

## Legislative Session 2002 Begins The Time for RFT Members to Act is Now!

Lynn Thompson, RFT Communications Chair has put together a brief summary of the excellent information covered at our September, 2001 Legislative Issues Forum. We also have available, for our members, packets of legislative "how to" information given to attendees at the Issues Forum. To receive a packet, please call the RFT Administrative Office at 877-867-4RFT (4738) or send your request by email to: [rft@recyclefloridatoday.org](mailto:rft@recyclefloridatoday.org).

### RFT ISSUES FORUM, SEPTEMBER 2001 – "A HUGE SUCCESS"!

*By Lynn Thompson, BellSouth, The Real Yellow Pages*

If you missed September's Issues Forum, here's a brief summary of the information covered there. Elected officials and political consultants participating included State Representative **Doug Wiles**, former Jacksonville mayor **Tommy Hazouri**, Tallahassee lobbyist **Robert Trammell**, former Miss Florida **Candace Rodatz**, Jacksonville City Councilwoman **Elaine Brown**, and RFT's own **Carroll Copeland**.

Do you have a relationship with your elected officials? If not, you're missing a great opportunity. An awareness of the "big picture" for the state is essential – solid waste is *not* the only important issue. Florida had a \$700 million deficit in the current fiscal year *before* September 11. Legislators must deal with the reality of funding all the projects promised to the state's citizens. Participants agreed that the budget deficit and reapportionment after the 2000 U.S. Census changes will be the only two issues on legislators' minds during this session.

Did you know that the state has a \$52 billion budget, with \$22 billion of that outside of the trust funds? The transportation trust fund is rarely "raided" by legislators; in addition to the importance of roads to the tourism industry, citizens will complain if their roads aren't fixed. The Solid Waste Management Trust Fund was never intended to last forever when it was established. Making it "unraidable" would require changing Florida statutes, and legislators aren't likely to give up the freedom they have now to shift those funds to other projects.

### Legislative Day February 5, 2002 State Capitol Rotunda

RFT has been invited by Keep Florida Beautiful to join them for Legislative Day activities on February 5<sup>th</sup>. You are welcome to attend, visit with your Legislators, see the process in action and network with all the professionals that keep the Legislative process in action! Visit our RFT booth in the rotunda. See you there!

**Note:** If you are coming to Tallahassee for Legislative Day, you are encouraged to make your own arrangements for accommodations, transportation and restaurants.

### *Tips for being more effective when interacting with elected officials.*

- Each local delegation to the legislature meets in a public form to identify the issues that are important to their constituents. Find out when yours is meeting and go there to state your position.
- Put a "face" on an issue you want to get through in Tallahassee. As impressive as your statistics may be, the threat of the West Nile virus to children & seniors if tires are illegally dumped will more effectively show the effects of insufficient state funding for tire disposal. (Remember that "big picture".)
- Don't underestimate the impact of local media. They can be invaluable in making the public aware of your issue so they'll rally behind you.
- Get to know your local news reporters. Find an advocate there who shares your viewpoint and feed that person all the information they need to write columns or news stories on your issue.
- Timeliness in the news is also important. Find out when the committee addressing your issue is meeting, and be in the press clips about a week before then. Front-page coverage won't do you any good if it's six months earlier.
- The squeaky wheel definitely gets the oil; the more a legislator hears from constituents about an issue, the more attention will be paid to it.
- Make your issue a solution to a problem faced by legislators, and they will get the point. Don't just present them with more problems.
- The main effect of term limits in Tallahassee is that power is more centralized and at the top, not with long-term committee chairs. Legislators' staff also has more power now – they may have been there longer than the elected official!
- If you hold a legislative day in Tallahassee, it's better to have it early in the session. Schedule meetings with legislators in advance, briefly explain your issue to them, and ask for their support.

*(continued on page 8)*



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## Letter from the Chair



Happy New Year, RFT!!!

So much has happened in the last six months, I don't quite know where to begin. This year started off as a big challenge for our industry. Our supplemental funding sources through the state have been virtually eliminated, markets have been crazy and of course the biggest impact on all of our lives has been the tragedy of September 11<sup>th</sup>. But amidst all of this, some great and exciting things are happening for RFT.

We had a tremendous Issues Forum in September. Great attendance, super speakers and valuable information that is helping all of us effect change in our communities. Not to mention the beautiful venue of St. Augustine and the wonderful Casa Monica Hotel. Thanks to all of you who attended and participated!

And in lieu of the current legislative flavor, (the many freshman in the legislature and major budget shortfalls) RFT has taken a step we have never done before. We have hired the services of Lobbyists Lamonica and Trammel to help have our voices heard.

RFT has contracted with Lobby Tools, an on-line legislative tracking system that provides our membership with daily updates on all the issues that may be affecting our communities. Thanks to Ray Moreau, you can find all of this information and much more on our web site. So visit RFT at [www.recyclefloridatoday.org](http://www.recyclefloridatoday.org)

We have created a partnership between RFT and private industry to help fund this mission and make sure the legislature is aware of the valuable resources, services and ideals represented by our industry. Although it will be difficult to secure the funding of the past, the important message is source reduction and recycling are here to stay! We are innovative, creative and share in the well-being of our state through employment of our citizens, economic development and preservation of what makes this state great - our fragile environment.

We spoke with House Natural Resources Committee and were well received. Most agreed with our stance on returned funding for scrap tire recycling and recovery and I believe many learned some things about us they didn't know before; our strong education campaigns, the number of jobs and businesses in Florida supported by recycling and of course, the many successes we have achieved over the last decade are what make us leaders!

It doesn't stop here. Our membership continues to grow daily. Despite the reduced funding, recycling remains strong! But we still need your help!!!! What makes our industry and our organization great is the continued support and participation we get from our members. I urge you to get involved - join a committee, let us hear from you on issues that concern you, your businesses, your communities and pass our message along to all that you meet.

Finally, as you go about your day-to-day lives, remember September 11<sup>th</sup>. Continue to keep those affected both directly and indirectly by this tragedy in your thoughts and prayers. Be thankful each and every day for all that you have, your freedoms, your families, your jobs and each other.

I am proud to represent all of you as chair of RFT and I'm looking forward to seeing all of you in June. Remember, Recycling Rules!

## Resouce Management Group Ad

## Project ReCompute: A Bridge Across the Digital Divide

By **Michael Murphy**, Hillsborough County Recycling Task Force

Project ReCompute started as an idea on how to bridge the “Digital Divide” while giving a second life to thousands of computers after their original owners had moved on to newer equipment.

FDEP funded the project under the Innovative HHW Grant Program, and Verizon Communications matched the amount. There was also an in-kind donation from Secure Environmental Electronic Recycling (SEER). The following goals were set:

- Survey the county’s population to discern the depth and make-up of the problem
- Conduct pilot collections to validate the survey results
- Refurbish usable computers for use by families without access to technology
- Develop family-based computer literacy training for recipients of refurbished computers
- Develop public/private partnerships to insure the success of the project

A survey was developed and conducted by volunteers and staff of Hillsborough County Solid Waste Management Department and the Recycling Task Force. The results were mainly in line with national trends.

Pilot collections were conducted using local schools as collection sites to facilitate local knowledge, provide ease of participation in a neighborhood setting and for ease of traffic flow. The results were a 4.5% participation rate, higher than the national average, with almost half of the computers being refurbishable. They were refurbished to specifications set by the County School System, with a free ISP service.

A six-hour basic computer literacy curriculum was developed. The training is divided into two three-hour sessions, with the first half of each session being for the entire family and the second only for the adults. The pilot class revealed that children were already adept at the keyboard, and parents were often intimidated by the children’s familiarity. The adult-only sessions allowed us to quickly bring the parents up to speed.

After training, the family left with the computer they had been using for the two sessions. To expand the project’s reach, the Task Force partnered with AmeriCorps volunteers from Hillsborough READS, and trained them to be our trainers. Fourteen AmeriCorps members taught at least one class per month during the grant period. Over 550 family members were trained in sessions of 10-12 families each utilizing local schools, public libraries or community centers as training sites.

Project ReCompute was named Best New Program by the North American Hazardous Materials Management Association’s 2001 Hazardous Materials Management Conference in Portland. The public/private partnership has proven successful, with twenty-two partners to date. Additional funding has been sought and awarded, and additional grants applied for. The continued project success looks very good and transferability of the entire program should be high for all types of counties. For more information, contact **Michael Murphy** at 813-276-2931.

## Business Equipment Reuse Center Soars!

By **Susan Lancianese**, Solid Waste Authority of Palm Beach County

The Solid Waste Authority of Palm Beach County’s Business Equipment Reuse Center (BERC) is now open. The SWA received an Innovative Recycling Grant from the Florida Department of Environmental Protection to implement the reuse center.

The dynamics of the program are simple. The SWA collects usable office equipment such as desks, chairs, file cabinets, tables, and electronics from commercial businesses that may be downsizing, refurbishing their offices, or have a surplus. In the past, few options existed for these companies to reuse or redistribute instead of disposing of this unwanted yet still usable equipment. Now, businesses are encouraged to contact the SWA so that this valuable resource can be redistributed within the community, and not landfilled. Companies such as Florida Power and Light, Pratt and Whitney, Boca Resort and Club, and Ernst and Young have contributed to the program.

After the SWA collects the material, items that are damaged are sent to the Palm Beach County Sheriff’s Drug Farm where residents of this rehabilitation facility refurbish the furniture as needed. Drug Farm residents also assist in running diagnostic tests on any computers that are collected through the program.

Finally, the SWA redistributes the usable equipment to local nonprofit organizations. SWA staff schedule appointments to pick up the equipment currently one day a month. The SWA looks for this to increase as the BERC is further developed.

This program is a win/win/win for the donor business who are avoiding disposal costs, the nonprofit organizations who are receiving much-needed equipment at no cost, the SWA and the citizens of Palm Beach County because valuable landfill space is conserved. For more information on the BERC, contact **Susan Lancianese**, Education Program Manager at 561/640-4000 extension 4315.



## Collier County's Public Education and Marketing Campaign

By Denise Kirk, Collier County

Collier County initiated an aggressive public education and marketing campaign to inform county residents that the recycling/waste reduction program was expanded as of July 1, 2001, and it shows.

Haulers reported an 18% increase in curbside recycling in July with an additional 145 tons of material diverted from the landfills.

Hits on the Solid Waste Management Department's website, [www.colliercountyrecycles.com](http://www.colliercountyrecycles.com) tripled. Over 1200 curbside bins were picked up by residents in July. The Recycling Hotline, (941) 775-3900, had the best month ever with more requests for recycling info than the three previous months combined.



Announcing the expanded recycling program, radio and television commercials aired with the theme "Recycling is the future. The future is now," and visual statistics like, "Collier County residents generate enough trash to completely cover an 18-hole golf course every two weeks." A slide

stops in front of moviegoers on 20 screens at the local theatre. Local newspapers support the program with favorable editorials and coverage.

Plastics #3 through #7, magazines, office paper, junk mail, brown paper bags, catalogs and cardboard were added to the curbside and multi-family recycling program that previously consisted of newspapers, phone books, aluminum and steel cans, brown/clear/green glass and plastics #1 and #2. And beginning October 1, 2001, paperboard will be added to the list of recyclables. Watch the numbers grow even more by the end of the year!

These indicators show that Collier County is on the right path to achieving its goal of boasting the highest recycle rate in the state.

## Pinellas County To Develop Waste Composition Model

by Robin Mitchell, Kessler Consulting, Inc.

Pinellas County was awarded a grant under the Florida Department of Environmental Protection's Innovative Recycling Grant Program to develop an advanced waste composition model that can be used by all Florida counties to characterize their waste stream. The County, through its Utilities Department of Solid Waste Operations, will be working closely with Kessler Consulting, Inc. and Franklin Associates, with Highlands, Indian River, and Levy Counties serving as waste sorting sites for collection of data. Additional data will come from recent studies in other Florida counties and sorting events in Charlotte, Okaloosa, Sarasota, and Citrus Counties.

The project is expected to produce substantial benefits for Florida and also has nationwide implications. While accurate and up-to-date waste composition data is essential for sound solid waste management planning, sampling studies are costly, especially when numerous material categories, various generator types, and multiple-season sorts are included.

FDEP requires that all counties report waste composition information to the department annually and suggests that counties update the information every five years. Pinellas County's project will develop a user-friendly, computer-based model that will enable Florida's solid waste managers and planners to determine local waste stream composition by entering county-specific information into an interactive format. If the model is eventually used by all or most of Florida's counties, the project will result in cost savings of millions of dollars.

## High Tech Research in Sarasota County for Sorting CCA-treated Wood

By Helena Solo-Gabriele of the University of Miami

During this past summer, Sarasota County Environmental Services, in conjunction with Meyer and Gabbert C&D Recycling, the University of Miami, and the University of Florida, installed a system to sort wood treated with chromated copper arsenate (CCA) at the county's Solid Waste Disposal Complex. The system installed at the Sarasota County facility was a pilot scale study which demonstrated new technologies for sorting CCA-treated wood from other wood types.

One thousand tons of lumber is handled at Sarasota County's landfill per year. More than 5 percent of the lumber is treated with chromated copper arsenate, a pesticide added to the wood to combat insects and fungus. The compound, which contains arsenic, can be hazardous if buried because of its potential exposure to soil and water.

During disposal, CCA-treated wood mixed with untreated wood makes separating visually difficult, especially for wood that has been weathered. Laser, x-rays, and chemical technologies were employed in the research at the county facility to sort treated wood from non-treated wood. Once sorted, uncontaminated wood can then be chipped and used in landscaping as a water conservation tool and for beautification.

Results of the study were extremely successful and showed that chemical technologies were well suited for sorting small quantities of CCA-treated wood and for spot-checking wood piles. Laser and x-ray technologies were found to be economically feasible for larger facilities such as the one located at Sarasota County's Solid Waste Disposal Complex. For more information about this project, including a copy of the final report, please visit the following web site: [http://www.eng.miami.edu/~hmsolo/sarasota/index\\_sara.htm](http://www.eng.miami.edu/~hmsolo/sarasota/index_sara.htm) or call Helena Solo-Gabriele at 305-284-3489.

## Notes from the Organics Committee Chair

By Chris Snow, AICP, Hillsborough County SW Management Department

The Organics Committee has had a busy 3<sup>rd</sup> quarter of the year. The Marketing to the FDOT workshop held in conjunction with the RFT Issues Forum was well attended and the discussions were lively. The 30+ people in attendance were provided an update on the FDOT Initiative Team's activities and a wide range of information to assist them with their local FDOT districts. The FDOT Initiative Team also picked up several new members that want to assist in our efforts to educate and market organics to FDOT.

### Several new initiatives that we are undertaking are:

1. One-page marketing flyers that document current FDOT use of organics. **Ana Woods** of Polk County has volunteered to do the layout for these flyers. Please contact me if you have any FDOT projects that have used your recycled organic products.
2. An Erosion Control and Terraseeding Demonstration project at Hillsborough County's Southeast County Facility. RFT and Hillsborough County, in conjunction with Florida Mulch Express and material from six organic recycling facilities, have developed a test and demonstration area using mulches and compost for erosion control and terraseeding. An installation demonstration and luncheon at the site had over 40 state, county and private sector representatives in attendance. We will be providing information on the ongoing results of this test/demonstration area, and will have an additional meeting onsite to view the results.

The Organics Committee plans on following up with the many levels of FDOT with the information learned from the test/demonstration project. Any assistance you can provide in this area would be appreciated.

For more information on the Organics Committee activities or to become involved, please contact me at (813) 276-8408. Also my term as the Organics Representative on the Board of Director is complete at the 2002 Annual Conference. There has been one person who has expressed interest in running for this spot on the Board. Let me know if anyone else is interested.

## Training in Production and Utilization of Composted Waste Materials to Improve Soils for Horticultural Cropping Systems

By Monica Ozores-Hampton, University of Florida; Nancy Roe, Farming System Research, Inc. and Herb H. Bryan, University of Florida

**Compost is a dynamic system**, therefore making recommendations for its use is more complicated than standard fertilizer. The lack of knowledge by agricultural professionals results in failure to use composts or mistakes and problems with compost production and use, such as the utilization of immature compost.

Two compost training sessions were held in January and March, 2001. A total of 30 people attended. Attendance was limited by space and funding, so potential participants were identified and invited. Attendees included organic and conventional farmers, compost producers, Extension agents, and members of NGO that teach subsistence gardening to families in developing countries.

The lectures were used to explain compost principles and the subjects covered included: composting principles and biology, compost site safety, compost quality and testing, compost feedstock, composting rules and regulations, record keeping, and compost utilization on specific crops. During the "hands-on" sessions at the compost facility, participants applied the concepts they had learned by mixing feedstock, sampling composts, and using field tests for compost quality. The comparison of the pre and post-test indicated that there were significant positive changes in the knowledge and attitudes about compost and composting. All the trainees expressed positive feedback about the overall outcome of the training and many of them are beginning to use compost in their operations or encourage its use by others.

An interesting consensus emerged from discussions at the end of the day: the only thing hindering compost production and use is lack of education of agricultural professionals and consumers. A **"train the trainers" program** teaching scientifically-based principles of compost production and use can be the seeds for encouraging the use of organic "wastes" from cities and farms as sources for soil improvement for fruit, vegetable, and ornamental production. The need to develop sustainable alternative production systems in horticultural crop production is an important goal, and compost made from local waste materials can play a significant role; this is a real opportunity for "closing the loop".

We are developing a two-day compost production and utilization training funded by SARE (Sustainable Agriculture Research and Education). Would you like to be notified of this program when it is scheduled? Please send your address, fax and e-mail to **Dr. Monica Ozores-Hampton** at [Ozores@gnv.ifas.ufl.edu](mailto:Ozores@gnv.ifas.ufl.edu) or by fax 941-658-3469.

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## The FORCE for A Greener Florida

By Miriam Zimms, Kessler Consulting, Inc., Everett R. Emينو & Wayne H. Smith, University of Florida

In the previous RFT newsletter, we introduced you to Florida's centralized organics recycling effort - the **Florida Organics Recycling Center for Excellence (FORCE)**. Project leadership includes Co-Directors **Wayne Smith** (UF/IFAS) and **Garry Breeden** (Sumter County), **Miriam Zimms** of Kessler Consulting, and **Dr. Everett Emينو**, UF Professor of Environmental Horticulture. Here is an update on the status of FORCE:

- Completed Activities
- Setting of operating policy and practice for FORCE
- Development of a project Website, [www.floridaforce.org](http://www.floridaforce.org).

**FORCE** (continued on page 6)

# Organics (FORA) News (continued)

## FORCE (continued from page 5)

- Installation of a toll-free number: 1-800-566-4413.
- Filling the postdoctoral position with **Dr. Gladis Zinati** of Michigan State University, who has a PH.D. in soil science.
- Development of a Technical Advisory Group (TAG)
- Installation of an office and laboratory at the Sumter County Solid Waste Facility (SCSWF), in Lake Panasoffkee.
- Ongoing Activities
- Installation of an additional MSW composting digester
- Hiring of an agricultural field technician and a multi-county extension educator
- Development of a Scientific Advisory Council (SAC)
- Coordination of the *Composting in the SE Conference and Expo* in Palm Harbor in October. FORCE is the designated host of this regional conference. For more information, visit <http://conference.ifas.ufl.edu/compost/index.html>.
- Upcoming Activities
- Preparation as needed of the 40-acre site
- Initiation of feedstock processing
- Installation of first generation research plots



- Development of educational media and planning of educational programs

The FORCE mission is to advance the state's organics recycling infrastructure by bringing together academic research, entrepreneurs, processors and marketers, organic feedstock producers and product end-users to evolve solid, practical uses for organic wastes in Florida. The project will address issues such as crop growth, yield and quality, water use, improved soil water and nutrient holding capacity and pest suppression. For more information, contact project coordinator **Miriam Zimms** at the toll-free number, or visit the FORCE website.

## Industry Sector News

### Florida's Recycling Loan Program Hard at Work

By *Guillermo J. Gutierrez, Florida First Capital Finance Corporation*

When **James Pope** and **Barbara Drake** of Main Recycling in Jacksonville decided to expand their business, they investigated the benefits of the Florida Recycling Loan Program (FRLP). Through the FRLP, a program of the Florida Department of Environmental Protection (DEP), Main was able to obtain a below-market interest rate loan ideally suited for its special needs. "In times like these it is more important than ever to conserve our country's precious resources while reducing waste that contributes to the pollution of our environment," said Ms. Drake. "The FRLP made it possible for our company to purchase the necessary equipment to build our business and create jobs."

The FRLP enabled this company to purchase four industrial scales, a cable stripping machine, a bailer and a 72" steel conveyor. The company specializes in the purchase of scrap metals from individuals, manufacturers, institutions and government facilities. After metals are sorted and compressed, they are shipped to mills, smelters or exported to buyers in the Far East.

**The FRLP provides Florida businesses with access to capital** for the purchase of equipment and machinery to expand industrial recycling activities. The program offers long-term (up to 10 years), fixed-rate loans, designed for companies that manufacture products from recycled materials or convert recyclable materials into raw materials for use in manufacturing. The FRLP is administered for DEP by Florida

First Capital Finance Corporation, a private, nonprofit corporation created by the State of Florida to ensure small business access to capital through state and federal (SBA and USDA) financing programs.



## Hospital Waste Reduction Program

By Laurie Tenace, Florida Department of Environmental Protection

The Department of Environmental Protection is starting a **new program that could help hospitals in your area.**

DEP's Pollution Prevention (P2) and Recycling sections are partnering to provide free waste assessments and waste management assistance to Florida hospitals.

The program is based on Hospitals for a Healthy Environment (H2E), a national initiative. H2E developed from a memorandum of understanding signed by EPA and the American Hospital Association in 1998. H2E has two major components: to reduce the amount of waste produced in hospitals by 50% by 2010, and to eliminate mercury from medical waste streams by 2005. See the H2E web site at <http://www.h2e-online.org/>.

DEP staff will be visiting hospitals around the State to provide free help in these areas. Along with a waste assessment, the selected hospitals will get information on recycling, mercury reduction, environmentally preferable purchasing, energy conservation, and general waste management.

Please contact **Laurie Tenace** at (850) 488-1865 or [laurie.tenace@dep.state.fl.us](mailto:laurie.tenace@dep.state.fl.us) or **Michael Ohlsen** at (850) 921-9230 or [michael.ohlsen@dep.state.fl.us](mailto:michael.ohlsen@dep.state.fl.us) if you would like more information about the program or to suggest a hospital that would like a free waste assessment.

## Olympic Recycling

by Gina Hawkins, City of Gainesville

It's not a "medal" event yet but recycling will reach global proportions in **Salt Lake City in February at the Winter Olympics**. The Salt Lake Organizing Committee for the 2002 Winter Olympics, or "SLOC" for short, invited Gainesville's **Gina Hawkins** to scrutinize their plans for reducing waste.

SLOC has a zero waste policy. Approximately 3,000 tons of material will be generated over the course of the 10-day event. SLOC's vendor must reduce waste by, at a minimum, 85% through recycling and composting or they will have to pay penalties.

The review team's focus is waste reduction within three major constraints: security, budget and media coverage. Not surprisingly, the key issue for SLOC is security. Security issues effect the placement and type of receptacles for the collection of materials. Security issues, budget and media coverage limit the number of volunteers that can be involved. Personnel for the Olympics, paid or volunteer, must wear an official Olympic parka, gloves, snow pants and boots. This uniform plays a part in security and media coverage, too, since it is part of the Olympic image. The price of the uniform? More than \$1,000 each.

Other members of the review team include **Will Ferretti** of the National Recycling Coalition, **Gary Liss** of the Grass Roots Recycling Network, **Scott Vitters** of Coca-Cola, **Ginny Black** of the U.S. Composting Council, U.S. EPA officials, State of Utah officials, and representatives from local municipalities, among others. Gina will review SLOC's plan on behalf of SWANA.

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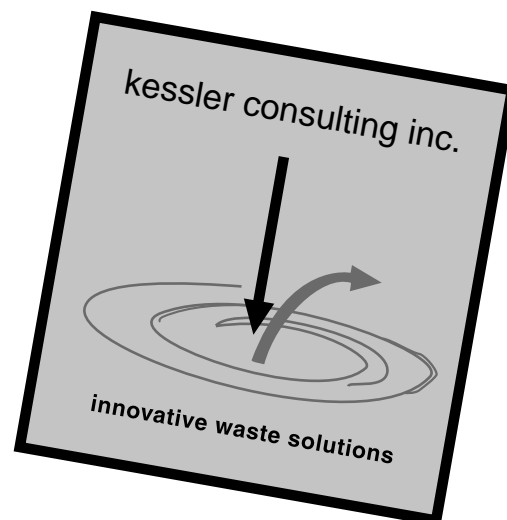
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# Legislative Issues (continued from page 1)

- Get to know your elected officials. Find them at the state's website, [www.myflorida.com](http://www.myflorida.com). Find out what their personal issues are; they are real people, with families and concerns just like yours. They are looking for issues on which they can make a difference. They want to be educated; help them ask the right questions in committee meetings to achieve your goals.
- Keep your message consistent. Go to town meetings and speak to make elected officials aware of your issues.
- Be sure to thank your officials for the job they're doing, and make them aware of what you've been able to accomplish because of their past support.
- If you are in a position where you can't speak personally, find someone with a group who's benefited from your recycling programs and have them speak for you.
- Give your legislators an opportunity for good public relations; if they've helped you fund a facility, invite them to be a guest of honor at its grand opening. When a program they've supported is working well, make them aware of it, and ask for their continued support. No county wants to slide back from its past accomplishments.
- Don't be intimidated by elected officials! See them as real people, not just an office.

**Remember, the legislature is in session now, so it's time for you to put these suggestions to use! RFT's board can never be as effective alone as can its entire membership**

## Pocket Guide to Florida Government by Gene Jones, SWIX

For all the details on the Florida Legislature that you require, choose The Official 2002 Pocket Guide to Florida Government.

This handy publication, by the Florida Chamber of Commerce, contains pertinent information on the Florida Legislature, as well as a comprehensive look at the Executive Branch, Congressional Delegation and many Government Agencies.

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- House and Senate Committee Assignments, Staff Names
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# Florida Recycling Loan Program

## Low Cost Loans for Industrial Recycling

- Fixed interest rates as low as 2% below Prime
- Loan Amounts from \$20,000 to \$200,000
- Loan Term up to 10 years
- Purchase and Installation of specialized machinery and equipment
- Conversion of existing machinery or equipment for the manufacture of products that contain recyclable materials or final processing of secondary materials



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The Florida Recycling Loan Program operates under a partnership between the Florida Department of Environmental Protection and Florida First Capital Finance Corporation, the program administrator.



# America Recycles Day

## Above and Beyond

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

After an award-winning **America Recycles Day 2000**, where do you go next? As Broward County's Office of Integrated Waste Management (OIWM) found out, you can only go above and beyond. America Recycles Day 2001 expanded outreach efforts on "buying recycled" to include a Home Depot Extravaganza across five major Broward cities; a highly successful recycled paint giveaway at the Habitat Re-Store in Fort Lauderdale (which unexpectedly turned into a two-day event when many residents turned out to get their free paint!); and the 3<sup>rd</sup> Annual Deerfield Beach Bash, co-sponsored by OIWM and the City of Deerfield Beach.

OIWM and the City of Deerfield Beach also sponsored a county-wide ARD 2001 school contest, with winning entries displayed during the Beach Bash. Each student was required to submit their idea of a futuristic house made from recyclable and recycled materials in a 2 or 3-dimensional format with a writing requirement to meet academic standards, which allowed teachers to integrate the contest into their lesson plans.

Educating residents on the "buy recycled" concept was further enhanced with the many recycled-content items provided as promotional giveaways in 100 mini-shopping carts given to residents who correctly answered recycling questions. Add ARD t-shirts (provided by OIWM) and printed flag cards donated by the *Sun-Sentinel* newspaper, and America Recycles Day 2001 outreach efforts spill over and beyond the two days of activities held in Broward County. For information on outreach programs in Broward County call **Marnie Rosen** at 954-765-4202 x273 or send an email to [mrosen@broward.org](mailto:mrosen@broward.org).

### Kessler Consulting seeks a Project Manager

Requirements: minimum of 5 years' industry experience and a degree in economics, business, or engineering, along with strong analytical and writing skills. Prior consulting experience is preferred.

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[www.kesconsult.com](http://www.kesconsult.com)



*Millie Glass (Broward County) proudly displays booth at Home Depot Extravaganza in Sunrise*



*Marnie Rosen with K-12 winning entries, ARD 2001 School Contest*



*Cheryl Miller (l), Deerfield Beach Recycling Coordinator and Marnie Rosen (r), Broward County Outreach Coordinator, co-hosted the 3<sup>rd</sup> annual Deerfield Beach Bash*

# America Recycles Day (continued)

## Orange County Celebrates "America Recycles" Day

By Susan ElAmrani, Orange County

America Recycles Day is a nationally recognized annual event that emphasizes the importance of recycling. Orange County Solid Waste celebrated Orange County Recycles Day on Saturday, November 17, 2001 in support of the national event. This year's event was filled with fun, food, and plenty of activities.



It all started with the Orange County registration booth where everyone had an opportunity to win special prizes made out of recycled content, and were given a ticket for a complimentary meal. Then there was a vending area where local business and government agencies came out to talk to the event attendees about a variety of recycling related subjects. Vendors also handed out free educational items. Some of these vendors along with the Orange County Utilities Human Resources section provided position vacancy information and job applications as part of the job fair. The children really enjoyed the clowns and getting painted with festive designs, and the DJ kept everybody grooving throughout the day.



All this fun focused around the importance of participating in the Orange County recycling program and buying products made from recycled content. Everyone was given the opportunity to view the Orange County Materials Recovery Facility (MRF) in action along with the recycling truck display.

Also, a presentation board was displayed to explain the recycling process along with recycled content product examples. Many residents who attended received recycling bins so they could begin participating in the curbside recycling program.

New to the event this year was the Equipment Road E-O. The heavy equipment was fun to watch as well as the recycling and garbage trucks which expertly maneuvered around a difficult timed course. Many people were given their first look at the equipment in action, and the equipment operators did a great job impressing the audience with their skilled maneuvering.

All of these great activities would not have been possible without the participation of the following sponsors:

CH2MHill/Joint Venture	City of Orlando
Consumer Development Group	Onyx/Superior Services
Recycle America	Republic Services
SCS Engineers, Inc.	Waste Management
WCG Engineers	

Several Orange County staff volunteered their time and talent to plan this event and gave up much of their Saturday to work at the event as well. There was considerable partnership of local businesses, government agencies, and enthusiastic Orange County employees. Orange County Recycles Day will certainly be remembered as a key element in the effort to promote recycling.

## What Time Is It?

### The "ReWatch"

Time to buy recycled!

This new Swiss made watch is great for the ecology!



This watch is made of recycled aluminum, features a black face, luminous hands, date display and water-resistant.



#### ORDER INFORMATION:

- Price includes one color screened imprint, one location.
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- Additional imprint colors add \$0.90 each per color, plus \$30.00 set-up per color
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Qty.	12*	25	50	100
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# RFT Membership News

## Membership News

By *Ray Moreau, SWIX, RFT Membership Committee Chair*

Well, as most of you are aware, **RFT has easily doubled its size** during the past two to three years. We are now 412 members strong and still growing! This is indeed good news for RFT as an organization and for recycling/waste reduction in Florida in general. It means that despite recent reductions in recycling grant funding at the State level, people and organizations throughout the State are STILL interested in making a difference in how we manage resources in Florida and are willing to join with their colleagues to create a more effective "voice" for what they believe in.

Now, that being said, we CANNOT rest on past laurels. We did achieve our goal of 85 new members last year. But your Membership Committee has a goal of 100 new members in 2001-2002 and we need your help to get this done. I would like each and every current member of RFT to consider the following specific actions during the next few months:

1. If you think of any individual or group or individuals that should be approached about RFT membership, PLEASE notify **Gaylene Stanley, Ray Moreau, Colin Cassidy, Russ Ketchem, Steve Lengfeld, or Tom Edwards** (our contact information is in your new Membership Directory). Let us know whenever a potential member(s) comes to mind and we will follow up.
2. If you have any specific membership recruitment ideas that you want to share, please do NOT hesitate to share them with us. Use email, the phone, the fax machine, or old fashioned "snail" mail!
3. Lastly, challenge yourself to sign up ONE new RFT member yourself personally. Think about the impact this action would have on RFT membership if each one of us did this - we'd double the size of the organization in one year! I think you'll agree, signing up one new member each is DOABLE. And there is NOTHING to replace the "personal" touch that each of you brings to membership recruitment.
4. To make your membership recruitment efforts worthwhile, we have a contest in progress. The Member that brings in the most new members from July 1, 2001 to June 1, 2002 will be awarded a \$25.00 check. Last year, we had a tie and four people received a check for \$25.00.

Remember, RFT's membership is its LIFE BLOOD... please continue to support membership growth. I hope to see each of you soon.

## RFT Welcomes the Following New Members

**Ronnie Barron**, Organic Soil Builders, Inc.  
**Carol Cobb**, Monroe County, Solid Waste Management  
**Darlene Copeland**, Redco Recycling  
**James Florio**, Marion County Public Schools  
**Karen Gray**, Resource Depot  
**Michael Heimbach**, City of Hallandale Beach  
**Becky Jackson**, Alachua County Public Works  
**Terry Lohman**, Sandhill Recycle Center  
**Frank Loscialo**, Recycled Fibers Division  
**Leonard Marion**, Osceola County Solid Waste  
**Jill Mondo**, FL Independent Tire Dealers & Retreaders Assn.  
**Laura Mueller**, Sarasota County Gov't Environmental  
**Robert Peoples**, Solutia, Inc.  
**Tom Strickland**, City of Gainesville  
**Eric Vogt**, Florida's Mulch Express  
**Ben Walker**, Abitibi Consolidated

## List Serve Down – What's Next?

By *Ray Moreau, Membership Chair*

Coming Soon! Our List Serve that began in July is evolving into a new service geared to better serve our members. We are in the process of setting up an RFT Discussion Board.

It will be Internet based and accessible on RFT's existing web site, [www.recyclefloridatoday.org](http://www.recyclefloridatoday.org). This new Discussion Board will require all RFT members that are interested to log on to RFT's Web site, enter a password which will be provided to all members, click on the Discussion Board button, and then post questions and/or answers related to solid waste management, recycling, reuse and waste reduction. The Discussion Board will be available for viewing by all members. No RFT member's personal email program will be impacted by this Discussion Board feature, since the new service will be Web site based.

Watch for details about our new RFT Discussion Board coming soon! This new Web based technical assistance tool, along with our new Legislative Tracking service (LobbyTools), should be ready to go before February 1 of this year.

## Mark Your Calendar

**February 5 – Keep Florida Beautiful Legislative Day**, Tallahassee. Call 850-385-1528.

**February 12 - Training Class in Production & Utilization of compost for Horticultural Cropping Systems**, Immokalee. Call 941-658-3400.

**February 17-20 – Southeast Recycling Conference**, Orange Beach, AL. Call 334-277-7050.

**February 20-23 – Greenprints: Sustainable Communities by Design Conference**, Atlanta, GA. Call 440-872-3549.

**March 10-14 – ISRI Annual Convention & Exposition**, Las Vegas, NV. Call 202-737-1770 or visit [www.isri.org](http://www.isri.org).

**March 14-15 – Georgia Recycling Coalition Semi-Annual Membership Meeting**, Dalton, GA. Call 404-634-3095 or visit [www.georgiarecycycles.org](http://www.georgiarecycycles.org).

**March 24-27 – Carolina Recycling Association Annual Conference & Trade Show**, Asheville, NC. Call 919-545-9050 or visit [www.cra-recycle.org](http://www.cra-recycle.org).

**April 19-21 – Econatural 2002** conference on ecological awareness & education, Miami. Call 305-380-0387.

**April 22 – Earth Day**, worldwide. Visit [www.earthday.net](http://www.earthday.net).

**May 6-8 – 2002 BioCycle International Symposium – Composting & Compost Utilization**, Columbus, OH. Call 610-967-4135.

**May 20-23 – Waste Expo 2002**, Las Vegas, NV. Call 800-527-9007.

**May 30-June 2 – 12<sup>th</sup> Annual Key West Recycling Seminar**, Pier House, Key West. Call Herb Lund at 954-973-8010.

**June 3-6 – RFT Annual Conference & Exhibition**, Hutchison Island Marriott Resort, Stuart. Call 877-867-4738 or visit [www.recyclefloridatoday.org](http://www.recyclefloridatoday.org).

# 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: \_\_\_\_\_

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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](http://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, [Lynn.Thompson@BellSouth.com](mailto:Lynn.Thompson@BellSouth.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](mailto: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](mailto: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: Ray Moreau, 800-441-7949, [ray@swix.ws](mailto:ray@swix.ws)**
- \_\_\_\_\_ **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, [ray@swix.ws](mailto:ray@swix.ws)**
- \_\_\_\_\_ **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](mailto:SnowC@hillsboroughcounty.org)**



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