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OFFICE OF COMMUNICATIONS
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TO: Toby Graft

Company/Agency: WH

Phone: _____

Fax: 456-7805

FROM: Robert Palmer

DATE: 12/15/99

Pages (including cover sheet) 3

Comments: Reporter lists from First Ldg's event
today at USDA.

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USDA MEDIA SIGN IN

Millennium Green Kick-Off and Dedication of the Hillary Rodham Clinton Tree
Wednesday, December 15, 1999

PLEASE SIGN IN

[illegible]

SCHEDULING REQUEST MEMORANDUM TO THE FIRST LADY

TO: **Ellen Lovell,**
Deputy Assistant to the President & Advisor to the First Lady on the Millennium
Anne Donovan
Deputy Director of the Millennium Council

FROM: **Clyde Williams,** Deputy Chief of Staff, USDA

REQUEST:

The First Lady to join with Secretary Glickman in a Ceremony Celebrating the White House Millennium Green Initiative by Dedicating a Millennium Tree on the Front Lawn of the Jamie L. Whitten Building.

PURPOSE:

The Department of Agriculture has a long history of commemorating the achievements of individuals who have demonstrated strength and courage on behalf of the United States. Secretary Glickman plans to dedicate a 75 year old White Oak on the National Mall in honor of the First Lady's leadership of the White House Millennium Initiative as well as her many other accomplishments. The ceremony will serve to educate all Americans, young and old, on the importance of the environment by promoting a national tree planting and public awareness campaign.

BACKGROUND:

Millennium Green is a national initiative of the White House Millennium Council in partnership with the Department of Agriculture (USDA). To encourage, promote, and recognize the creation of healthier, more livable community environments for the year 2000 and beyond. Millennium Green activities include the planting and adopting of trees and forests, planting and tending of gardens, the protection and adoption of special natural resource wonders and treasures. We will identify the 2,000 oldest trees in America as Millennium Trees and recognize the preservation efforts surrounding them. In addition, the Initiative plans to educate citizens on the value of natural resources conservation and our challenge to improve and protect the environment.

THE WHITE OAK

The White Oak is one of the most important hardwood trees of the eastern deciduous forest. Normally, this is a fairly slow growing tree, however, when provided with good soil and water, it's growth rate can be moderately fast and achieve a large size in a relatively short period of time.

The White Oak is an outstanding native American tree because of its valuable contributions to our forest ecosystems, to the health and well being our native fauna, and for its many important uses to Americans for over 200 years. The White Oak was one of the mainstay woods used in construction of North American ships before the use of steel. It has been widely used in furniture, flooring and as timbers. In addition, this tree is important to wildlife for both food and cover. Abundant crops of acorns are produced every four



Nanine Bilski <naninebilski@hotmail.com>

10/21/99 12:14:29 PM

Record Type: Record

To: Anne F. Donovan/WHO/EOP

cc:

Subject: speech

Anne- Lisa Nisenson from EPA and I worked on this text for the President's Thanksgiving adress. This is the rough draft we created.-Nanine

As the Native Americans shared their seeds and plants with hungry Pilgrims and then celebrated their harvest at the first Thanksgiving, let us give thanks for the plants and trees that we have today by promising to maintain and increase them for the new Millennium. To encourage this, I am happy to announce on this day the new Millennium Green Initiative of the White House Millennium Council as a call to action to start the new Millennium with a renewed dedication to a greener America. We all need to understand the important contributions trees, forests, gardens, streams, wetlands, and green spaces make to our daily lives. We need to work in our back yards and in our communities to do our part to nurture and care for these precious treasures that contribute to our quality of life, build community spirit and help heal people and communities. Every tree, garden or green space we plant and care for makes a difference. And what better time to become involved then during the new Millennium to set the tone for generations to come. Let's all "dig in" to grow a greener America.

Get Your Private, Free Email at <http://www.hotmail.com>

Mill Green will be another major national millennium program -- even in it's early stages we have received an enormous ^{positive} response

Even



THE WHITE HOUSE MILLENNIUM COUNCIL

PHONE: 202/456-2000

FAX: 202/456-2008

TO:

TOBY

LISA SCHWARTZ
JANNA PASCHALL

FAX:

66244

PHONE:

FROM:

ANNE DODSON

DATE:

12/14

Number of Pages (Including Cover):

2

MESSAGE:

PLEASE DELIVER TO
ABOVE BOARDTHE WHITE HOUSE MILLENNIUM COUNCIL
708 JACKSON PLACE, NW
WASHINGTON, DC 20503

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12/14/99 17:43 202 720 0591

USDA OSEC

001

Special Acknowledgements for Millennium Green

- ✱ 1. Ms. Gail Levy, President of Plants Express, Corp. of Lake Worth, FL for her initiative in bringing the idea of *Millennium Green* to the First Lady as a worthy project for the White House Millennium Council.
- ✱ 2. Ms. Nanine Bilski, President of The America The Beautiful Foundation, for her steadfast support in helping to launch *Millennium Green* and stepping forward to lead "Millennium Gardens" and "Landmark Trees", as important components of *Millennium Green*. ATB is donating one million dollars worth of seeds to volunteers to plant over 2000 Millennium Gardens in all 50 states.
- ✱ 3. Ms. Judith Blau, creator of "The Treasures" - especially "Blossom and Sprig" to help educate children about the importance of planting and caring for trees and strong champion for the involvement of children in *Millennium Green*.
4. Mr. Allan Menkin, songwriter for "Beauty and The Beast" for his generous contribution in composing "Heaven On Earth" the official song for *Millennium Green*.
- ✱ 5. Mr. Norm Easy, creator and chairperson for the National Millennium Arbor Day Event and Celebration that will take place on April 29, 2000 (our nation's National Arbor Day) in Sarasota, FL at the Ringling Museum April 29, 2000.
- ✱ 6. Mr. Johathan Silver, President of American Forests and Ms. Deborah Gangloff, Executive Director, for their leadership in helping to bring to light the loss of important tree canopy in U.S. cities and especially here in the District of Columbia through their City Green Analysis. Also American Forests "Global ReLeaf" private/public partnership to regreen our cities and rural lands across the country. Their 20 million tree goal that will be reached during the millennium year.
7. Mr. Larry Wiseman, Executive Director of the American Forest Foundation, for their important work educational work with Tree Farmers and Project Learning Tree and in helping to highlight Tree Farms that have been in the same family for more than a century.
8. Ms. Tara Church of Tree Muskateers and Ms. Melissa Poe of Kids For A Clean Environment, for their courage in launching their "One In a Million Campaign" to enlist one million kids to contribute one million volunteer hours and plant one million trees by the end of the Year 2000.
9. Retired Major General George Cates, Executive Director of The National Tree Trust for their important work in providing trees through their "Growing Out Stations" to communities across the nation. Since 1992 NTT has planted more than 6 million trees on public lands and along roadsides in 48 states across the nation. The National Tree Trust has helped "The Greening of Detroit" a community nonprofit in their efforts to restore inner city Detroit through reforestation and environmental education.
10. The National Arbor Day Foundation for their Tree City USA program which recognizes cities and communities across the nation for outstanding commitment in caring for their trees.
- ✱ 11. Ms. Valarie Kelsey, National Gardening Association, for their strong emphasis on using internet to help connect people and resources through their toll free question and answer garden line and their emphasis on school gardens that connect school children to gardens and integrate it into the school system.

✱ Groeters



THE WHITE HOUSE MILLENNIUM COUNCIL

PHONE: 202/456-2000

FAX: 202/456-2008

TO: TOBY
Laura Schwartz FAX: 66244
JANNA PASCHALL
PHONE: _____

FROM: ANNE DONOVANDATE: 12/14Number of Pages (Including Cover): 2

MESSAGE:

PLEASE DELIVER TO
ANNE PASCHALL

THE WHITE HOUSE MILLENNIUM COUNCIL
708 JACKSON PLACE, NW
WASHINGTON, DC 20503

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12/14/99 17:54 202 720 0591

USDA OSEC

002

December 15, 1999
2:30pm

National Anthem

Greeting by The Honorable Secretary Dan Glickman,
U.S. Department of Agriculture

The Honorable Mayor Anthony Williams, District of Columbia

The Honorable Dan Glickman

Dedication of the Hillary Rodham Clinton Tree

The First Lady Hillary Rodham Clinton

The Birney Elementary School Choir sings "Heaven on Earth"—
The Millennium Green Song

The Planting of a New Tree

12/14/99 17:54 ☎202 720 0591

USDA OSEC

003

program 12/14/99 2:46 PM Page 2

Heaven on Earth

Music: Alan Menken

Lyric: Glenn Slater

There is a place inside my dreams
With rolling hills and crystal streams
Where gardens grow and treetops
rise to the skies,
Oh, what a paradise it seems!

It's just a dream, or so they say,
And yet it's not so far away.
And we could get there if we try—
tall you why:
That world's the one we're in today...

It's in our hands—
Let's make it happen.
We hold the seeds
Of a rebirth.
And if we grow
A new tomorrow—
We're gonna have ourselves
A heaven on earth.

It won't take much to make it true,
Just do whatever you can do.
A single seed inside your heart—
that's a start
For hope to sprout again anew.

And when we've set the rivers free,
When flowers bloom from sea to sea,
When trees reach up to greet the air
everywhere,
How close to Eden we will be!

It's in our hands—
Let's make it happen.
We hold the seeds
Of a rebirth.
And if we grow
A new tomorrow—

We're closer than you know—
The promised land is near.
It's not a place to go—
It's right there....
It's in our hands—
Let's make it happen
Start planting dreams
For all you're worth.
And when we grow
A new tomorrow
We're gonna have ourselves
A heaven on earth...

It's time to make ourselves
A heaven on earth.



THE WHITE HOUSE MILLENNIUM COUNCIL

PHONE: 202/456-2000

FAX: 202/456-2008

TO:

SUE ✓
TOBY GRAY
LAURA SCHILLER

FAX:

393-6504
66244

PHONE:

FROM:

ANNE DONOVAN

DATE:

12/14/99

Number of Pages (Including Cover):

MESSAGE:

PLEASE DELIVER TO TOBY +

LAURA ASAP. —

THE WHITE HOUSE MILLENNIUM COUNCIL
708 JACKSON PLACE, NW
WASHINGTON, DC 20503

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Media Advisory

Not for publication
For Planning purposes only

Susan McAvoy (202) 720-4623
susan.mcavoy@usda.gov

SECRETARY GLICKMAN TO HOST FIRST LADY, LAUNCH *MILLENNIUM GREEN* PROJECT

Washington, December 14, 1999 – Agriculture Secretary Dan Glickman will host First Lady Hillary Rodham Clinton for the dedication of the Hillary Rodham Clinton Tree on Wednesday December 15, 1999 at 2:30 p.m. This event is the official kick-off of *Millennium Green*, a national White House Millennium Council Initiative to foster the establishment and care of trees, gardens and open spaces nationwide in 2000.

WHO: Agriculture Secretary Dan Glickman
First Lady Hillary Rodham Clinton
Mayor Anthony Williams

WHAT: Dedication of the Hillary Rodham Clinton Tree and launch of the *Millennium Green* project.

WHERE: U.S. Department of Agriculture
Jamie S. Whitten Building, North Lawn (press check-in at the corner of 14th & Jefferson)
1400 Independence Avenue, SW
Washington, DC

WHEN: Wednesday, December 15, 1999
Pre-set from 11:00 a.m.- 12 noon
Final access from 1:30 to 2:00 p.m.
Event begins at 2:30 p.m.
NOTE: Credentialed press only.

#

Anne
the WH has not
cleared this -
Post C.

Eastchester's Magical Grandma brings environmental message to children

By James Rich

Her three grandchildren call her "the Magical Grandma." And while Judith Blau may not use fairy's dust or gypsy wings, her work has had an impressive influence on major environmental issues.

Blau, a longtime Eastchester resident, developed the Treetures environmental education program scheduled to be featured at the Bronx River Conservancy's Earth Day 1999 on April 24.

The program consists of 33 illustrated characters who represent the different functions of trees. Twigs, a

Treeture teacher, Bugsey the blight fighter and Ring-A-Ling, a ring counter, are some of the Treetures cast, used by schools and communities across the country to help teach children the importance of environmental awareness.

"Teaching children at a young age is critical," Blau said. "I'm using car-

See *Magical Grandma*, page 10



Judy Blau

The Town Report

Page 10 Friday, April 23, 1999

Magical Grandma

Continued from page 1

toons, a vehicle that is familiar to them, but attaching very strong educational messages," she said, adding "it gets them to respect trees when they're most open."

Blau became involved with the environmental movement after designing a doll that sold more than a million units. "I thought, what if I could create something that would plant a million trees," she explained. "I approached American Forests (a non-profit environmental agency) which directed me to the Forest Service."

Founded in 1991, Treetures has evolved into costume characters that make appearances at events like Earth Day 1999. As a part of the five Magic Treeture Forests sponsored by Ameri-

can Forests, Blau said trees are planted in the name of a child who receives a certificate that reads, "because of me grows a tree."

"I love this program," Blau said. "We're connecting it all over the country," she continued, adding that 27 states were using the characters in their environmental programs. Treetures have also made appearances in England, Haiti, Africa, and Canada, she said.

A fine arts and sculpture major at Cornell University, Blau started working out of her Eastchester home 35 years ago, crediting the town as the Treeture's birthplace. "The Treeture program has really been developed here in Eastchester," she said. "I'm delighted that the town has become so involved."

Blau, a product designer and author and illustrator of children's books, said the non-profit Treeture program has been adopted by five national, environmental agencies. The USDA Forest Service, American Forests, the National Tree Trust, the International Society Arboriculture/Trees America and the National Arbor Day Foundation have been licensed to use the Treetures program.

According to Blau, the lessons being taught by programs like hers is more than what trees are, but what role they play in our ecosystems. "We can do anything we want technologically - if we don't have a healthy planet it doesn't make a difference," she said, adding trees "clean up the planet" by process-

ing toxins from the air and soil. "The real magic is what nature is doing."

Blau is married to Dr. Lawrence Blau and has two children to go along with her three grandchildren. She has worked designing toys and books with such companies as Kenner Products, Mattel Toys and Random House Publishers.

After suffering from frequent health problems as a child, Blau attributed the struggles of her childhood as inspiration for her interest and connection to the environment. "I noticed that although trees were standing in one place, they could reach very high and far," she said. "And although you, as a person, may not be able to travel distances physically; you can still reach great heights."

A Playful Way of Teaching About Trees

By PENNY SINGER

GIVE back time" is how Judith H. Blau, a children's book author and product designer, refers to the Treasures environmental education program that she created in 1984 to teach children the value of trees.

"I've been in business for 25 years, and done very well," she said. "Taking care of the environment has always been a concern of mine, so I thought what better way to return something to society by drawing on my background of developing children's products that educate and entertain."

And so she created the Treasures, a group of 33 costumed creatures with names like Twig, Sprig and Blossom that demonstrate the role trees play in keeping the environment healthy. By learning the names and jobs of the Treasures characters, children learn how a tree functions, Mr. Blau said.

Performers, wearing Treasures costumes that cost \$2,500 each, have done programs in 27 states, for about 6 million children, Ms. Blau said, visiting schools and appearing at events to spread the message of tree planting and tree care.

They recently appeared at the Noodle Kidoodle store in Eastchester and distributed tree seedlings, which were donated by the New York Botanical Garden.

"Watching a seedling grow and develop gives children a lasting appreciation and respect for trees," said Elewe Drazin, a spokeswoman for the garden.

In fact, Ms. Blau said, the Treasures program has produced five forests nationwide, with a total of approximately 100,000 trees.

Individuals, groups and schools donate money for seedlings—they cost \$1 each—to be planted in the five Magic Treasures Forests in Ohio, Michigan, Rhode Island and California and on Long Island in the Pine Barrens. Recently, the Ward School in New Rochelle raised \$1,000 to plant 1,000 pine seedlings in the Pine Barrens, Ms. Blau said.

Schools and environmental groups may use any section of the Treasures program, including the costumes, without charge, Ms. Blau said.

"The costumes, which have been purchased with the help of grants and donations, are stored in warehouses around the country," she said. The Department of Environmental Conservation manages Treasures costumes for this area, and interested groups may call (800) 663-



Judith H. Blau with performers dressed as Sprig and Blossom, two tree creatures she created to teach about trees.

7175. Last Wednesday at Van Cortlandt park in the Bronx, 208 children saw the Treasures character Blossom, borrowed for the occasion by a garden group.

Ms. Blau, who lives in Eastchester, says she runs the program "on a shoestring with an army of volunteers and a few small grants."

"It's a grass-roots movement that has caught on," she said. Her partners in the effort include the National Tree Trust, a nonprofit group, the American Forests, the nation's oldest nonprofit conservation organization, the International Society of Arboriculture and the United States Forest Service, which is part of the Department of Agriculture. (In 1993, the Forest Service gave her an "Award of Excellence" for the Treasures program.)

Ms. Blau owns and runs two companies, J. Hope Designs and Judith H. Blau, which were built on her designs and inventions. "I'm the designer and inventor," she said. "Then I use free-lance people who help me develop a prototype for presentations to companies."

They are also built on the fact that her grandparents made bagels, which is the subject of her first children's book, "The Bagel Baker of Mulliner Lane," published in 1975.

"It was loosely based on my mother's stories about my grandparents, Isidore and Sonia Kordecky, who owned a bagel store in the Bronx," she said. Her mother recalled that her grandfather occasionally drew faces on bagels to amuse her. Ms. Blau went on to put bagels on clothing, jewelry, toys and sheets through licensing agreements with companies like Playtex, the big fitness manufacturer.

Hundreds of products later, Ms. Blau's reputation in the toy industry is evidenced by the product licenses she has developed for major toy manufacturers like Hasbro and Mattel. "I used my own children and now my three grandchildren as a sound-

ing board," she said. "In 1985 Hasbro sold a million of my Sweetie Pops dolls. And over the past nine years they've produced my Baby All Gots and Baby Checkup dolls, which have sold over 18 million worldwide, and McDonald's Happy Meal Girl, which was developed with the designers Greg Hyman and Larry Greenberg."

"I enjoy my work because it lets me put imagination and fantasy to work for a good cause," she said. "I get to be the child and the parent at the same time. The child designs the toys, and the parent sells them. It has been great fun."

More information is available at (800) 663-7175 or at www.treasures.com.



A girl walks with tree creature Blossom at Noodle Kidoodle in Eastchester.

The New York Times

MEET TWIG AND SPRIG

A toy developer created 33 costumed creatures to teach children the value of trees in a fun way. 10

Sunday, June 13, 1999

[ABOUT MILLENNIUM GREEN](#)[GET INVOLVED](#)[PARTNERS](#)[RELATED LINKS](#)[CONTACT US](#)

Partners

The following Government and nonprofit organizations are working in partnership to support *Millennium Green*. You can check these websites for ideas on how to plant or adopt a tree, establish a garden, or protect and care for natural resource treasures in your own community.

Alliance for Community Trees (www.treelink.org/act/res/orgres.htm) - provides information about non-profit tree planting organizations.

American Forests (www.amfor.org) - provides information on urban and community forestry programs as well as community-based forest resources.

American Forest Foundation (www.affoundation.org) is a non-profit organization that develops, funds, and administers programs which encourage the long-term stewardship of natural resources.

The America The Beautiful Fund (www.america-the-beautiful.org/home.html) - assists tree care professionals in developing and maintaining effective plant health care programs.

International Society of Arboriculture (www.ag.uiuc.edu/~isa) - assists tree care professionals in developing and maintaining effective plant health care programs.

National Arbor Day Foundation (www.arborday.org) - helps promote tree care and conservation, and to educate people on tree issues.

National Association of Conservation Districts (www.nacdnet.org) - is the non-governmental, nonprofit organization that represents nearly 3,000 conservation districts across the nation. Conservation districts -- almost one in every county -- are helping people to conserve land, water, forests, wildlife, and related natural resources. NACD Publications.

National Association of State Foresters (www.stateforesters.org) - is a non-profit organization that provides management and protection services for over two-thirds of the nation's forests.

National Tree Trust (www.nationaltreetrust.org) - mobilizes volunteer groups, promotes public awareness, provides grants, and unites civic and corporate institutions in support of local tree planting and education projects throughout the United States.

Society of American Foresters (www.safnet.org) - is the national scientific and educational organization representing the forestry profession in the United States. Founded in 1900 by Gifford Pinchot, the first Chief of the Forest Service, it is the largest professional society for foresters in the world.

Plant
Express

Tree Link (www.treelink.org) - provides information, research, and networking for people working in urban and community forestry.

Treemusketeers (www.treemusketeers.org) - is a youth tree planting organization in El Segundo, California. It sponsors a "One in a Million" tree planting campaign.

Tree People (www.treepeople.com) - provides information about Tree People a non-profit tree planting organization in Los Angeles.

Treetures (www.treetures.com) - Treetures characters are guides that help children learn all about the way a tree functions and how important trees, plant life, birds, animals, and insects are to keeping the earth healthy. They are teaching tools that use fantasy to explain scientific facts.

To apply to become an official *Millennium Green* partner, call 202-720-2593.

to six years. These acorns were used to produce flour for many of our Native Americans.

TIME & DATE: Proposed Dates: November 29 am event or
December 3, December 6, December 8, 1999

DURATION: 45 Minutes

LOCATION: Front Lawn of the Jamie L. Whitten Federal Building *on the
National Mall*

PARTICIPANTS: Department of Agriculture, Environmental Protection Agency, America The
Beautiful Foundation, America Forests and National Arbor Day Foundation.
Millennium Partners: The Department of Justice and The Department of
Energy.

CONTACT: Clyde Williams, USDA - 202-720-3631
Sean O'Shea, Cabinet Affairs - 202-456-2572

MEMORANDUM FOR HILLARY RODHAM CLINTON

CC: MELANNE VERVEER
PATTI SOLIS DOYLE
MARSHA BERRY
FROM: ELLEN McCULLOCH-LOVELL
DATE: 11/21/99
RE: Millennium Green

St. Valler

I'd like to

do this when

I can late Nov. or

early Dec.

About a year ago, after I spoke to a WLF dinner, Gail Levy from Florida, asked me what millennium environmental projects we were planning. We discussed the tree and garden planting programs that are occurring in other countries and she was enthusiastic about helping us launch a national "green" effort, with the help of the Nurseryman's Association. You and I discussed the idea and with your encouragement, the enthusiasm and funding of USDA and EPA and Gail's help, we began to put together the partnership necessary.

Objectives: Now we are ready to launch "Millennium Green" a new millennium project with the following objectives:

1. Plant 40 million trees and 2,000 gardens across America by 2001
2. Identify historic trees and groves to preserve them.
3. Educate young people about the environmental health that trees and plantings provide.
4. Coordinate and tap the resources of federal agency, nonprofit and private sector partners.
5. Create visibility and participation, by using established green days – such as Arbor Day and Earth Day – and harnessing existing government and nonprofit programs; such as Urban Forests and the America the Beautiful Foundation.

Partners: The Millennium Green partners include: the U.S. Department of Agriculture; the Department of Energy; the Environmental Protection Agency; the U.S. Department of Justice (Weed and Seed program); America the Beautiful Fund; Federated Garden Clubs; and Plants Express along with approximately ten other nonprofit organizations.

Program commitments: The U.S. Department of Agriculture is the lead agency and had committed two full time staff members (one at USDA and one at the WHMC) supervised by Assistant Secretary Patricia Garamendi. The America the Beautiful Fund has promised to supply \$1 million worth of plants and seeds. And, Allan Menken, who wrote the musical score for *Beauty and the Beast* has already developed a theme song for the program. Based on its mission, each partner has made its own unique commitment to this project.

Launch: Secretary Glickman would like to dedicate a 75 year old White Oak on the National Mall (on the front lawn of the Jamie L. Whitten Building) in honor of your leadership of the White House Millennium Council and its programs, among your many other accomplishments. The tree dedicated to Martin Luther King, Jr. grows just across from the designated location for the tree they want to dedicate to you. We propose that

this dedication ceremony serve as the public launch for our partnership on Millennium Green. Other participants would include our partners on this program and the event would be open to the public and press.

Proposed date for announcement: In the spirit of the holiday season and in preparation for the next millennium, we propose that you join Secretary Glickman for the dedication ceremony on a suitable date in late November or early December, 1999. He has also sent you a handwritten letter requesting that you accept this honor as soon as you are available. Announcing the program before the clock turns to 2000 increases the potential for greater reception and participation. Even in its early stages of development we have received an enormous amount of response to this program. Millennium Green adds the call to environmental awareness as we approach the New Millennium that is necessary to round out our national initiative to honor our past and imagine our future.

app 9/7

**PARTNERSHIP APPLICATION
FOR
WHITE HOUSE MILLENNIUM COUNCIL LOGO & MOTTOS**

PART I: APPLICANT'S ORGANIZATION

Name of Organization:	United States Department of Agriculture
Address of Organization:	Whitten Building, 1400 Independence Avenue, SW, Washington, D.C. 20250
President or Executive Director:	Dan Glickman
Applicant Category:	Federal
Contact Person:	Patricia Garamendi, Assistant Deputy Administrator For Farm Programs, Farm Service Agency
Phone Number:	(202) 720-8513 Fax Number: (202) 720-4726
E-Mail:	PATRICIA_GARAMENDI@WDC.FSA.USDA.GOV
Address:	1400 Independence Avenue, SW Washington, DC. 20250-0510

DESCRIBE YOUR ORGANIZATION'S MISSION.

USDA VISION: A healthy and productive Nation in harmony with the land.

USDA MISSION: Enhance the quality of life for the American people by supporting the production of agriculture:

- Ensuring a safe, affordable, nutritious, and accessible food supply
- Caring for agricultural, forest, and range lands
- Supporting sound development of rural communities
- Providing economic opportunities for farm and rural residents
- Expanding global markets for agricultural and forest products and services
- Working to reduce hunger in America and throughout the world.

PART II: GOALS FOR THE PARTNERSHIP

Please state your organization's reasons for seeking to become a Millennium Partner. What kind of partnerships will you pursue, how will your organization ensure these projects are consistent with the mission and guidelines of the White House Millennium Council? How will you pursue projects (mailings, newsletters, etc.?)

USDA has a long and proud history and track record in caring for the land and serving the people of the United States through land conservation, tree planting, and other conservation work. Our efforts at land and water conservation date back to before the turn of the 20th Century. The history includes the creation of the USDA Forest Service National Forests, the creation of the USDA Soil Conservation Service (now the Natural Resources Conservation Service) and the USDA Agricultural Stabilization and Conservation Service (now the Farm Services Agency) to deal with soil erosion during the drought and Great Depression of the 1930's, the Soil Bank program of the 1950's, the America The Beautiful Tree Planting Initiative of 1991, and the Conservation Reserve, Wetlands Reserve, Wildlife Habitat Incentives, and Conservation Reserve Incentives enhancement programs that began in 1985 and continues through today. USDA has established working partnerships and program delivery mechanisms through the National Association of Conservation Districts and the National Association of State Foresters to help effect sound stewardship of farm and forest resources on private lands throughout the nation.

USDA will focus its efforts on providing leadership and support to the White House Millennium goal of Protecting the Environment through a *Millennium Green: Branching Out To The Future Initiative*. USDA will work in partnership with the Department of Energy, Environmental Protection Agency, and Department of Justice.

Partnerships will build on and be sought with the non-profit foundation conservation and environmental community, corporate America, and organizations that represent state and local governments.

USDA will provide the clearinghouse and screening of candidate projects to ensure they are consistent with the mission and guidelines of the White House Millennium Council. The model that will be used is the recent National Town Meeting for A Sustainable America.

Projects will be pursued using internet technology (web pages) of the agencies involved and through the communication vehicles of all of the state and local field offices of the federal partners and through those of a wide range of existing partnering organizations.

PART III: MILLENNIUM PROJECT PROPOSAL

MILLENNIUM GREEN

USDA proposes a Millennium Project titled *Millennium Green* as a national initiative of the White House Millennium Council led by the Department of Agriculture in partnership with the Environmental Protection Agency, Department of Energy, and Department of Justice that will encourage, promote and recognize the creation of healthier, more livable community environments in the year 2000 and beyond. Through a coalition of citizens, businesses, non-profit and government organizations, *Millennium Green* will emphasize the many worthy environmental endeavors already in operation and foster the creation of many new efforts across the nation.

The key time frame for the project is from October 1, 1999 through the end of Year 2000, however several projects may continue on through the end of Year 2001 given the debate over what constitutes the Millennium year. The project will be at least nationwide in scope and could even take on international scope depending upon the interests and activities of other nations during the Millennium year. The project can help support the Millennium goals of saving America's Treasures, Millennium Trails, Millennium Communities, and Protecting The Environment.

USDA played a lead role similar projects such as the America The Beautiful Tree Planting Initiative of 1991 and in creating the Green Infrastructure Forum at the recent National Town Meeting for a Sustainable America. The description of the proposal that follows demonstrates that *Millennium Green* will meet all of the criteria set forth in Section VI of the Millennium Council Guidelines.

Millennium Green Goals:

- ❖ Maintain, protect, and restore trees, forests, and green open spaces in the United States.
- ❖ Educate, energize, and engage citizens to plant and care for trees, forests, gardens, and green open spaces.
- ❖ Empower and involve young people in the planting and care of trees, forests, gardens, and green open spaces.
- ❖ Recognize extraordinary efforts by Americans to keep America green and growing.

Millennium Green Objectives:

- Planting and caring for 40 million new trees nationwide by the end of 2001.
- Highlighting *Millennium Green* trees, groves, gardens, celebrations, events and projects by citizens, governments, businesses, and non profit organizations.
- Educating young and old on the value of natural resources, conservation and the challenge to protect and improve the environment.
- Encouraging more corporate partnerships with conservation and citizen non profit groups in protecting and caring for trees, forests, and green open spaces.

- Providing an umbrella of support and recognition for private, public, and non profit efforts initiated during the Year 2000 that contribute to the quality of the environment today and for future generations.

Millennium Green Projects

From now to the end of 2001, USDA, in alliance with the Environmental Protection Agency, Department of Energy and the Department of Justice, will join with national conservation groups and other non-profit partners to promote and create a wide variety of *Millennium Green* endeavors. With the help of corporate resources, the following projects are the beginning of many to help "Honor the Past, Imagine the Future" in the next millennium:

- 40 Million Trees: USDA, EPA, DOE and DOJ will join with the existing efforts of organizations such as American Forests, National Association of State Foresters, National Association of Conservation Districts, National Arbor Day Foundation, International Society of Arboriculture, Alliance for Community Trees, National Federation of Garden Clubs, TreeMuskateers, Eddie Bauer and other willing partners to encourage the planting and care of trees on public and private lands in every state and community across the nation. The natural capital of trees convey environmental, social and economic benefits to America. Commitment to caring for newly planted trees for a minimum of three years will be strongly endorsed. While tree planting will be promoted throughout the next 30 months, particular emphasis will be given to a national tree planting day in May 2000.
- Millennium or Century Trees, Groves, Gardens, and special natural resource areas: Identifying and dedicating special Millennium or century trees, groves, gardens, and other special environmental resources on public and private lands during the year 2000. Key initial partners with USDA in promoting this effort will be American Forests, The American Forest Foundation, The National Association of State Foresters, National Association of Conservation Districts, and the National Federation of Garden Clubs. Partnerships will also be sought with other interested individuals and organizations. The emphasis will be on trees, groves, open spaces, and environmental resources that represent a legacy of historic, cultural, or biological significance deserving special recognition. This initiative will coincide with Centennial Farms, a USDA recognition program of farms, forests, and ranches in agricultural production within the same family for over 100 years. Also under consideration with this effort is an *Adopt A Tree* or *Adopt A Grove* to recognize organizations, institutions, and corporate partners who commit to caring for trees, groves of trees, or other special resources such as wetlands or critical wildlife habitat in their community or on their property. Corporate sponsorship will be sought to help support this effort.
- USDA Millennium Green Website: This web site will reach out to the youngest citizens with interesting and educational environmental information. Well-known illustrator Judith Blau's "Treetures" will be used to enliven the page. One important person featured will be George Washington Carver, significant in part for his work in

08/13/99 FRI 16:27 FAX 2020000001
conserving farmland. This site will also be used to provide information on all *Millennium Green* activities as they develop.

- Educational Programs: A strong effort will be made to educate young and old on the importance of the environment "to protect what we have, nurture its renewal and preserve the balance. Through Parent-Teacher Organizations, the National Federation of Garden Clubs, the National Arbor Day Foundation and others school poetry and poster "contests" will be conducted with all the entries eligible for inclusion in a White House Millennium Council booklet. The theme will be "Keeping Our Earth Green in the New Millennium". America the Beautiful Foundation will publish a *Millennium Green* owner's manual for the Earth, available to the public through corporate and non-profit organizations on everything you need to know to plant and maintain healthy trees and gardens will be distributed to the public through a corporate sponsor.
- Millennium Green Events/Projects: Facilitate all worthwhile events/projects as a catalyst for resources, organizations, implementation and publicity. America the Beautiful Foundation has pledged \$1million toward the planting of Millennium Flower Gardens (possibly George Washington Carver Gardens). The Department of Justice will provide youth-power to plant gardens in urban settings through their Weed and Seed Program.

Corporate funding for Millennium Green programs will be channeled through the America the Beautiful Fund. Funding recommendations will be made through a committee of federal agency representatives. Program recognition will be shown through certificates, a web site, and approved use of the White House Millennium logo. Principles and qualifying criteria for associate partners, events, projects, and logo usage are being drafted using EPA-proven precepts

Kickoff for *Millennium Green* is recommended for October 27, 1999, the First Lady's birthday, with a tree planting on the front lawn of the Whitten Building on The Mall. There may also be a bulb-planting by children's groups. (Country Living Magazine is interested in sponsorship). A major tree-planting effort across the country is proposed for the first Saturday in May. Governors could be invited from every state to participate in the planting of a tree on the front lawn of the White House as a part of a national recognition of *Millennium Green* efforts on the part of citizens and organizations throughout the nation in the Year 2000.

PART IV: USE OF THE MILLENNIUM COUNCIL LOGO AND MOTTOS

Use of the Millennium Logo

Do you plan on using the Millennium Logo in conjunction with your proposed project? If so, please describe specifically how you envision using the Logo.

Yes, we plan on using the Millennium Logo. The Logo will be incorporated into all literature, promotional efforts including web pages, printed publications, and video, and awards and/or certificates given out in conjunction with *Millennium Green*.

Promotional Items? See above.

Use of the Millennium Council's Mottos

Do you plan on using any of the Millennium Council's Mottos (see guidelines) in conjunction with your proposed project? If so, please identify each Motto you would like to use and the specific manner in which you will use the Motto(s).

We plan on using the Motto's "*Honor The Past - Imagine The Future*" and "*Gifts To The Future*" in the *Millennium Green* effort. These themes will be incorporated into the project promotion and awards materials as they each have unique fits with one or several of the projects envisions under the *Millennium Green* umbrella.

I hereby certify that the above information contained in this application is accurate.

Signature of Applicant/Representative

Patricia W. Garamendi

Full Name

Title

*Director Millennium Council office of the secretary
USDA*

Upon completion, please mail this application to:

The White House Millennium Council
708 Jackson Place, NW
Washington, D.C. 20503
ATTN: Logo Applications

PARTERSHIP APPLICATION FOR

MILLENNIUM GREEN "Honoring The Past - Imagining The Future"

A Project of The White House Millennium Council

Sponsored By

The Department of Agriculture

The Department of Energy

The Department of Justice

The Environmental Protection Agency

PART I: APPLICANT'S ORGANIZATION

Name of Organization: Treecture Environmental Education Program

Address of Organization: 18 Channing Place
Eastchester, New York
10709

President or Executive Director: Judith H. Blau

Applicant Category: ☐ Federal ☐ State ☐ City
(Check one) ☐ Foundation ☐ Corporate ☒ Other

The Treecture Program works in Partnership with The National Tree Trust, American Forests, International Society Of Arboriculture, USDA Forest Service and Judith H. Blau, Inc.

Contact Person: Judith H. Blau

Phone Number: 914 337 - 0841 Fax Number: 914 337 - 0791

E-Mail: JHB67@AOL.COM

Address:
(if different from above)

OPTIONAL FORM 99 (7-90)

FAX TRANSMITTAL

# of pages <u>6</u>	
To: <u>ANNIE DONOVAN</u> Dept./Agency: <u>W.H. MAG COUNCIL</u> Fax #: <u>456-2008</u>	From: <u>SIBAN MCKENNAH</u> Phone #: <u>705-1007</u> Fax #:
NSN 7540-01-317-7368 5099-101 GENERAL SERVICES ADMINISTRATION	

DESCRIBE YOUR ORGANIZATION'S MISSION. The Treeture Program is an environmental education effort with a direct focus on functions, benefits and importance of trees. The program's mission is to introduce children, ages 3-10, to the community of Treeture characters and their individual environmental messages so that they will gain an understanding of:

1. How trees function and how to care for them,
2. Trees and forests as valuable natural resources,
3. The planting process and how it is key to the survival of our trees and forests,
4. Trees and forests as a renewable natural resource to be harvested and managed carefully.

Treetures were created to increase awareness of environmental problems and show children that they can play an important role in enhancing the world's environment. Their goal is to teach children in their formative years the need for trees, how both humans and animals use trees, and the importance of planting and caring for trees throughout the world. The objective of the Treeture education program is to encourage both children and adults to improve the environment through their personal actions. Planting a tree is the epitome of acting locally and thinking globally.

PART II: GOALS FOR THE PARTNERSHIP

Please state your organization's reasons for seeking to become a *Millennium Green* Partner. What kind of partnerships will you pursue, how will your organization ensure these projects are consistent with the goals of the *Millennium Green* Project of the White House Millennium Council? How will you pursue projects (mailings, newsletters, etc.?)

The Treeture Environmental Education Program wishes to become a Millennium Green Partner to join the effort to reach as many citizens as possible with the messages that highlight the role of the environment in keeping our earth healthy. Teaching children, who are our future, with these messages is the goal of the Treeture Program. Millennium Green is another path toward achieving these goals.

The Treeture Program will pursue partnerships to help finance additional flyers, educational material, shipping of costume characters to Millennium Green events when requested, web site hosting of Millennium Green projects, P.S.A.'s and children's television special programming.

To ensure projects are consistent with the goals of Millennium Green, all material and event participation can be submitted for approval to Millennium Green and The White House Council.

Projects will be pursued through the Treeture Program art, text on flyers and educational material for events, the Treeture web site, mailings, newsletters and special events sponsored by the Treeture Partners. Events sponsored by organizations and agencies managing costumes and those requesting one time Treeture participation will be encouraged to include Millennium Green material for distribution.

PART III: *MILLENNIUM GREEN* PROJECT PROPOSAL

The Treeture Environmental Education Program will spread the Millennium Green message by working with other environmental education youth groups. The Treeture Program will partner with the National Tree Trust to bring the "Think Green" project to kids through the NTT Growing Together program and through all other Treeture liaisons. Response to "Think Green" will be showcased on the Treeture web site and through the media as opportunities are presented. The Treeture program will join Tim Womick's Trail of Trees to promote "Think Green" and Treeture costume characters will wear special Millennium Green sashes at events throughout the country. All costume managers will be notified of the Millennium Green partnership and asked to participate in "Think Green" projects. The Treeture program will also dedicate a series of Treeture graphics and art based upon the themes "Treetures Celebrate Millennium Green" and "Trees Are Our Song."

**PART IV: USE OF THE *MILLENNIUM GREEN* AND THE WHITE HOUSE
MILLENNIUM COUNCIL LOGO AND MOTTO.**

Use of the Millennium Logos

Do you plan on using the Millennium Logos in conjunction with your proposed project?
If so, please describe specifically how you envision using the Logos.

The Millennium Logos will be used on information concerning Millennium Green text that is distributed to the public and in coordination with Treeture character art in special "Think Green" projects as well as "Treetures Celebrate Millennium Green."

Use of the Millennium Council's Motto

Do you plan on using the Millennium Motto in conjunction with your proposed project?
If so, please identify the specific manner in which you will use the Motto.

The Millennium Council's Motto will be used as part of the explanation of the Millennium Green mission and in coordination with Treeture art.

I hereby certify that the above information contained in this application is accurate and that we will adhere to the White House Millennium Council logo and motto guidelines (see White House Millennium Council web page for guideline specifics at **Error! Reference source not found.** and scroll down to site news and then Millennium Council).

Signature of Applicant/Representative

Judith H. Blau

Full Name Judith H. Blau

Title Treeture Program Developer and Director

Upon completion, please mail this application to:

USDA Millennium Office
Room 220 A
Jamie Whitten Building
Washington, D.C. 20250
ATTN: *Millennium Green*

§7.2 These guidelines are effective November 23, 1998, superseding guidelines revised as of September 7, 1998.



PARTNERSHIP APPLICATION FOR WHITE HOUSE MILLENNIUM COUNCIL LOGO & MOTTOS

PART I: APPLICANT'S ORGANIZATION

Name of Organization: National Tree Trust

Address of Organization: 1120 G Street, N.W., Suite 770, Washington, DC 20005

President or Executive Director: George L. Cates

Indicate Applicab

Federal Ag

Intergov

Non-profit

a. 50

b. Ol

OPTIONAL FORM 99 (7-90)

FAX TRANSMITTAL

of pages 6

To ANNIE DONOVAN

Dept./Agency WHITE HOUSE COUNCIL

Fax # 456-2008

NSN 7540-01-317-7368

From

EDMAN HOCKENHAUSE

Phone #

202-1007

Fax #

GENERAL SERVICES ADMINISTRATION

5099-101

Contact Person: George Cates

Title: Executive Director

Phone Number: (202) 737-3669

(202)

Fax Number: 628-8735

E-Mail: gcates@nationaltreetrust.org

Address (if different from above): _____

Describe your organization's mission. Alternatively, you may attach mission statement:

National Tree Trust's mission is to act as a catalyst for local volunteer groups in the growing, planting, and maintenance of trees in rural communities, urban areas, and along the nation's highways.

PART II: GOALS FOR THE PARTNERSHIP

Please state your organization's reasons for seeking to become a Millennium Partner. What kinds of partnerships will you pursue, how will your organization ensure these projects are consistent with the mission and guidelines of the White House Millennium Council? How will you pursue projects (mailings, newsletters etc.)?:

National Tree Trust was contacted by Rachel Weiss on behalf of the White House's Millennium Green (MG) initiative, and attended the initial MG partner meeting on 30 July 1999 at the White House Conference Center. As a result of that meeting, it was clear an affiliation with MG would be mutually beneficial. Based upon MG's five main objectives, National Tree Trust's programs assist in meeting three of the five (see program description/information on following page). Each year, National Tree Trust partners with 500-650 nonprofit, volunteer tree planting organizations across the U.S., and plants more than one million trees. Our education program reaches more than 100,000 elementary school children annually, nationwide. Our monetary grant program, which is formal and competitive, provides at least \$300,000 each year to qualified nonprofit tree planting organizations in the U.S. It will be a simple matter to dedicate all three National Tree Trust programs to the support of MG for the year 2000. All National Tree Trust programs and initiatives directly encompass WHMC Logo and Motto guideline criteria, Part 3, 3.1(a)(I), Part 3, 3.1, (a)(I)(B), and Part 3, 3.1 (b)(1). Our ongoing programs are already in place for the year 2000 as a result of preplanning and outreach earlier accomplished. This resulted from mailouts, telephone calls, and our newsletter, which is published three times/year. In sum, we are all set to go for the year 2000.

PART III: MILLENNIUM PROJECT PROPOSAL

12/08/99 WED 17:57 FAX 2022031271 0001 FORESTARY

Please describe your program or project. Include the following information: When, where and over what period of time will this project take place? What is the estimated cost? What is the main theme and objective of project? What kind of audience and how many people do you expect this project to reach? How do you think this project will enhance and further the Millennium Council's goals and objectives? Has your organization sponsored a similar project in the past? If so, please explain briefly. Will funds be raised or contributions solicited in connection with this project? If so, please explain how they will be raised and allocated. Does this project meet the criteria set forth in Section VI of the Guidelines?

National Tree Trust is not a paid membership organization, and all materials associated with our programs are provided at no cost to participants. For general description of National Tree Trust programs, refer to attached National Tree Trust Fact Sheet.

Our tree planting program commences in January of each year, and ends in October of that year. The main objective is getting trees in the ground and maintaining them for a minimum of two years thereafter. Our audience is nonprofit, volunteer tree planting groups across the U.S. Since 1992, more than 7.2 million trees have been planted, involving approximately 240,000 volunteers in all 50 states. Our tree planting budget for 1999 totaled \$754,000 which includes all associated expenses. This program applies directly to Millennium Green's objectives 1, 3 & 5.

Our education program includes the normal school year, September – May. The education budget for the 1999-2000 school year totaled \$245,000. The objective of this program is to teach young children the value, benefits, and functions of trees, and to instill in them a sense of stewardship. The education program focuses on Pre-K through 6th Grade, and since the 1992-93 school year, has reached more than 602,000 students in 4,600 schools in 40 states. This program directly encompasses MG's objectives 3 and 5.

Our monetary grant program is formal and competitive. Applicants can apply in one of four categories: tree planting/maintenance, education/training, overhead/administration, and national/regional program or project. Since 1993, National Tree Trust has made grants totaling more than \$1.5 million to more than 175 qualified nonprofit groups in 36 states plus the District of Columbia. This program assists in implementing MG's objectives 1, 3, and 5.

National Tree Trust has had these programs in effect since 1992, except for the monetary grant program, which started in 1993.

National Tree Trust embarked last year on a five-year campaign to increase public awareness of our organization and to solicit private sector contributions. This effort does not stem from our association with Millennium Green, however, if logo use is granted to National Tree Trust, we would seek permission to use it in conjunction herewith only as permitted in Logo and Motto Guidelines, Part 5, 5.2. National Tree Trust's focus in the solicitation of private sector contributions is to individuals with an interest in improving our environment, and who have the financial resources to provide support.

National Tree Trust programs meet the requirements of Part 6 of the guidelines with the exception of 6.1(c)iii & iv.

PART IV: USE OF THE MILLENNIUM COUNCIL LOGO AND MOTTOS

Use of the Millennium Logo

Do you plan on using the Millennium Logo in conjunction with your proposed project? If so, please describe specifically how you envision using the Logo:

We would like to use the Logo on our letterhead stationery with verbiage to be approved by the Council. Similarly on brochures, our newsletter, and on banners to be displayed at selected planting events throughout the year.

Use of the Millennium Council's Mottos

Do you plan on using any of the Millennium Council's Mottos (see Guidelines) in conjunction with your proposed project? If so, please identify each Motto you would like to use and the specific manner in which you will use the Motto(s):

Not as this time, however, we may seek specific use on a case by case basis, subject to the Council's approval in each instance.

12/08/99 WED 17:07 FAX 2022051211 COUNCIL FORESTRY 2000

I hereby certify that above information contained in this application is accurate.

Signature of Applicant/Representative



Full Name George L. Cates

Date 8/10/99

Title Executive Director, National Tree Trust

Upon completion, please mail this application to:

The White House Millennium Council
708 Jackson Place, NW
Washington, D.C. 20503
ATTN: Logo Applications

WHITE HOUSE MILLENNIUM COUNCIL LOGO AND MOTTOS

HONOR THE PAST- IMAGINE THE FUTURE

GIFTS TO THE FUTURE

SAVE AMERICA'S TREASURES

SAVING AMERICA'S TREASURES

MILLENNIUM TRAILS

MILLENNIUM COMMUNITIES



**PARTERSHIP APPLICATION
FOR
MILLENNIUM GREEN
"Honoring The Past - Imagining The Future"**

11/1/99

A Project of The White House Millennium Council
Sponsored By
The Department of Agriculture
The Department of Energy
The Department of Justice
The Environmental Protection Agency

PART I: APPLICANT'S ORGANIZATION

Name of Organiz:	OPTIONAL FORM 99 (7-90)														
Address of Organ	FAX TRANSMITTAL		# of pages <u>4</u> , DC 20013												
President or Exec:	<table border="1"> <tr> <td>To</td> <td>From</td> </tr> <tr> <td><u>ANNIE DONOVAN</u></td> <td><u>DEBORAH GANGLOFF</u></td> </tr> <tr> <td>Dept./Agency</td> <td>Phone #</td> </tr> <tr> <td><u>W.H. MFG COUNCIL</u></td> <td><u>202-955-1007</u></td> </tr> <tr> <td>Fax #</td> <td>Fax #</td> </tr> <tr> <td><u>456-7008</u></td> <td></td> </tr> </table>	To	From	<u>ANNIE DONOVAN</u>	<u>DEBORAH GANGLOFF</u>	Dept./Agency	Phone #	<u>W.H. MFG COUNCIL</u>	<u>202-955-1007</u>	Fax #	Fax #	<u>456-7008</u>			
To	From														
<u>ANNIE DONOVAN</u>	<u>DEBORAH GANGLOFF</u>														
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<u>W.H. MFG COUNCIL</u>	<u>202-955-1007</u>														
Fax #	Fax #														
<u>456-7008</u>															
Applicant Category (Check one)	<table border="0"> <tr> <td>NSN 7540-01-317-7388</td> <td>5099-101</td> <td>GENERAL SERVICES ADMINISTRATION</td> </tr> <tr> <td>☐ Foundation</td> <td>☐ Corporate</td> <td>☒ Other -- Nonprofit</td> </tr> </table>			NSN 7540-01-317-7388	5099-101	GENERAL SERVICES ADMINISTRATION	☐ Foundation	☐ Corporate	☒ Other -- Nonprofit						
NSN 7540-01-317-7388	5099-101	GENERAL SERVICES ADMINISTRATION													
☐ Foundation	☐ Corporate	☒ Other -- Nonprofit													

Contact Person:

Deborah Gangloff

Phone Number: 202-955-4500, ext. 232
E-Mail: gangloff@amfor.org

Fax Number: 202-955-4588

Address:
(if different from above)

Nov-01-99 03:13P

DESCRIBE YOUR ORGANIZATION'S MISSION.

AMERICAN FORESTS is the national conservation organization for trees and forests. Founded in 1875 by citizens concerned about the waste and abuse of the nation's forests, AMERICAN FORESTS is the country's oldest national nonprofit citizen conservation organization. Its vigorous advocacy helped create the conservation movement and public lands system in the United States. Throughout the 20th century, AMERICAN FORESTS has been a leading voice for trees in public policy debates in Washington, DC, and an organizer of tree-planting campaigns. For more than 100 years it has published *American Forests* magazine. Recently, AMERICAN FORESTS launched Global ReLeaf 2000, a campaign to plant trees for the new millennium. AMERICAN FORESTS' three program centers include Global ReLeaf, Urban Forestry and Forest Policy. AMERICAN FORESTS maintains and publishes the National Register of Big Trees, which lists the largest-known specimens of native and naturalized trees in the United States.

Famous & Historic Trees, a project of AMERICAN FORESTS, began in 1989 and is operated from a state-of-the-art nursery and administrative facilities in Jacksonville, Florida. Each year AMERICAN FORESTS representatives visit homes and sites where famous citizens lived or historic events occurred. Seeds are handpicked from old trees and grown into small, direct-offspring trees. These trees bring history alive, offering a unique perspective that helps AMERICAN FORESTS teach the public about the environment and benefits of trees.

Hundreds of trees are available to choose from in the Famous & Historic Trees catalog. Categories include Presidents, American Revolution, Women, Civil War, African Americans, Native Americans, Veterans, Country Music Artists, Authors, Inventors, and trees of regional significance. A few examples:

- In 1785, George Washington planted tulip poplars at his Mount Vernon estate on the Potomac River in Virginia. These trees still grow today, and their seed has yielded George Washington Tulip Poplars for students, community groups and families to plant.
- John Chapman became the most famed tree planter of all time when he traveled across the country as Johnny Appleseed, leaving a trail of apple trees in his wake. Today anyone can honor his legend by planting a Johnny Apple seedling, a direct offspring of the last known of his trees. The trees eventually will bear delicious Rambo apples, which were Chapman's personal favorite variety.
- It's possible to own a bit of grandeur from the grounds of Graceland, Elvis Presley's home in Memphis, Tennessee. AMERICAN FORESTS is growing small trees as direct offspring of the superstar's own pin oak, sweetgum, sycamore, and willow trees - the very trees that continue to beautify the estate, just as they did in Elvis' lifetime.

AMERICAN FORESTS is on the World Wide Web at: <http://www.americanforests.org>.

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PART II: GOALS FOR THE PARTNERSHIP

Please state your organization's reasons for seeking to become a *Millennium Green* Partner. What kind of partnerships will you pursue, how will your organization ensure these projects are consistent with the goals of the *Millennium Green* Project of the White House Millennium Council? How will you pursue projects (mailings, newsletters, etc.?)

There is a strong connection between the goals and objectives of Millennium Green and the American Forests' mission of "helping people improve the environment with trees and forests." It's only fitting for American Forests to be a Millennium Green Partner.

Americans are fortunate to have a rich and colorful historic heritage. By viewing the past through the unique perspective of trees, it is hoped that this heritage will endure for future generations. Not only have trees provided for man's basic needs, but they have stood watch over lives and events that, woven together, are the fabric of our nation.

It is American Forests' goal, in cooperation with Millennium Green to meet its objective of recognizing 2000 famous and historic trees, groves, gardens, and green spaces, to identify and recognize these trees and to present their legacy in the National Register of Famous & Historic Trees. Every community has a tree that is either famous or historic, a tree that is a living landmark and a cherished "citizen."

American Forests' Famous and Historic Tree project will develop a national media campaign to create enthusiasm to recognize these historical trees. We'll also have an extensive website for communities to nominate their trees on-line and promote the program in *American Forests* magazine.

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PART III: *MILLENNIUM GREEN PROJECT PROPOSAL*

As early as 1917, American Forests began researching and documenting trees that witnessed the events and lives of American history. In 1922, the first book was published and was updated several times thereafter, always growing in volume. With each revision it was noted that many of the historic witness trees were no longer living, having succumbed to old age, weather damage and development. With the approach of the millennium, there is a strong need to identify and recognize these trees and to present their legacy in the National Register of Famous & Historic Trees.

"The National Register of Famous & Historic Trees" will be an opportunity for every community across this nation to participate by nominating its own special tree to be included in the National Register. Every community in America has trees that they are proud of. Trees that may have served as a meeting place for town fathers as they gathered together to layout plans for their town, trees that grow at historic places, birthplaces of America's historic figures, places where legendary events occurred. Each community will have a special tree they will want to nominate for recognition. It is a wonderful project for each community to celebrate its American Heritage.

American Forests, in cooperation with Millennium Green, will begin a nationwide search to identify America's famous and historic trees. Nearly 270 Famous and Historic trees have been documented throughout the years. Individuals, communities and organizations throughout the country will nominate these historic trees. The selected historic trees will be published in an official and comprehensive "National Register of Famous & Historic Trees."

Nov-01-99 03:14P

**PART IV: USE OF THE *MILLENNIUM GREEN* AND THE WHITE HOUSE
MILLENNIUM COUNCIL LOGO AND MOTTO.**

Use of the Millennium Logos

Do you plan on using the Millennium Logos in conjunction with your proposed project? If so, please describe specifically how you envision using the Logos.

Yes. Press materials, recognition materials, media outreach, internal publications, website, and *American Forests* magazine

Use of the Millennium Council's Motto

Do you plan on using the Millennium Motto in conjunction with your proposed project? If so, please identify the specific manner in which you will use the Motto.

Yes. Press materials, recognition materials, media outreach, internal publications, website, and *American Forests* magazine

Nov-01-99 03:14P

P.07

I hereby certify that the above information contained in this application is accurate and that we will adhere to the White House Millennium Council logo and motto guidelines (see White House Millennium Council web page for guideline specifics at www.whitehouse.gov and scroll down to site news and then Millennium Council).

Signature of Applicant/Representative 
Full Name Deborah Garmon
Title Executive Director

Upon completion, please mail this application to:

USDA Millennium Office
Room 220 A
Jamie Whitten Building
Washington, D.C. 20250
ATTN: *Millennium Green*

**PARTERSHIP APPLICATION
FOR****MILLENNIUM GREEN***"Honoring The Past - Imagining The Future"*

A Project of The White House Millennium Council
Sponsored By
The Department of Agriculture
The Department of Energy
The Department of Justice
The Environmental Protection Agency

PART I: APPLICANT'S ORGANIZATIONName of Organization: National Arbor Day Foundation

Address of Organizat

OPTIONAL FORM 99 (7-90)

FAX TRANSMITTAL

of pages > 6

President or Executiv

To ANNE DONOVAN

From

SIDAN HOCKENHAUSE

Dept./Agency

W.H. M.C. Council

Phone #

202-1007

Applicant Category:

(Check one)

Fax #

456-2008

Fax #

NSN 7540-01-317-7368

5099-101

GENERAL SERVICES ADMINISTRATION

Contact Person: Mary YagerPhone Number: 402-474-5655 Fax Number: 402-474-0820E-Mail: myager@arborday.org

Address:

(if different from above)

DESCRIBE YOUR ORGANIZATION'S MISSION.

We help people plant and care for trees and encourage the celebration of Arbor Day to advance global environmental stewardship for the benefit of this and future generations.

PART II: GOALS FOR THE PARTNERSHIP

Please state your organization's reasons for seeking to become a *Millennium Green* Partner. What kind of partnerships will you pursue, how will your organization ensure these projects are consistent with the goals of the *Millennium Green* Project of the White House Millennium Council? How will you pursue projects (mailings, newsletters, etc.?)

By partnering with Millennium Green, we hope to encourage our members and the cities and companies we work with to plant and care for more trees than ever before.

We plan to pursue these efforts through newsletter and other mailings, website links, etc.

PART III: MILLENNIUM GREEN PROJECT PROPOSAL

Millennium Green Goal: For every person to plant and/or adopt a tree or a garden for the new Millennium.

Possible Foundation Roles:

- Encourage our members to participate through article in one or more editions of *Arbor Day* during the year 2000.
- Reciprocal link between Foundation and Millennium Green websites.
- Designate our members' tree planting efforts during 2000 as a Millennium Green effort.
- Add information to Celebrate Arbor Day packet describing Millennium Green and encouraging participation.
- Plant a special millennium tree or trees at Arbor Day Farm on Arbor Day 2000.
- Arrange for award winners to plant special millennium tree at Arbor Lodge.
- Special Award to Millennium Green at April 2000 awards ceremony.
- Give each award winner special Millennium Green recognition.

Millennium Green Goal: For every community to identify and protect a heritage tree, grove, or natural resource of special significance for the new Millennium.

Possible Foundation Roles:

- Encourage 2560 Tree City USA communities to participate through special communication one or more times during 2000.
- Award special Millennium Tree City certificates in Spring 2001 to all year 2000 Tree Cities. (Possibly design special sign sticker and/or brass maple leaf to recognize the millennium.)
- Follow up with Forest Service on their interest to get special assistance for selected Millennium Tree Cities.

Millennium Green Goal: For every business or corporation to plant and/or adopt a tree, garden or protect a natural resource treasure for the new Millennium, for every employee or client working through national, state, and local nonprofit tree planting, garden, and conservation groups.

Possible Foundation Roles:

- Encourage our corporate partners and potential corporate partners to plant a tree for each employee or customer through the Foundation and receive Millennium Green recognition to boot.

**PART IV: USE OF THE MILLENNIUM GREEN AND THE WHITE HOUSE
MILLENNIUM COUNCIL LOGO AND MOTTO.****Use of the Millennium Logos**

Do you plan on using the Millennium Logos in conjunction with your proposed project? Yes

If so, please describe specifically how you envision using the Logos.

In conjunction with newsletter articles, letters and certificates,
and on signage associated with tree plantings.

Use of the Millennium Council's Mottos

Do you plan on using any of the Millennium Motto in conjunction with your proposed project? If so, please identify the specific manner in which you will use the Motto.

Possibly. Same as above.

I hereby certify that the above information contained in this application is accurate.

Signature of Applicant/Representative

Mary Yager

Full Name Mary Yager

Title Program Director

Upon completion, please mail this application to:

**USDA Millennium Office
Room 220A
Jamie Whitten Building
Washington, D.C. 20250
ATTN: Millennium Green**