

KEEP CALIFORNIA BEAUTIFUL ELECTS NEW PRESIDENT
Additional board officers and members confirmed

Sacramento, CA (September 30, 2011) - Leonard E. Robinson of *Strategic Counsel PLC* was nominated and elected as President of Keep California Beautiful (KCB) at the September 21, 2011 board meeting in Riverside, CA. He had been serving as Vice President and Acting President of the organization for the past two years. He joined the KCB Board of Directors in 2004, when he was originally appointed by former Governor Schwarzenegger as Chief Deputy Director for the Cal/EPA Department of Toxic Substances Control (DTSC). Mr. Robinson recently completed terms as Acting Director for the Cal/EPA–DTSC under Governor Jerry Brown and former Governor Arnold Schwarzenegger administrations. He also served as the Federal Liaison for the DTSC.

Prior to his state service at Cal/EPA, Mr. Robinson was the Environmental/Safety Manager at TAMCO Steel. Located in Rancho Cucamonga, it is California's only steel mill. While at TAMCO Steel, Mr. Robinson created a program that recycled used oil filters into steel reinforcing bar (rebar) for use in the construction industry. Another recycling program started by him was named "*Project Isaiah*", where confiscated firearms delivered by southern California law enforcement agencies were melted and also recycled into rebar. Mr. Robinson also hosts a weekly talk radio show called "***Going Green With EnviroBro***" that is broadcast on Sacramento radio station KDEE 97.5FM and streams world-wide on the internet at www.kdeefm.org

During the same meeting, the position of Secretary was filled by Lindsay Stovall of the Western Regional office, American Chemistry Council. Ms. Stovall recently joined the KCB Board in May 2011. Barry Edwards, of Fresh Start Bakeries, has rejoined the KCB Board. Mr. Edwards, formerly with McDonalds, previously served as President of the KCB Board in his past engagement with the organization. The new leadership will help continue the efforts to develop public private partnerships which support individual, state and local government, community, and corporate responsibility through strategic initiatives and volunteer action to preserve and protect California's beautiful natural resources for generations to come.

Keep California Beautiful is a 501(c) (3) nonprofit organization working with multiple program partners on public education and outreach campaigns aimed at making California the cleanest state in the nation! KCB supports *thousands* of cleanup and beautification events across the state by donating resources and supplies such as garbage bags, seed packets, and recycling and trash receptacles.

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