running October through December, 2011, features original paintings, photographs and sculptures by area artists portraying the beauty of the Lynnhaven River watershed.

Hosted by Runnymede Corporation  
Towne Pavilion Center II, 600 22nd Street, 1st Floor  
The Show is open 9-6 Monday-Friday and 10-4 Saturday.

Copies of the book will be for sale in Runnymede's office in Suite 400.



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# Thank You!

5-26-2011 – 8-31-2011

## PEARL MEMBERS

Mr. & Mrs. Paul Schellhammer  
Mr. & Mrs. Andy Ward

## GENERAL MEMBERS

Ms. Rosemary Harker  
Mr. Clay Bernick  
Ms. Elizabeth Howes  
Mr. Thomas Etheridge  
Mr. Curtis Colgate  
Mr. Charles Malbon  
Mr. & Mrs. Ralph Keene  
Mr. Henry Watts  
Mr. Brian Prendergast  
Mr. & Mrs. Carl Wisoff  
Mr. & Mrs. Edmond Marroni  
Mr. Whit Peace  
Mr. John Huenerberg  
Ms. Carol Chewing  
Mr. & Mrs. Samuel McGann  
Mr. & Mrs. Peter Tempest  
Ms. Lee Teevan

## BUSINESSES & GROUPS

### SUSTAINING MEMBERS

Runnymede Corp.  
DIA Inc.  
Gutterman Iron & Metal Corp.  
Surplus Recycling  
CD Hauling, Inc.  
JES Foundation Repair  
Electronic Systems Inc.

### PEARL MEMBERS

Hoffman Beverage Company

### REEF MEMBERS

Chick's Oyster Bar  
Dominion Carpet Contractors, Inc.

### GENERAL MEMBERS

Little Neck Garden Club  
Landstown High School  
Sterling's Inc. DBA Snappers  
Domestic Fuels and Lubes  
Atlantic Coast Floor Coverings  
Thalia Elementary Ecology Club  
Tidewater Anglers Club  
Virginia Beach Garden Club  
Cavalier Garden Club

## DEAR MEMBERS,

Three hundred Pearl Homes...five hundred Pearl Homes...a thousand Pearl Homes... Can you imagine it? I can easily imagine a thousand Pearl Homes in our watershed. I think there are at least a thousand families right now who would already qualify for our Pearl Home Award.

The Lynnhaven River's sixty-four square mile watershed is home to schools, shopping centers and malls, a hospital, office buildings, large roads, smaller streets, and high rise condominiums and apartments. But the most dominant land use in our watershed, at least 75%, is single-family homes. We know that the many daily decisions that each of us make regarding our own homes and property have a big effect on the quality of the water in the Lynnhaven River. We also know that Lynnhaven River families have worked hard to adopt new water-friendly practices.

This fall we are launching our Pearl Home program. Through this program we will recognize families in Virginia Beach who are making good choices, changing behaviors and conscientiously adapting new practices. We all benefit from their efforts. And we are encouraging everyone to consider what things you can do to help us restore and protect the Lynnhaven River that we love. Please review the information on the new Pearl Home program in this newsletter. Check off the items on the list that you are already doing and count them up. If you have checked off 15 items, you already qualify as a Pearl Home. If you don't have 15 yet, go back and look at the list again and consider what you may be able to add.

Where can I get a rain barrel? What is a rain garden? How do I know if this shrub is a native? Where can I get a Scoop the Poop sticker? Why is buying locally important? How can I dispose of hazardous waste? How can I get a soil test? These are just some of the questions you may have about how to implement the practices in our Pearl Home brochure. There are several ways to find answers to these questions. Our LRNow website, [www.LRNow.org](http://www.LRNow.org), has many of the answers. In the Pearl Homes brochure, there is a list of other websites that provide a wealth of information about good gardening practices, native plants, and much more.

Or, for an easy way to learn more about all of these topics, enjoy some good local food and fun activities for children, come to our FALL FESTIVAL on Saturday, November 5th at Virginia Beach Middle School, 600 25th Street. This event is free and open to the public. There will be a Lynnhaven River Passport for children and a gift for a completed Passport. We will be collecting our first Pearl Home applications and giving out Pearl Home lawn flags to every family that turns in a qualifying application.

Join the effort. Join the fun. And let us thank you for all the great things you are doing to restore and protect our environment in Virginia Beach.

**KAREN WILSON FORGET**  
EXECUTIVE DIRECTOR



## AN ABUNDANCE OF PEARLS IN 2011

A string of 45 pearls would make a beautiful necklace but in this case, it makes a beautiful Lynnhaven River. As Lynnhaven River NOW works to restore the legendary Lynnhaven River, we find ourselves surrounded by pearls... Pearl Schools, that is, helping to get the job done. This year 45 schools in the Lynnhaven River watershed and beyond are greening their grounds, engaging students with environmental service projects, and helping to educate our communities about water quality, responsible land use and conserving our natural resources. Students, from kindergarteners to seniors, are making impacts across our city to improve their schools, their neighborhoods and their world. Lynnhaven River NOW welcomed 13 new schools to the program this year. We would like to congratulate all of the 2010-2011 Lynnhaven River NOW Pearl School Award winners. Thank you for making our world cleaner, healthier and greener!

- ① Returning Pearl School - Thoroughgood Elementary students making Scoop the Poop posters to educate their fellow classmates.
- ② New Pearl School - First Colonial High School students working on their rain garden
- ③ Returning Pearl School - Shelton Park Elementary student sorting spat as a part of their Oyster Gardening project.

## FIVE FOR FIVE

This year marked the 5th year of the Lynnhaven River NOW Pearl School Recognition Award. It was exciting to be able to recognize five schools with their 5-year Pearl School Award for the 2010-2011 school year. These schools embraced the idea of offering exceptional environmental opportunities to their students from the inception of the Pearl School Award and have continued to work hard to bring excellence in environmental education to their students year after year. These schools received special gold numbers for their Pearl School banner to denote their consistent and outstanding hard work with the future stewards of our river. Congratulations to our 5-year Pearl School Award winners!

- King's Grant Elementary School
- Lynnhaven Middle School
- New Castle Elementary School
- Plaza Middle School
- Virginia Beach Friends School

## This year's Pearl Schools are:

### Private Schools

Baylake Pines Private  
Cape Henry Collegiate  
Norfolk Academy  
Virginia Beach Friends

### Public Schools

Alanton Elementary  
Arrowhead Elementary  
Bayside Elementary  
Bayside Middle  
Christopher Farms Elementary  
W. T. Cooke Elementary  
Corporate Landing Elementary  
Frank W. Cox High  
Creeds Elementary  
John B. Dey Elementary  
First Colonial High  
Glenwood Elementary  
Great Neck Middle  
Hermitage Elementary  
Kemps Landing Magnet  
Kempsville Middle  
King's Grant Elementary  
Kingston Elementary  
Landstown High  
Linkhorn Park Elementary  
Lynnhaven Middle  
Malibu Elementary  
New Castle Elementary  
Ocean Lakes High  
Old Donation Center  
Pembroke Elementary  
Pembroke Meadows Elementary  
Plaza Middle  
Princess Anne Middle  
Providence Elementary  
Red Mill Elementary  
Renaissance Academy  
Salem Elementary  
Seatack Elementary  
Shelton Park Elementary  
Thalia Elementary  
Thoroughgood Elementary  
Three Oaks Elementary  
Trantwood Elementary  
Virginia Beach Middle  
Windsor Woods Elementary

**LYNNHAVEN River NOW**

*Restoring a legend.*

WWW.LRNOW.ORG