

Welcome

NEW MEXICO

Talkin' Trash

SUMMIT

eaking
d *Habits*

A cross- state agency
summit, part of the
Governor's
Breaking Bad Habits
campaign collaborating with
stakeholders to protect our
state's natural beauty.



Thanks to



Office of the Governor
MICHELLE LUJAN GRISHAM



Environmental and Natural Resources Department



NEW MEXICO
TOURISM DEPARTMENT



NEW MEXICO
GENERAL SERVICES DEPARTMENT



NEW MEXICO DEPARTMENT OF
CULTURAL AFFAIRS

NEW MEXICO Talkin' Trash SUMMIT

December 4, 2024

12:00 pm

Doors Open and Registration Begins

1:00 pm

Welcome Remarks

Secretary Lancing Adams, New Mexico Tourism Department

Secretary Robert Doucette, General Services Department

Deputy Secretary Michelle Gallagher Roberts, Department of Cultural Affairs

Secretary James Kenney, New Mexico Environment Department

Secretary Ricky Serna, New Mexico Department of Transportation

Deputy Secretary Benjamin Shelton, Energy, Minerals and Natural Resources Department

Welcome Remarks

Mayor Tim Keller

1:50 pm

Breaking Bad Habits Overview

Secretary Ricky Serna and
Secretary Lancing Adams

2:30 pm

Break

2:50 pm

Keynote: Thinking about Innovative Policies for Prevention

Heidi Sanborn, National Stewardship Action Council

3:30 pm

Policy Panel: Ideal Policies for Beautification in New Mexico

Meredith Doborski, Department of Cultural Affairs

Mary Garwood, City of Carlsbad

Jesse Guillen, Office of the Governor

Heidi Sanborn, National Stewardship Action Council

Andrew Gonzales, New Mexico Department of Transportation

4:30 pm

Closing

NEW MEXICO Talkin' Trash SUMMIT

December 5, 2024

9:00 am

Welcome

9:05 am

Keynote: A Cross-Agency Approach to Beautification

Susan Russell, Keep America Beautiful Louisiana

9:35 am

Breakout Session I

Valle Grande I

Youth Engagement in Beautification

Lucy Stanus, Santa Fe Public Schools

Carol Branch, Santa Fe Clean and Beautiful

Valle Grande II

Hard to Recycle

Sarah Pierpoint, New Mexico Recycle Coalition

10:15 am

Break and Transition to Rooms

10:30 am

Breakout Session II

Valle Grande I

Illegal Dumping Near and On Native American Lands

Donavon Kallestewa, Zuni CSW Program, Zuni Pueblo

Chief Mitchell Maestas, Chief, Pueblo of Santa Clara

Pinu'u Stout, Natural Resources Director, San Felipe Pueblo

Wayne Yazza Jr., Utilities Director, Picuris Pueblo

Valle Grande II

Beautification for the Upcoming National Celebrations (America 250th and Route 66 100th)

Lancing Adams, New Mexico Tourism Department

Grand Quivera II

Governor's Youth Engagement Programs for Beautification

Jesse Guillen, Office of the Governor

Amy Whitfield, Department of Transportation

11:15 am

Break

NEW MEXICO Talkin' Trash SUMMIT

December 5, 2024

11:30 am

Panel: State of Solid Waste Services in New Mexico
Rafael Leos, New Mexico SWANA Roadrunner Chapter
Garry Moore, Northwest Solid Waste Authority
Patrick Peck, South Central Solid Waste Authority

12:30 pm

Lunch

1:30 pm

Stakeholder Input (Facilitated Feedback Sessions)

ROOM: VALLE GRANDE I

What does New Mexico need to build our capacity for sustainable beautification programs?

ROOM: VALLE GRANDE II

How do we change common behaviors to be understood as unacceptable (illegal dumping, unsecured loads, throwing trash while driving, etc.?)

ROOM: Gran Quivera I

How to set beautification as a priority?

Break and Transition to Rooms

Stakeholder Input (Facilitated Feedback Sessions)

Transition to Breakout Rooms

Stakeholder Input (Facilitated Feedback Sessions)

Closing Panel: Moving Forward

4:30 pm

Adjourn

Speakers



Mayor Tim Keller

Tim brings focus and passion to making a more safe, innovative and inclusive city. Born and raised in Albuquerque, his leadership is centered around the “One Albuquerque” unity vision, a clarion call honoring the city’s diverse heritage and championing residents from all walks of life. In his second term as the 82nd selected leader, 31st Mayor of Albuquerque since founding 1706; he deeply believes in the power we all have to lift up our city, despite our challenges.



Secretary Lancing Adams

Lancing Adams, Acting Cabinet Secretary of the New Mexico Tourism Department, brings extensive experience in public and private sectors. Previously, he served as Tourism Development Director, managing grants and business development initiatives, and held executive roles such as Deputy Director of Operations for the New Mexico Children, Youth & Families Department and Assistant Commissioner of the Arizona Department of Real Estate. Lancing earned a BA in Political Science and an MA in Public Administration from the University of New Mexico.



Secretary Robert Doucette

Robert E. Doucette, Jr., appointed by Governor Michelle Lujan Grisham in February 2023, serves as the secretary of New Mexico’s General Services Department (GSD). With over 25 years of public service, he has held leadership roles, including Deputy Superintendent of Insurance, Deputy Manager of Sandoval County, and Director for the New Mexico Workers’ Compensation Administration. A U.S. Army veteran, Doucette earned a Bachelor of Science in English from Black Hills State University and a Master of Arts in Management and Leadership from Webster University.

Speakers



Deputy Secretary Michelle Gallagher Roberts

Michelle Gallagher Roberts, Deputy Director of the New Mexico Museum of Art (NMMOA) since 2018, has over 24 years of experience in museums and cultural institutions. She previously served as Head of Registration and Collections at NMMOA and held roles at the Museum of International Folk Art, Museum of Indian Arts & Culture, and Palm Springs Art Museum. A 2017 Getty Leadership Institute Fellow, she holds a Bachelor of Science in Anthropology from Central Washington University and a Master of Arts in Anthropology/Museum Studies from the University of Denver.



Secretary James Kenney

Secretary Kenney, appointed by Governor Lujan Grisham and confirmed by the New Mexico Senate in 2019, leads the New Mexico Environment Department, which protects public health and the environment. He established core values of science, innovation, collaboration, and compliance to guide the department. Kenney oversees about 550 employees and a \$100 million annual budget, managing regulatory programs such as air and water quality, waste management, OSHA, and cannabis and hemp edibles.



Secretary Ricky Serna

Ricky Serna, a first-generation college graduate from Española, New Mexico, has over a decade of experience in public education and state government. He previously served in leadership roles for the Department of Workforce Solutions and the State Personnel Office and as interim president of Luna Community College, where he successfully addressed accreditation and governance challenges. Serna earned a bachelor's degree in elementary education and a master's degree in educational leadership from New Mexico Highlands University.

Speakers



Deputy Secretary Benjamin Shelton

Ben Shelton was appointed General Counsel for the Energy, Minerals, and Natural Resources Department in September 2023 after serving eight years as Government Affairs Director for Conservation Voters New Mexico, where he was a leading advocate for policies and legislation to combat climate change and protect the environment. His efforts included supporting landmark laws like the 2019 Energy Transition Act and the 2021 Community Solar Act. Shelton holds a BA in Ecological Studies from Seattle University and a Juris Doctor from Lewis & Clark Law School in Portland, Oregon.



Carol Branch

Carol J. Branch is the Executive Director of Keep Santa Fe Beautiful and a longtime leader in community service across New Mexico. A Santa Fe native, she returned 10 years ago to work as Volunteer Coordinator for the County's Community Services Department, improving trails and beautifying public lands. Carol previously served as a KSFB board member for five years before becoming its executive director and Environmental Programs Manager for the Environmental Services Division.



Meredith Doborski

As Public Art Program Director, Meredith works with local and regional artists to enrich all 33 counties of New Mexico through the purchase and commission of innovative and diverse public art. Committed to strengthening the community through the arts, Meredith has dedicated her career to nonprofit work and public service. With a background as a visual artist, art educator, and graphic designer, Meredith continues to grow and utilize her skillset to increase arts accessibility and appreciation across the state. Meredith holds a BFA in Print Media from the Alberta University of the Arts (formerly Alberta College of Art + Design), and an MA in Art Education from the University of New Mexico.

Speakers



Mary Garwood

Mary Garwood has served as the Beautification Coordinator/Executive Director of Keep Carlsbad Beautiful for 9 years. She holds a degree in criminal justice and certifications in sustainable resource management and recycling operations. Mary is also Vice President of the Carlsbad MainStreet Board and is dedicated to beautification, waste disposal, and community partnerships to enhance Carlsbad and southeastern New Mexico.



Jesse Guillen

Jesse Guillen is the Deputy Director of Boards and Commissions and Legislative Liaison at the New Mexico Governor's Office, overseeing state appointments and legislative engagement since January 2023. With over a decade of public policy experience, he previously served as Legislative Liaison for the City of Santa Fe and as a Bill Analyst for the New Mexico House of Representatives. He holds a Master's in International Relations and a Bachelor's in Political Science.



Levi Lementino

Levi Lementino, a tribal member of the Pueblo of Zuni, is the Outreach Section Manager at the New Mexico Solid Waste Bureau, where he has worked on illegal dumping and recycling projects for five years. He holds a bachelor's degree in Earth and Planetary Science from the University of New Mexico and began his career at the Zuni Environmental Protection Program. Levi has also served as the Environment Director for Picuris Pueblo, expanding environmental programs and supporting water and wastewater initiatives.



Donavon Kallestewa

Donavon Kallestewa plays a key role in the Zuni Composting and Solid Waste (CSW) Program, supporting sustainable waste management and composting initiatives within Zuni Pueblo. His work focuses on waste reduction, composting education, and promoting environmental sustainability. Through his efforts, Donavon advances community education on composting practices and supports the Pueblo's broader goals for a cleaner, healthier environment.

Speakers



Rafael Leos

Rafael A. Leos has been the Deputy Director of the South Central Solid Waste Authority (SCSWA) in Las Cruces, NM since 2016, managing solid waste and recycling operations in Doña Ana County and White Sands Missile Range. With over 12 years of experience in waste management, he has worked in both public and private sectors, including oil production. Leos also serves as President and Safety Ambassador for the New Mexico SWANA Roadrunner Chapter and has mentored industry professionals while contributing to award-winning recycling programs.



Chief Mitchell Maestas

Chief Mitchell Maestas leads the Pueblo of Santa Clara, focusing on cultural preservation, governance, and sustainable development. As Chief of Police, he oversees law enforcement and has enhanced the department's capabilities, including securing Special Law Enforcement Commissions from the Bureau of Indian Affairs. He is also actively involved in recruitment to strengthen the police force and ensure community safety.



Garry Moore

Garry W. Moore has been the Executive Director of the Northwest New Mexico Regional Solid Waste Authority since January 2022. With over 15 years of experience as an Operations Superintendent in the oil refining sector, he applies his technical expertise and leadership to improve regional waste management, focusing on efficiency, sustainability, and collaboration. Garry's hands-on approach and industrial background offer a unique perspective on regional waste system challenges.



Patrick Peck

Patrick Peck has managed solid waste and recycling in southern New Mexico for 28 years, including 20 as Executive Director of the South Central Solid Waste Authority. He developed regional programs serving 250,000 people, including recycling and illegal dumping initiatives along the U.S./Mexico border. In 2023, he received lifetime achievement awards from the Solid Waste Association of North America and the Recycling Coalition.

Speakers



Sarah Pierpont

Sarah Pierpont is the executive director of the New Mexico Recycling Coalition, focusing on statewide waste diversion and recycling efforts. She has worked on projects ranging from rural composting initiatives to technical assistance and training. Sarah began her career as the coordinator of the Recycle Santa Fe Art Festival in 2005 and holds a degree in Geology from Colorado College and a master's equivalent in Geography from UCLA. She lives in Santa Fe with her family.



Susan Russell

Susan Russell has been Executive Director of Keep Louisiana Beautiful since 2014, leading the state's efforts in litter prevention, waste reduction, recycling, and beautification. With over 33 years of experience in non-profit management, she has worked in strategic development, program implementation, and grant administration, also serving in leadership roles at Special Olympics and Volunteers of America. She is on the executive committees of both Keep America Beautiful State Leaders Council and Keep Louisiana Beautiful, and is part of the 2024 Leadership Louisiana class.



Heidi Sanborn

Heidi is the founding Director of both the California Product Stewardship Council and the National Stewardship Action Council. With over 32 years experience being a leader in the solid waste industry, Heidi is the nation's foremost expert on producer responsibility and product stewardship.



Chantal Sandoval

Chantal Sandoval has been with the New Mexico Tourism Department since 2022, leading the New Mexico Clean and Beautiful Program. Under her leadership, the program grew from 45 to 68 partners. She is dedicated to supporting grant partners and promoting community cleanliness. Chantal holds a BA in Journalism and Mass Communications and a Master's in Communication Studies from New Mexico State University.

Speakers



Lucy Stanus

Lucy Stanus has been the Sustainability Director for Santa Fe Public Schools since September 2023, advancing both environmental and fiscal sustainability for the district. She previously worked for the State of NM on solid waste issues and taught in Gallup-McKinley County Schools. With a passion for waste management, Lucy has focused on education and environmental stewardship throughout her career, including her time as a "trash roadie" in the music festival industry.



Pinu'u Stout

Pinu'u Stout is the Director of the Department of Natural Resources for the Pueblo of San Felipe, responsible for managing and protecting the Pueblo's land, water, and air resources. Their work aligns with the cultural values of the Pueblo and its Tribal Council. Pinu'u also represents the Pueblo in regional environmental efforts, including the Region 6 Regional Tribal Operations Committee and the National Tribal Caucus, advising the EPA on tribal environmental issues.



Amy Whitfield

Amy Whitfield has nearly 20 years of experience in social services across non-profits, academic institutions, and state government, working in areas such as anti-violence, substance abuse, teen pregnancy, and community organizing. She recently joined the New Mexico Department of Transportation to lead statewide beautification efforts and the Target Zero initiative to reduce traffic fatalities.



Wayne Yazza, Jr.

Wayne Yazza Jr. is the Utilities Director for Picuris Pueblo, overseeing infrastructure and utility services. He has played a key role in advancing renewable energy initiatives, including community solar systems for energy independence and sustainability. Wayne also represents Picuris Pueblo in energy forums, promoting solar energy projects for tribal communities.

Session Descriptions

Breaking Bad Habits Overview

NM Tourism Department Secretary Lancing Adams

NM Department of Transportation Secretary Ricky Serna

In October 2024, Governor Lujan Grisham launched the Breaking Bad Habits Campaign, a campaign across multiple state agencies, featuring Award-winning Actor Bryan Cranston and the Breaking Bad franchise. The campaign aims to increase litter cleanup efforts across New Mexico. Sit in as Secretary Adams and Secretary Serna share the impetus for the campaign, how its being received and its future.

Thinking about Innovative Policies for Litter Prevention

Heidi Sanborn, National Stewardship Action Council

The use of hard to recycle items is an increasing burden on the environment. There is a movement to challenge producers of these items to be the solution and take responsibility for the end-of-life of their products. Legislation calls for producer responsibility to the collection and recycling, engaging in building a robust recycling system for all. Ms. Sanborn will share some of the innovative policies that exist, successes in passing this legislation across the nation, and a guiding path for New Mexico.

Policy Panel: Ideal Policies for Beautification in New Mexico

Andrew Gonzales, New Mexico Department of Transportation (moderator)

Panelists:

Meredith Doboroski, Department of Cultural Affairs

Mary Garwood, City of Carlsbad

Jesse Guillen, Office of the Governor

Heidi Sanborn, National Stewardship Action Council

Shirlene Sutton, New Mexico Environment Department

Across New Mexico, legislation has been introduced and passed that supports prevention of litter and beautification efforts. This panel will share the stories of passing legislation, what has been its impact, and goals for future legislation that aids in beautification efforts for New Mexico.

Session Descriptions

A Cross-Agency Approach to Beautification

Susan Russell, Keep America Beautiful Louisiana

For more than 20 years Louisiana has been leading in beautification efforts. Their unique approach that brings in state government, community-based organizations, universities, and others is a model for collaborative success. Ms. Russell will share lessons learned in her work in Louisiana and highlight ways that New Mexico can continue to broaden support for beautification throughout the state—moving everyone toward the responsibility for protecting New Mexico's beautiful landscape.

Youth Engagement in Beautification

Lucy Stanus, Santa Fe Public Schools

Carol Branch, Santa Fe Clean and Beautiful

Young people are perfectly positioned to be leaders in a new movement of beautification. Communities can collaborate with youth, empowering their leadership and civic pride to increase clean-up efforts, prevention, and behavior change. Ms. Stanus and Ms. Branch will share the success they've had in collaborative efforts with youth; how they meet the challenges and build success.

Hard to Recycle

Sarah Pierpoint, New Mexico Recycle Coalition

Much work is being done to boost the willingness of New Mexicans to recycle and limit waste. However, the recycling system for many materials just doesn't exist in our state. Ms. Pierpoint will discuss zero-waste solutions that can be brought to New Mexico and ways we can strengthen recycling throughout the state.

Governor's Youth Engagement Programs for Beautification

Jesse Guillen, Office of the Governor

Amy Whitfield, Department of Transportation

Working with Youth to amplify the message of litter clean-up and prevention, Governor Lujan Grisham's office and the NM Department of Transportation will be working jointly to launch programs for beautification. Mr. Guillen and Ms. Whitfield will discuss why youth are a focus of the beautification initiative, share details about the programs and how communities can connect to engage their own youth.

Session Descriptions

Illegal Dumping Near and On Native American Lands

Levi Lementino, New Mexico Environment Department

A unique issue facing New Mexico is the disrespect occurring near and on Native American lands. A common problem in these areas is illegal dumping and there are unique challenges in conducting clean-ups. Mr. Lementino/the Panel will share some of the challenges facing Native American lands to beautification efforts and the success that are occurring around New Mexico.

Panelists:

Donavon Kallestewa, Zuni CSW Program, Zuni Pueblo

Chief Mitchell Maestas, Chief, Pueblo of Santa Clara

Pinu'u Stout, Natural Resources Director, San Felipe Pueblo

Wayne Yazza Jr., Utilities Director, Picuris Pueblo

Beautification for the Upcoming National Celebrations (America's 250th and Route 66 Centennial)

Secretary Lancing Adams, New Mexico Tourism Department

2026 brings a valuable opportunity for New Mexico to highlight its natural beauty and our place in national iconography. The commemoration of the 250th anniversary of the signing of the Declaration of Independence and the celebration of 100 years of the history Route 66 will be bringing many out-of-towners on a tour of the state. Secretary Adams will share how New Mexico is getting ready to highlight our beauty and protect it for the future.

Panel: The State of Solid Waste Services in New Mexico

Many of us take for granted the availability of solid waste infrastructure in our community. This panel will provide an overview of the services that exist in New Mexico, discussing the gaps that exist in services and why. They'll share what New Mexico needs to have a dream solid waste infrastructure and prepare for the future needs of a state with growing waste.

Moderator: Chantal Sandoval, New Mexico Tourism Department

Panelists:

Leos, South Central Solid Waste Authority (SCSWA)

Garry Moore, Northwest Solid Waste Authority

Patrick Peck, South Central Solid Waste Authority

New Mexico State Opportunities for Beautification



¿Qué linda?

The New Mexico Department of Transportation's [Que Linda program](#) funds up to \$200,000 for local beautification programs.



The New Mexico Environment Department offers the [Recycling and Illegal Dumping \(RAID\) grant](#) to support communities in addressing scrap tire disposal, illegal dumping, and recycling. The annual grant provides up to \$800,000 for projects such as scrap tire collection, recycling facilities, and illegal dumpsite abatement, with funding allocated between tire management and solid waste recycling.

NEW MEXICO  TRUE

[The Clean and Beautiful Program](#), from the New Mexico Tourism Department, offers grants for litter eradication, waste reduction, and community beautification, with a focus on sustainability and youth involvement.