

Renewable news



Summer/Fall 2001

Issues Forum 2001 & Workshop

RecycleFlorida Today, Inc. invites you to attend the Issues Forum 2001 & Organics (FORA) Workshop, to be held **September 18-20, 2001** at the beautiful **Casa Monica Hotel** in historic **St. Augustine Beach**. RFT is on the cutting edge of the Legislative issues for the coming Legislative session (which starts early – January of 2002). **Join us as we learn from the officials what it takes to make our issues heard. You will be provided sample letters, resolutions and fact sheets showing us how “to accomplish our goals!”**

Date: September 18-20, 2001 Location: Casa Monica Hotel
95 Cordova Street
St. Augustine, FL 32084



Agenda Overview Dates/Times

Tuesday, September 18th

1:00 – 2:30pm: Committee Meetings
2:30 – 5:00 pm: RFT Board of Directors Meeting
6:30 – 7:30 pm: Opening Reception

Wednesday, September 19th

8:30 – 6:00pm Registration
8:30 – 9:00am Continental Breakfast
9:00 – 9:10am Opening Remarks
9:10 – 9:30am Keynote Speaker
9:30 – 10:30am FDEP
10:30 – 10:45am Break
10:45 – Noon Town Meeting
Noon – 1:30pm Lunch on your own
1:30 – 2:30pm Issues Forum Panel
2:30 – 3:15pm Roundtable
3:15 – 3:30pm Break
3:30 – 4:30pm How to Work with Local Officials on
Legislative issues
4:30 – 4:45pm Forum Wrap Up and Adjourn

Thursday, September 20th

Workshop: Compost Use for FDOT Projects
8:00 – 8:30am Registration
Continental Breakfast
8:30 – 8:45am Welcome and Introductions
Chris Snow
8:45 – 11:45am Workshop
11:45 – NOON Workshop Wrap Up

Registration

Workshop:	\$25
Issues Forum:	
RFT members	No Charge
Non member	\$50
Non member with registration applied to membership	\$125

Issues Forum & Workshop Registration

Email: rft@recyclefloridatoday.org
Tel: 1-877-867-4RFT (4738) toll free
Fax: 1-850-386-4321
Mail: PO Box 15889, Tallahassee, FL 32317-5889

Hotel Accommodations

The Casa Monica is located in historic downtown St. Augustine. They have extended Issues Forum attendees a special rate of \$99 per night (single/double). To make reservations, contact the hotel direct at 800-648-1888 and identify yourself as part of the RecycleFlorida Today group. Special rate deadline is August 31, 2001.



RFT Leadership

2001-2002
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Alachua County Division of Waste Management

Vice Chair

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SP Recycling Company

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Solid Waste Authority of Palm Beach County

Carroll Copeland 850-643-3777
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City of Deerfield Beach

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Stephanie Ragans 850-668-7602
Wilmington Paper Recycling Management

Victor Storelli 954-984-2045
Recycle America

Lynn Thompson 904-996-6772
BellSouth, The Real Yellow Pages

Committee Chairs

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BellSouth, The Real Yellow Pages

Conference

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City of Deerfield Beach

Nancy Paul, Co Chair 850-414-9346
Leon County

Education

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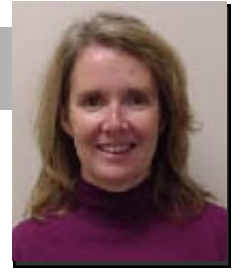
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Printed on Recycled Paper



Letter from the Chair



A new year for our organization marks the 10th year of our existence. Our resiliency shows through. The successful efforts of our members to establish markets, create and maintain effective programming and foster public private partnerships, has resulted in Florida being a leader in our industry. For this, we should all be proud.

As important as our historic success is creating new success stories by utilizing the skills of our members to become a stronger, more united voice focused on the needs of our industry. From our small counties to the large, and from the glass industry to the rubber, our concerns need to be addressed. The economics of our time have resulted in much competition for limited dollars. The State Legislature has diverted essential funding from our programs, and although the impact of these cuts is felt more strongly in some areas than others, I think we all agree that our united representation of our industry is essential for future growth.

As your new Chair, I call on each and every member to become more involved. There are many new faces (membership is up to 412 thanks to Ray Moreau and the membership committee) and many opportunities to use your skills to benefit RFT. Look in the back of the newsletter (which is awesomely produced by Lynn Thompson) and find your niche - how can you best contribute to the organization? Your choice includes the following committees: Communications, Annual Conference, Education, Organics (FORA), Legislative, Membership and watch for other new, to-be-formed committees. Take time today to be a working member of RFT by volunteering for one of these committees - they are all seeking your expertise. It's as easy as sending an email message to rft@recyclefloridatoday.org with your choice of committee(s).

Your Board of Directors this year represents a strong alliance between the public and private sectors of our industry. We are all here to assist the membership and look to each of you for input. This year, the Board is proud to add, **Colin Cassidy** of the Solid Waste Authority of Palm Beach County and **Carroll Copeland** of Liberty County. As an Assistant Director for SWA, Colin manages and develops many of the County's award winning programs. Carroll was instrumental in organizing the small counties in their efforts to keep grant funding available to small counties and they succeeded. RFT gladly welcomes these two members to the Board!

I thank all of you for your support and look forward to serving as your Chair over the next year. Whose idea was this anyway? ☺

Mark Your Calendar

September 8-10 – **ISRI Fall Membership Conference** • Monarch Hotel, Washington, DC. Call 202-737-1770 for info.

September 18-20 – **RFT Legislative Issues Forum** • St. Augustine. See page 1 of this newsletter for more info.

Sept. 30-Oct. 3 – **NRC Annual Congress & Exposition** • Seattle, WA. Call 703-683-9025 for info.

October 15-18 – **SWANA Wastecon 2001** • Baltimore, MD. Call 800-467-9262 for more info.

November 7-11 – **PSI 40th Annual Fall Paper Conference** • Westin Innisbrook Resort, Palm Harbor. Call 360-757-6096 for info.

County Connection

Recycling phone books saves small forest

By Pam Shoemaker, Brevard County

Thanks to Brevard County residents who recycled old telephone books, over 269 tons of paper was recycled. Recycling one ton of paper saves 17 trees, so they have saved 4,573 trees.

Special recognition goes to all the schools who participated in the phone book recycling contest, and to the League of Women Voters for serving as administrator. Twenty-three schools participated and recycled 40,628 phone books. Cambridge Elementary, McNair Magnet School and Rockledge High School received first-place cash awards from BellSouth's The Real Yellow Pages and White Directory's Talking Phone Book. All participating schools received smaller cash awards.

Residential recycling is a service provided to Brevard County residents

through a negotiated contract with Waste Management Inc. The contract provides pick up of recyclable items weekly. The commodities currently collected are plastic bottles with a 1 or 2 on the bottom, aluminum cans, newspaper and glass. Residents in South Brevard may also recycle steel cans. In North Brevard, ferrous metals are separated from the trash by a magnet at the landfill.

Telephone books are a special commodity. Waste Management Inc. (Harris Sanitation and USA Waste) sets out 29 drop-off sites and services them biweekly. Waste Management deserves special recognition for working with us to accomplish this feat. These donated services saved \$11,000-plus.

For more information on recycling in



Students joined representatives of Brevard County Solid Waste Management, the League of Women Voters, BellSouth and White Directories in recognizing their recycling efforts.

Brevard County, visit countygovt.brevard.fl.us/recycles/ or call the Brevard County Recycling Hotline at (321) 633-2043.

Buy S.M.A.R.T. - - Save Money And Reduce Trash

By Sue Blythe, Alachua County Office of Waste Alternatives

Alachua County Waste Alternatives staff were pounding the pavement during July and August, visiting 17 area grocery and convenience stores. Their mission was to help citizens save money and reduce trash with a teaching tool consisting of a four-tiered shelf full of typical grocery items. They compare examples of over-packaged, non-recyclable items to items that come in bulk, concentrate or recyclable containers. Each family



An Alachua County consumer learns how to "Buy S.M.A.R.T."

that participated in the presentation received a mesh shopping bag or a bag dispenser made of recycled soda bottles, imprinted with a reminder to "Buy S.M.A.R.T. - - Save Money And Reduce Trash." For more information call Sue Blythe at (352) 374-5213.

City's Recycling Coordinator Awarded

The City of Lakeland Solid Waste/Recycling Office celebrated its Sixth Annual APWA on May 19th and 20th at the Lakeland Square Mall. The Recycling Office placed seventy-five feet of display promoting the City's Recycling Program.

Captivating onlookers with a summery beach theme, featured items were made from recycled plastic and introduced Polk County's pulverized glass as our sandy Florida beaches. Included in the display was a small-scale (25-foot) replica of the City's recycling truck.

Debbie Almon, Recycling Coordinator for the City of Lakeland, received a First Place Judges Award for her outstanding job in displaying the City of Lakeland's Recycling Program. This is Debbie's second year winning First Place for her imagination in creating outstanding displays to educate the public in Reduce, Reuse and Recycle.



Alachua County's WasteXchange Debuts

By Sue Blythe, Alachua County Office of Waste Alternatives

Alachua County Public Works has launched a new web site for exchanging reusable items on the Internet. While this service will benefit mainly the business community in Alachua County, anyone is welcome to donate and get items via this site. Here are some things you might find on the WasteXchange: office equipment, construction materials, surplus items, factory seconds, packaging materials, and paper - just to name a few. So, come visit the WasteXchange at www.alachuaexchange.org and see how you can turn trash into treasure, reduce waste, and help the environment!

COUNTY (continued on page 4)

Education is Key

By Lana Blackman

The Solid Waste Authority of Palm Beach County (SWA) believes in educating the public and constantly searches for unique ways to convey its messages. On June 6th and 7th SWA kicked off its first ever *Teaching Naturally* educational seminar in cooperation with the Palm Beach County School Board.

This two-day seminar gave teachers and educators a chance to hear first-hand the affects the SWA has on the community and schools plus the various programs and opportunities they have to offer.

SWA staff gave presentations on topics such as Landfill Operations, Recycling at Schools, Illegal Dumping, Hazardous Waste and each day ended with an in depth tour of SWA facilities. Teachers also received seven in-service points for attending the seminar, which can be used toward their re-certification.

Another way SWA educates students is through a 30-minute puppet show. Three professional puppeteers, six customized characters and an audience filled with laughter and amazement make up the interactive show for kids of all ages. The show is packed with educational material that will enable



viewers to go away with knowledge about the Solid Waste Authority's recycling program. All of the characters are actual items that are accepted in Palm Beach County's Recycling Program.

For more information contact **Susan Lancianese**, SWA Education Manager, at (561) 640-4000 extension 4315, e-mail susanl@swa.org

Pasco County is Rolling out the Rain Barrels!

by Rachel Cheever, Pasco County Recycling Coordinator

The Pasco County Cooperative Extension Service and Utilities Department teamed up to present a series of three Rain Barrel Workshops in May and June at the Public Works Building and in cooperation with Home Depot at the Port Richey store. All workshops were open to the general public. A fee of \$17 was



A crowd turned out to make rain barrels in a series of Pasco County workshops in May and June.

charged to cover the cost of materials.

Jeannie Hayes from the Florida Yards and Neighborhood program started the one-hour workshop with a presentation about water conservation in the yard and garden, showing some rain barrels painted to match an owner's home. Master Gardener volunteer **Joanne East** then gave a short lecture about the importance of taking steps to deter mosquitoes from breeding in the barrels.

The rain barrels' function is to catch rain from a gutter/downspout or corner of the roof. When the barrel is full, simply turn the spout on the bottom, fill a garden watering can and water plants around the yard.

Over 200 people were enticed and participated in the workshops. Those who attended received free Florida Yards & Neighborhoods handbooks. They were asked to complete a survey reporting their current practices and rewarded with a free rain gauge.

The most often asked question from the participants was "Where did these barrels come from?" The barrels in a previous life held pickled peppers or olives for a food company. Now, they are being reused and have a new duty to collect rainwater. For more information on the program, contact **Rachel Cheever** at 727-847-8041.

1,500 Turn Out for Book Give-away

by Jack Saye, Duval County Public Schools

On May 24th, the Duval County Public School's Teacher Supply Depot located in Jacksonville welcomed nearly 1,500 public school teachers who turned out to get their bags of thirty storybooks. In a special drive-thru give-away designed to handle large volumes, teachers lined up in their cars for miles to receive books to give to their students for summer reading or to enhance their classroom libraries.

In light of the large number of non-readers who live in Jacksonville, Scholastic made this very generous donation to

help in the school district's efforts to break the cycle of illiteracy. Dozens of volunteers spent a month sorting and arranging by grade level almost 50,000 books. These same volunteers staffed four drive-thru lanes in the middle of a grass field for three hours in 90+ degree heat. As an added bonus, each teacher also got a box of Skittles along with storybooks for their grade level.

In spite of the heat, hard work, and at some points, long wait, everyone left with a feeling of accomplishment!

County Connection (continued)

County's ARD Garners Award

by *Kimberly Larkins Robinson, Broward County's Office of Integrated Waste Management*

Broward County's Office of Integrated Waste Management's America Recycles Day (ARD) 2000 received an award of "Excellent" in the 2001 National Association of County Information Officers (NACIO) Awards of Excellence. The project featured recycled-content prizes, wrapped in re-used fabric donated by a local vendor and placed in mini-shopping carts, reinforcing a "buy recycled" message to County residents.

There was a "Beach Celebration" in the northern part of the county on the City of Deerfield's beach, complete with buy recycled vendors and lots of free recycled-content products and samples. There was also an "Around Town" day of activities at area Home Depot stores (a 2000 ARD Premier sponsor) in the central and southern parts of the county. Both events were promoted through an American flag themed half-page ad in over 10 community newspapers. Promotional efforts also included thousands of flyers distributed through area libraries, government offices, and Home Depot check-out counters and workshops.

A cooperative effort by County staff, local vendors, event sponsors, and high school volunteers helped spread the buy recycled message to thousands of people within Broward County. This effort was acknowledged during the presentation of the NACIO awards at the National Association of Counties (NACo) annual conference, July 13th-17th in Philadelphia, Pennsylvania.



Organics (FORA) News

Organics Committee Update

By *Chris Snow, AICP, Principal Planner, Hillsborough County Solid Waste Management Department*

Any committee is only as effective as its active members. It has truly been fun this past six months to lead this Committee due to the great involvement and interest of many of our long-term organics members and many new members. It was good to see so many of you at our Organics Committee meeting at the Annual Conference and our Organic Sessions.

The hard work of many of these members on our FDOT Initiative will be the subject of a half day workshop at the September Issues Forum in St. Augustine. Come and be a part of a great working group that I strongly believe will have very favorable results to show within the year. For more information on the FDOT Initiative please me a call at (813) 276-8408.

The Organics Committee is always looking for RFT members that want to lead the effort on other organic recycling issues and receive Committee support. It is only through the actions of our members that we can achieve further organics recycling. Put the power of the Committee behind your efforts.

The Organics Committee of RFT is also continuing their strong support of the Florida Organic Recycling Center of Excellence (FORCE). We appreciate **Dr. Wayne Smith** of the University of Florida coming and giving an update on FORCE at our Annual Conference. We are also well represented on FORCE's technical advisory group and assisted FORCE with their upcoming work plan at the last TAG meeting.

The Organics Committee will also be assisting FORCE's efforts as the organizer of the Composting in the Southeast biannual conference that will be held in Florida in the fall of 2002. Please give me a call if you would like to assist with this conference.

Cooperative Organics Initiative Underway in Florida

by *Dave Baker, Kessler Consulting, Inc.*

A framework has been created in Florida for a centralized organics recycling effort involving several high profile partners. The Florida Organics Recycling Center for Excellence (FORCE) is a cooperative effort involving Sumter County, the Florida Department of Environmental Protection (FDEP), and the University of Florida's Institute of Food and Agricultural Sciences (UF/IFAS). This newly-funded state project will spearhead environmental research related to organic and agricultural feed stocks, the development of organics products, and promoting the integration of feedstocks and technologies.

As part of the FORCE effort, Sumter County will oversee the installation of an additional digester at the Solid Waste Facility in Sumterville, Florida and will design a new testing laboratory and a 40-acre demonstration farm site to be utilized by the University of Florida/IFAS. Over the course of this five-year endeavor, a variety of field projects will be conducted relating to the practical application of organics recycling technologies and products.

The co-directors of the project will be advised by a Technical Advisory Group (TAG) comprised of a diverse group of private and public sector participants including organics producers and processors, soil product blenders, marketers, end users, educators, and government agencies. For more information about the FORCE program in Florida, contact **Miriam Zimms** at Kessler Consulting, Inc. (813) 971-8333.

Industry Sector News

Krause Winner of 2002 RFT Registration

by Neala Hoch, SP Newsprint



Albert A. Krause, Solid Waste Coordinator, Physical Plant Division, University of Florida, was the winner of the RFT 2002 Registration sponsored by SP Recycling Corp. during the 2001 RFT Annual Meeting. SP had a “drop your business card into the box” at their booth at RFT 2001.

Congratulations to Al!

ART Partners with State on Equestrian Arena

American Rubber Technologies of Jacksonville has worked with the Maryland Environmental Service to install the company’s REBOUND® Turf Management System on a new arena at Fair Hill Equestrian Center. The recycling demonstration project has earned praise from MES operations manager **Erin Dorsch** and from **Trish Gilbert** of Fair Hill CCI International. For more information, contact **Jennifer Buchanan** of ART at 1-800-741-5201.

New Drop-off Recycling Program for Computer and Electronic Products

by Kevin McCarthy, Waste Management Recycle America

Sarasota residents and businesses now have a new place to recycle their old computers and electronic equipment through a new program sponsored by Waste Management Recycle America of Sarasota. The new service became available May 30th. A variety of working and non-working equipment is accepted for a fee or at no charge, including: computers (PCs and laptops), monitors, printers and keyboards, cellular phones without batteries, televisions, and consumer electronics (e.g., radios/stereos, VCRs, etc.).

It is estimated that 315 million computers will become obsolete in the United States by the year 2004. Some computer and electronic products also contain hazardous materials that may harm the environment. Research supported by the Florida

Department of Environmental Protection has found that products containing cathode ray tubes (CRTs), such as computer monitors and televisions, contain hazardous levels of lead. Each CRT is estimated to contain five to eight pounds of lead.

Recycle America hopes to expand this service to other areas and to support special community-based collection events for electronic waste. The company is partnering with a sister company, Waste Management Asset Recovery Group (WM ARG), to demanufacture the “end of life” computers and electronic products. Separated metals and plastics will be shipped to secondary processors and turned back into feedstock for new product manufacturing. CRTs will be consumed in a secondary lead smelter.

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Organization & Non-Profit News

Free Resources Available From Florida Earth's 911

By Meryl Klein, Earth's 911

Still mourning the loss of the R&E Grant funding? The Florida Earth's 911 motto is, "No budget? No problem!" Earth's 911 is a Public and Private Sector Partnership to provide community-specific recycling and environmental information to citizens nationwide at no charge. The system operates through a toll-free number, 1-800-CLEANUP, and Web site, www.CLEANUP.org, 24 hours a day, 7 days a week. By submitting a ZIP Code, residents can access local recycling and environmental information, enabling them to take an active role in protecting the planet in their own neighborhoods.

The Florida Earth's 911 services can now accommodate curbside recycling program information, and distinguish between municipal and commercial sites and programs. In the past, FDEP provided your community's recycling program information to Earth's 911 annually via Table 10 of the R&E Grant. Recycling Coordinators in the State of Florida may now modify and update their own recycling program and event information at any time through the Earth's 911 User Interface (UI). Simply request a password at <http://www.1800cleanup.org/dataentry/login.asp> to do so.

Earth's 911 also has a Virtual Library of free public service announcement (PSAs) on the Web site that we will customize with your community's logo at no charge! There are PSAs for television, radio and print, many featuring celebrities to make them attractive both to public viewers and the local media. These PSA's save you money and time on production.

Earth's 911 is pleased to support your community efforts and to help you Make Every Day Earth Day. Please contact **Meryl Klein**, Director of Outreach, at mklein@cleanup.org if you need assistance with Earth's 911 matters.



YOUR NAME HERE!

Want to reach Florida's recycling community with your message?

Advertise in *Renewable News!*

Rates for Three Issues (one year):

Full Page:	\$500
Half Page:	\$250
Quarter Page:	\$150
Business Card:	\$100

Rates for one issue are half the 3-issue rate.

To place your ad, call Gaylene Stanley, RFT's Administrative Manager toll-free at 1-877-4RFT (4738).

Deadline for the Winter issue is October 12, so do it today!

100 years of recycling

by Leslie Battiste, Goodwill Industries – Big Bend, Inc.

Goodwill Industries is celebrating 100 years of recycling not only used goods, but lives as well.

Goodwill recycles by giving new life to discarded clothing, furniture and other items by refurbishing them and selling them in its retail stores. This provides job training and wages for people with disabilities and other barriers to employment.

The **Reverend Edgar Helms** began the concept of "recycling" donations in the early 1900's by collecting discards from wealthier Boston neighborhoods for his impoverished parishioners to repair and sell as wages. The concept quickly spread throughout the world.

For more information, contact your local Goodwill store.



Legislative Issues

FDEP Gathers Input for Feedback to Legislature

Recycling leaders from around the state met with Florida's Department of Environmental Protection at Orlando City Hall in July to provide input for a review of the state's solid waste goals and programs. **Ron Hendricks** reminded everyone in his opening comments that it is the legislature, and not DEP, who makes the actual decisions on funding issues.

Several key points were touched upon by numerous speakers:

- The Solid Waste Management Trust Fund was created to handle solid waste issues, and it is misleading to the public to divert these funds for other projects.
- The goals need to be changed, most felt to a statewide waste diversion goal. This would simplify reporting for the counties and provide a more realistic picture of waste reduction in the state.
- Relating solid waste issues to other state issues (as distinguished from local ones) will gain legislative support for them. For example, regional waste-to-energy (WTE) plants could help Florida avoid the energy problems now facing California. Illegally-dumped tires are a public health issue, especially with the appearance of the West Nile virus in Florida. The link between litter and crime make it a public safety issue. Selling legislators on the idea of solid waste a part of bigger-picture state issues is key.
- We must provide solutions, not simply ask the legislature for money. If we go to them with solid, well-written plans, we are more likely to succeed in getting funding.
- Goals and requirements need to address the programs, not numbers. The availability and convenience of recycling to citizens should be taken into consideration. Deeper issues such as commercial recycling, C&D, electronics, and aquifer protection must be addressed to continue the work we have begun.
- Recognition of waste reduction and diversion methods other than recycling should be recognized, e.g., reuse centers, WTE, and landfill daily cover.
- While the state has seen many successes in its recycling efforts, the job is still not done, and we must educate both the public and the legislature on this.

Speaking on behalf of RFT, **Sally Palmi** said that the group will work to restore and preserve funding for recycling, realizing that it is up to us, not DEP, to accomplish this. Additional RFT members who spoke included **Rebecca Stone, Tiffany Hughes, Steve Levetan, Frank Wentzel, Jodi John, Tim Buwalda, Carroll Copeland, Tom Edwards, James Croft, Jeff Attaran, Chris Snow, Bill Lycan, Jim Bock, and Robin Ennis.**

Ron reminded the group that the next legislative session will address re-apportionment, and that not much else will get done. It will likely be a two- to three-year process to get any recommendations implemented. A deadline of September 1 has been set for position papers to be considered in the review. Comments can also still be made online at www8.myflorida.com/environment/learn/wastemanagement/recycling/goals_main.html.



New RFT officers, Lengefeld, Snow, Moreau & Palmi (from left to right)



Speakers Bob Tucker, Victor Storelli, George Elder, Mitch Kessler & Jerry Powell (left to right - front row first)

(continued on page 10)

Conference

Navigating the Recycling Seas

RFT had a most successful voyage while “Navigating the Recycling Seas” in June. 240 people attended the annual conference, with 37 exhibitors and 21 sponsors. Tuesday’s tour was attended by 29, while 16 opted to play golf. Net profit to RFT was \$23,000, the best ever! Kudos go to conference co-chairs **Gene Jones** and **Donald Freedland**, as well as the many others who worked to make the conference a success.

Several awards were presented at Thursday night’s banquet. Winners were:

- Outstanding County/City Program – Urban: **Palm Beach County Solid Waste Authority, City of West Palm Beach & Downtown Development Authority** for their partnership in a comprehensive commercial program including drop-off sites, container collection, and recycling at waterfront events such as SunFest.
- Outstanding County/City Program – Rural: **Gadsden County** as a tribute to **Herb Chancey**’s direction in operating an effective recycling program on a limited budget and partnering with a local company to use locally-generated recyclables in manufacturing a product.
- Outstanding Institutional/Business Program: **J M Family Enterprises, Inc.** of Deerfield Beach for its in-house recycling program that includes office paper, plastic & aluminum bottles & cans, electronics, metals and corrugated cardboard. The program uses employee education to boost participation, and promotes energy-efficient and alternative-fuel vehicles.
- Sustained Commitment/Individual: **Chris Snow** to his continued efforts in helping merge the Florida Organics Recycling Association (FORA) with RFT, planning the conference agenda, and recruiting sponsors.
- Outstanding Partnership Award: **City of Tallahassee and Leon County** for their two-day Earth Day Recycling Celebration that more than doubled the previous year’s recovery and generated much interest and awareness for all the county’s recycling programs.
- The Chairman’s Award: **Gene Jones** for his continuing work with SWIX and support of RFT.

At the business meeting, **Colin Cassidy** of the Solid Waste Authority of Palm Beach County and **Carroll Copeland** of Liberty County Solid Waste Management Department were elected to the board. New RFT officers were also elected. They are:

Chair: **Sally Palmi**, Alachua County
Vice-Chair: **Steve Lengefeld**, SP Paper Recycling
Treasurer: **Ray Moreau**, Southern Waste Information eXchange
Secretary: **Chris Snow**, Hillsborough County
If you didn’t attend, here’s a little of what you missed...



Goody Bags



Palmi awaits check-ins

(continued on page 10)

Conference (continued)



Outstanding Partnership Awards



Outstanding Urban Program

Legislative Issues

Do You Know Your Elected Officials?

If RFT members are to work together to restore state-level funding for recycling, it's imperative that we know who to approach. If you've never developed a relationship with your elected officials, now is the time! There's no need to feel intimidated by them – they're *your* public servants, and you are one of their valued constituents.

But how do you know which elected officials represent you? Look on the left-hand side of your voter registration card to find out your district numbers, and check with your local Chamber of Commerce to see if they have a complete list of elected officials for the area. Find out how your city and county government is structured. State officials are available from the state's website, www.myflorida.com. Your city or county may also have a website with their information. Here's a checklist you can fill in:

- | | |
|--------------------------------|----------------------------|
| Governor: | <u>Jeb Bush</u> |
| Lieutenant Governor: | <u>Frank Brogan</u> |
| State Comptroller: | <u>Bob Milligan</u> |
| U.S. Senator: | _____ |
| U.S. Representative: | _____ |
| State Senator: | _____ |
| State Representative: | _____ |
| County Manager*: | _____ |
| County Commissioner*: | _____ |
| County Sheriff: | _____ |
| Mayor or City Manager*: | _____ |
| City Council*: | _____ |
| Water Management District: | _____ |
| Chamber of Commerce Chair: | _____ |
| Chamber of Commerce President: | _____ |

* - if applicable; counties and municipalities are structured differently within the state.



Outstanding Rural Program



"Swami" Kessler

RFT Membership News

RFT Welcomes the Following New Members

Notosha Austin, Broward County OIWM

Roger Bougher, U.S. Wire-Tie Systems - Div. Of Leggett & Platt

Teresa Carver, Hardee County Solid Waste

C. J. Coleman, City of North Port

Steve Cottrell, Orange County Solid Waste

Regina Cunningham, Volusia County

Dennis Daniel, Jack's Recycling

Danny Dussan, Van Dyk Baler Corp

Susan El Amrani, Orange County Solid Waste

Everett Emino, University of Florida

Graceanna Henderson, SP Recycling Corp.

Pedro Jaile, Morigall International, Inc.

Jerry Johnson, Alliance Environmental

Sherri Kennedy, City of Safety Harbor

Jerry Kidd, Kidd & Driscoll Communications

Janifer Kimble, Kidd & Driscoll Public Relations

Albert Krause, University of Florida, Solid Waste Mgmt Office

Rose Hunt, Broward County Recycling Division

Melissa Leverett, Visy Recycling

Shirley Lohn, Volusia County Solid Waste/Recycling

John McGinnis, Osceola County Solid Waste

Keith Owens, Smurfit-Stone Recycling

David Ritter, Global Investment Recovery

Rhonda Rogers, Florida Center for Solid & Hazardous Waste Management

Clayton Sembler, CDS Manufacturing, Inc.

Pam Shoemaker, Brevard County SWMD, Bldg. C, 3rd Floor

Barbara Smith, ASAP, INK

Warren Smith, Pinellas County Utilities Department of Solid Waste

Mike Sosadeeter, Resource Management Group, Inc.

Linda Stevens, Visy Recycling

Rick Treworgy, Southwest Land Developers, Inc.

Richard Weaver, Organic Soil Builders

James Wilkes, Clay County Department of Environmental Services

Steve Wilson, Rio-Bak Corp.

Membership News

by *Ray Moreau, SWIX, Committee Chair*

The RFT family continues to grow — as announced at our Annual Conference in St. Petersburg Beach in June, we are now at well over 400 members (412 to be exact). With the continued support of both our private and public sector members, your Membership Committee and I hope to have the Association at the 500 level by the time our 2002 Annual Conference rolls around.

For your information, the following is the breakdown by sub-sector in RFT membership currently:

219 Public Sector

182 Private Sector

11 Non Profit

This exhibits the diversity of our RFT membership.

Our new member goal for the fiscal year 2000-2001 was 85 members. We gained 86 new members. Individual RFT members were recognized at the Annual Conference Awards Banquet for their efforts in bringing in new members. Winners of our membership contest, Donald Freedland, Denise Kirk, Sally Palmi and Chris Snow were awarded a \$25.00 check for their efforts. **RFT will again offer the member \$25.00 who**

recruits the most new new members in 2001-2002. (Contest dates are July 1, 2001 to June 30, 2001).

As you know, part of our success at membership recruitment is due to our exhibiting at other conferences and meetings where people and companies that may have an interest in being part of RFT are in attendance. This year (calendar year 2001), RFT has already exhibited in Ft. Lauderdale at the Florida Association of Public Purchasing Officials. In addition, RFT has targeted this year's League of Cities annual conference in Orlando (August, 2001) and is looking into the possibility of exhibiting in October at the Florida Redevelopment Association conference in Miami. Your Membership Committee hopes that exposure for RFT at these conferences will pay new member dividends.

Lastly, all RFT members should have received notification before you get this newsletter about our Association's new service — the electronic listserv where all of us will be able to communicate vital recycling and waste reduction information in Florida on a real time basis. Please send me your thoughts and suggestions as this service begins to be used.



MEMBERSHIP APPLICATION

Join RecycleFlorida Today!

To join RecycleFlorida Today, Inc. (RFT) please complete this form and send it along with a \$125 check (payable to RFT, Inc.) to: **RecycleFlorida Today, Inc.** PO Box 15889, Tallahassee, FL 32317-5889

Your membership entitles you to receive RFT's newsletter "Renewable News", recycling information & updates, discounts on RFT hosted events and much more!

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ E-Mail: _____

Referred by: _____

For Further information contact RecycleFlorida Today at 1-877-867-4RFT (4738) toll free or visit our website at: www.recyclefloridatoday.org

COMMITTEE INVOLVEMENT

Please indicate your interest in any of the following RFT Committees by placing a check mark beside the committee or contacting the Chairperson(s) directly:

- _____ **Communications:** The Communications Committee is responsible for producing the newsletter Renewable News, promoting the annual conference and reviewing the web site periodically to ensure all information is up to date. The committee also prepares and distributes press releases to local, state and industry media about RFT's events. **Chair: Lynn Thompson, 904-996-6772, thompson.lynnm@bapco.bls.com**
- _____ **Conference:** The Conference Committee is responsible for all aspects of planning the annual conference. This includes planning the program and speaker selection, location, events, socials, exhibitions, sponsorships, entertainment - you name it, they do it. **Co-Chair: Donald Freedland, 954-480-4390, dfreed@deerfieldbch.com**
- _____ **Education:** The Education Committee is responsible for putting together the Issues Forums held each year. This includes developing topics of current and timely interest to the membership and securing speakers and sponsors. This committee will also develop workshops, training courses and various other recycling educational venues to meet the needs of the members in an ever-changing industry. **Chair: Carroll Copeland, 850-643-3777, libdep@gtcom.net**
- _____ **Legislative:** The Legislative committee is responsible for staying abreast of the current Legislative issues that impact recycling and providing that information to the members in a timely manner. This committee also will provide Legislative Alerts to the membership as new bills or language changes happen in the Legislature. **Chair: Mitch Kessler, 813-971-8333, mkessler@kesconsult.com**
- _____ **Membership:** The Membership Committee has several responsibilities including working to retain membership as well as recruit new members, develop a membership directory and conduct a survey of RFT member needs. This committee is also responsible for promoting membership through the use of the RFT display booth at various conferences. **Chair: Ray Moreau, 800-441-7949, rlm6369@mailers.fsu.edu**
- _____ **Organics (FORA):** The Organics Committee is responsible for promoting the beneficial recycling and reuse of organics in the municipal solid waste stream. Activities include periodic workshops on organic recycling issues and development of informational publications on organic recycling. **Chair: Chris Snow, 813-276-8408, SnowC@hillsboroughcounty.org**



RecycleFlorida Today, Inc.
P.O. Box 15889
Tallahassee, FL 32317
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