

Letter from the Chair

Judging from the feedback, the recent RFT annual conference was one of the best yet. And it probably had a lot to do with the “green” theme, which is generating more and more attention nationally. Many companies are trying to find the right message to communicate to customers about their environmental initiatives and good stewardship. Several examples come to mind such as Dell Computer (electronics recycling), Nike (Reuse A Shoe Program), and Starbucks (coffee grounds as a soil amendment, recycled content purchasing, discount for commuter mugs, and more).

Government has long been an advocate of good environmental practices but has not managed, in many cases, to establish a memorable “branding” of the message. That is critically important. Aside from establishing green programs in the first place, the most important element is marketing and education. Just look at how well it has worked for private industry over the years. There’s a reason they spend millions of dollars to implant their product in our memory. Just for fun, check out some of these advertising slogans from the past:

“Give her a *real* thrill this Christmas!” (1927 ad for Frigidaire)

“So round, so firm, so fully packed, so free and easy on the draw.” (1940’s ad campaign for Lucky Strike cigarettes)

“The misery of an old man is of interest to nobody.” (Prudential Life Insurance, 1931)

“The skin you love to touch.” (Woodbury Soap, 1911)

The founder of soap manufacturer Lever Brothers once stated that “half the money I spend on advertising is wasted, and the trouble is I don’t know which half.” Most companies would probably agree with that, but marketing our environmental programs is even more important these days with the thousands of competing messages all around us.

At our conference, I mentioned a company in Colorado that markets an “improved environmental consciousness” to every customer. This doesn’t require a media buy or fancy advertising campaign. It consists of simple messages communicated directly to guests and customers. That’s an effective way to “sow the seeds of sustainability.” And isn’t a satisfied customer the best advertising of all?



Dave Baker

Conference Wrap Up

RFT Members Receive National Recognition

Deerfield Beach’s recycling truck will be featured in the August edition of Waste Age Magazine as national winner of the Truck Design Contest. In 1999, Deerfield Beach launched its **WOW** (Wipe Out Waste) campaign to encourage the vision of waste



reduction and recycling. Recycling staff collaborated with students and DMAC graphic artist on the original concept and images for the truck. Michelle Langlois, a local college art student, added the final refining touches. The truck provides a constant traveling reminder that recycling is one of the many ways that each of us can be responsible to our community and our planet.

Miriam Zimms, Former RFT Board Member and Senior Consultant at Kessler Consulting, Inc., received the 2004 Achievement Award from SWANA’s Waste Reduction, Recycling and Composting (WRRC) Technical Division for her work as Vice-Director of the division for the past two years. Appropriately, the trophy was made of 100 percent recycled bottle glass. Miriam put her 12 years of public and private sector waste management experience to good use by providing her guidance and leadership skills to the WRRC Technical Division.



Miriam Zimms

WRAP UP (continues page 2)



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Conference Wrap Up (continued)

Green Lodging Focus at Statewide Conference



One feature of this year's RFT conference was a half-day workshop on "Green Lodging" designed to encourage more recycling, waste reduction and conservation in the hotel/motel industry. The workshop included presentations from two award-winning hotels: the Hilton University of Florida Conference Center in Gainesville and Disney's Coronado Springs Resort. Other "Green Lodging" success stories included Progress Energy, SWFWMD, Voltview Tech (Ultra Low Flow Toilet Program), the Tradewinds Resort (conference host hotel), and Sarasota County's "sustainable green building practices."

The presentations gave specific examples of how facilities can incorporate or improve basic practices that can help protect Florida's environment. Information was provided about the Florida Green Lodging Program and how facilities can become eligible for special certification in the areas of water conservation, energy efficiency, waste reduction and clean air practices.

The workshop was sponsored by a generous grant from the Florida Department of Environmental Protection and was presented by Pinellas County Utilities in cooperation with Recycle Florida Today, Inc.



Tools for Schools

By Sue Blythe, Public Education Coordinator, Alachua County Public Works

From the 5,000 pencils that were misprinted to the outdated stationery in the supply cabinet, businesses have a lot of leftovers that go into the trash. In fact, 65 percent of the 160,000 tons of garbage created in Alachua County each year comes from the commercial sector.

After a period of "we might still use this," businesses eventually need to recapture the space, so items that are usable and reusable end up in the dumpster.

Local schools are strapped for supplies in classrooms, art rooms, science labs, and offices. Teachers spend their own money to purchase needed educational materials and supplies. Children run out of pencils and pens mid-year.

Tools for Schools, a partnership of the Alachua County Board

of County Commissioners, the School Board of Alachua County, and the local business community, aims to bridge this gap. Tools for Schools is a "reusable resource center," accepting unneeded and surplus materials from businesses and providing them free to teachers for their students.

As a member of the Reusable Resources Association, Inc., our staff has received training to establish and maintain our center. We offer workshops for teachers on how to use the available materials for educational purposes. Our staff can also help businesses and individuals who are potential donors recognize the beneficial portions of their waste streams.

For more information or to arrange a visit to Tools for Schools, call 352-374-5213 or go to www.toolsforschools.alachua.fl.us.

Mark your Calendar:

FALL Organics Recycling Training Opportunity

PRODUCTION AND UTILIZATION OF COMPOST IN FLORIDA TRAINING FORCE, in conjunction with Dr. Monica Ozores-Hampton, would like to invite you to the Composting School 2004 in Lake Panasoffkee, FL. This free workshop will include a tour of Sumter County MSW Facility and discussions on the following topics: Composting biology and core principles, current Florida regulations, food waste regulation in USA, composting facilities in Florida, panel discussion Florida regulation, site safety, odor control, fire prevention, feedstock(s) types and recipes, compost quality and testing. **CEU's, CCA's and SWANA CEU's will be provided.**

Where: Sumter County Solid Waste Facility and Lake Sumter Community College

When: **September 15, 2004.**

How: Please RSVP by September 13, 2004 to Dr. Monica Ozores-Hampton, Southwest Florida Research and Education Center, 2686 State Road 29 North, Immokalee, FL 34143-9515, Tel: (239) 658-3400, Fax: (239) 658-3469, Ozores@mail.ifas.ufl.edu

US Composting Council's 13th Annual Conference and Trade Show

The US Composting Council's 13th Annual Conference and Trade Show is scheduled for January 23-26, 2005, at the Crowne Plaza Riverwalk in San Antonio, Texas. The USCC's Annual Conference & Trade Show has become the Composting Industry's premiere event, providing industry professionals with educational, networking, and career advancement opportunities. **The USCC Annual Conference is the only national composting conference and exhibition run by and for composting professionals and hosts the largest trade show targeted for the composting and wood waste recycling industry in the U.S.** Nearly 500 composting industry professionals and 75 exhibitors attended the US Composting Council's 12th Annual Conference and Trade Show on January 25-28, 2004 in Las Vegas. Hosted by 26 sponsors, the Annual 2004

Conference attracted a national and international audience with representatives from 46 states and 10 countries. This year's conference is shaping up to be even better. The USCC continues to build on the Annual Conference each year as a service to membership and the composting industry.

For more information, please refer to www.compostingcouncil.org or contact: Stuart Buckner, Ph.D., Executive Director, US Composting Council, 4250 Veterans Memorial Highway, Suite 275, Holbrook, NY 11741, Phone: 631-737-4931, Fax: 631-737-4939, buckstop@vdot.net

Top 5 Reasons to Make The National Recycling Congress Your Conference of Choice This Summer

1. Forty educational sessions on all of today's hot topics: capturing food waste from residents and restaurants, recycling at special events and large venues, e-scrap recycling, the impact of exports on recycling markets, the next generation in program design (including single stream), increasing container recycling, and much more.
2. Twenty-one tours of some of the leading waste reduction programs in the nation. With the help of the San Francisco Department of the Environment, we've got tours covering food and organics composting, deconstruction, plastics recycling, regional processing, creative reuse, business recycling, large venue recycling, and waste reduction in some of San Francisco's most interesting neighborhoods, from Fisherman's Wharf to Chinatown. In addition, we have scheduled nineteen cultural and natural environment tours before and after the Congress so you can enjoy the Bay Area's many riches.
3. Our evening networking events are even better than usual! We'll take you out on San Francisco Bay for a sunset cruise aboard a Hornblower yacht for our Annual Welcoming Reception on Sunday evening, immediately followed by a

CALENDAR (continues page 5)

Greater Fort Lauderdale Uses Recycled Glass in Pilot Beach Erosion Project

The Clean Beaches Council (CBC) presented Greater Fort Lauderdale, Florida, with the organization's first annual "Best Beach Management Project" award. Fort Lauderdale is launching two pilot projects that will test replenishing the area's erosion-prone shoreline with "sand" made from ground-up recycled glass bottles.

"This beach management project represents the kind of innovative, outside-the-box thinking that we need to assure the sustainability of our beaches," stated Walter McLeod, CBC President. "Certainly, there is still a great deal of research to be done, particularly on the impacts of glass-generated sand on wildlife. But these two experiments offer an opportunity to find a cost-effective, environmentally smart solution to the widespread erosion that most of the nation's beaches are now experiencing. Rather than having to mine the ocean for sand to replace eroded areas, we can use what is recycled right in our back yards. This solution may be a win-win."

Currently, 21 miles of the 23 miles of Broward County's beaches — including Pompano Beach, Fort Lauderdale, Dania, Deerfield, and Hollywood — are critically eroded. The project, if successful, would solve several environmental problems: 1) expand the shrinking market for recycled glass, 2) help communities re-nourish their beaches without importing expensive sand from faraway places, and 3) mitigate the need to excavate ocean sand which destroys marine ecosystems.

Gainesville Waste Issues Forum a Success

By Tom Strickland, Program Assistant, City of Gainesville Solid Waste Division

On April 21, 2004, solid waste topics from disposal of CCA treated wood to waste-to-energy technologies were presented at "**Waste Issues Forum 2004**" in Gainesville. The one-day event, organized by the Solid & Hazardous Waste Public Information Committee of Alachua County (PIC), was held at the University of Florida TREEO Center. Other event sponsors included the City of Gainesville, Alachua County Public Works, Waste Pro of Florida and the University of Florida (UF).

The forum was free and open to the public and designed to provide information to local industry professionals, area policy makers and citizens on the latest waste management developments. Topics and speakers included the following:

- *Emerging Technologies/Waste to Energy*, by David Keough, JEA Consulting
- *Environmental Impact of Old Dump Sites*, by Mary Nogas, DEP NE District
- *Environmental Regulations*, by Gus



Olmos, Alachua County EPD

- *CCA Treated Wood*, by John Schert, Florida Center for Solid & Hazardous Waste
- *C&D Deconstruction & Recycling*, by Dr. Charles Kiber, UF
- *Electronics Recycling*, by Raoul Clarke, DEP
- *State of Waste Management in Florida*, by Dr. Tim Townsend, UF

"The forum provided a welcomed opportunity for folks to review and share ideas on important issues," stated Chris Roeder, PIC Chair. "The public was as enthusiastic to receive the information as the presenters were to provide it. Attendance was excellent and the PIC definitely plans to make the forum an annual event."

For more information on the PIC or "**Waste Issues Forum 2005**," email waste@ci.gainesville.fl.us or call 352-334-2130.



Out to Sea with Duct Tape and a Prayer

By Pat Freed, Public Relations Specialist, Pinellas County Utilities

One look at the boats and their crews, and you knew that these races were something special. On Saturday, April 17th, enterprising teams of Pinellas County youth hauled their boats built out of recycled materials down to the beach in St. Petersburg for the annual **Recycle Regatta**.

Over 150 crewmembers and 39 boats entered the Regatta. The names of the boats were as creative as their crews - "Hope It Floats," "Gar-Barge," "the Trash Mobile," and "the Broach Folly," - just to name a few. Boat construction materials included many items rescued from the dumpster such as water jugs, soda bottles, old plywood, plastic tarps, and even parts



of an old wicker chair and bicycle, much of it held together with a generous supply of duct tape.

For many of these boats, it was their first and last time in the water. Will it float? Will it move? Will it navigate? Some won, some lost, some never even finished the course, but it didn't matter. Cameras flashed, families cheered, and the crews paddled for all they were worth. Everyone enjoyed themselves in the spirit of good fun and teamwork.



In addition to a heightened appreciation of recycling, the teams gained experience using scientific applications such as design, construction, buoyancy, weight and volume displacement. The Recycle Regatta is one of many ways that Pinellas County Utilities spreads the word about preserving our valuable resources. For all of those teachers, family members and youth who supported this worthwhile and fun Recycle Regatta, "sea" you next year.

Mark your Calendar: (continued)

- Dine-O-Rama at hot SF eateries; offer you a "Taste of San Francisco," including wine tasting on Monday; take you out to the ballpark for a Giants v. Rockies game on Tuesday; and wrap up the Congress with a San Francisco Pub Crawl on Wednesday night.
4. The California Resource Recycling Association (CRRA) welcome reception on Monday, August 30, from 6-9 pm, is an event that you will NOT want to miss! Join CRRA after the sessions on Monday for a California Wine Tasting and San Francisco Barbecue, one short block from the Moscone Center at the Yerba Buena Gardens. This is an urban oasis of trees, meadows, and waterways. Renowned chefs from Norcal Waste Systems will be preparing barbecued entrees accompanied by pasta dishes, artisan breads and organic fresh green salad from farms using SF's compost.
 5. Multiple networking opportunities; NRC and CRRA council meetings; an exquisite exhibition hall (under a solar roof, of course); the NRC Annual Awards; and the Recycling Education Networking Breakfast are just some of the reasons to make this your first priority in conferences to attend this summer!
- REGISTER ONLINE! It's fast, easy, and secure!
<http://www.nrc-recycle.org/congress/sfreg/index.htm>
If you have any questions, call 202-347-0450

Sumter County Wood Reuse & Exchange Center

by Chuck Jett, Superintendent, Sumter County SWRCF

Sumter County recently completed a State Innovative Grant focused on wood waste recovery. The grant helped pilot a Wood Reuse and Exchange Center (WREC) to accept reusable wood waste from County residents, businesses and institutions at a zero tip fee, and then make the wood available to the public at no charge.

Most of the wood waste collected at the WREC was 2x4s of various lengths, however plywood, moldings and other types of reusable lumber were also accepted. During the pilot, nearly 9 tons of wood was received. Each morning residents were waiting and eager to obtain the available wood, and all wood recovered during the pilot was reused.

Sumter County also hosted a statewide workshop on wood waste recovery that featured distinguished speakers from state government, state universities and corporate entities. The workshop was well received by the 60 attendees, and many have asked the County to hold the workshop annually.

A Best Management Practices Manual for wood waste, funded by DEP and Florida Power & Light Corporation, was prepared by Kessler Consulting, Inc., with technical comments provided by DEP and the Universities of Miami and Florida. To receive a



copy of the manual or for more information about this project, please contact Shane Barrett at 813-971-8333 or sbarrett@kesconsult.com.

Industry Section News

Steel Recycling Industry News

According to the Steel Recycling Institute (SRI), steel remains the most recycled material around the world, with almost 69 million tons of steel recycled in 2003 in the U.S. alone resulting in a recycling rate of 70.7 percent.

More than 14.2 million tons of steel from end-of-life vehicles, over 2.6 million tons of appliances and nearly 1.6 million tons of steel cans were recycled last year. An arena where recycling is on the upswing is in construction and demolition. Heavy structural beams and plates were recycled at a 96 percent rate, while 60 percent of

rebar was used again.

However, mercury switches in automobiles manufactured in the U.S. may jeopardize future recycling of these vehicles. "This is a serious public health concern that threatens to disrupt the most successful recycling program in North America," said Bill Heenan, SRI President. According to SRI, the largest recycler of automobiles in the country is reconsidering its position of recycling the steel from all end-of-life vehicles to only recycling foreign-manufactured vehicles that have never utilized mercury.

SRI recently endorsed the Clean Car Campaign's call for automakers to immediately establish a mercury switch recovery program and phase out the use of mercury in new vehicles. Legislation requiring automakers to share responsibility for mercury switch removal was passed in Maine and is pending in numerous states, including New Jersey, Minnesota, Massachusetts and Rhode Island.

For more news about steel applications and recycling, visit www.steel.org, or www.recycle-steel.org.

Committed to Making a Difference One Printer Cartridge At a Time

The use of inkjet cartridges is increasing rapidly. In an effort to keep this plastic out of our landfills, AAA Environmental, Inc. is offering a program for recycling inkjet and laser cartridges that also work as a fundraiser. They provide interested groups with postage paid envelopes that are bar-

coded to the participant. When the recycling center receives the envelope, the cartridges are scanned in and the participants are paid for every cartridge that is suitable for remanufacturing.

This recycling program is extremely

easy to start and is presently producing a positive cash flow for various cities, organizations, companies, schools, etc. Contact AAAEI at **866-332-2234** for more information or visit their website at: www.aaaei.com.



Organics Recycling Committee Update

by Dr. Monica Ozores Hampton

On behalf of RFT's Organics Recycling Committee, I would like to extend a sincere thank you to Jeff Rogers and Chris Snow for their leadership and commitment to the organics recycling industry over the past few years. During both their terms as Committee Chair, Jeff and Chris have gone the extra mile in tireless pursuit of supporting the industry. THANK YOU JEFF AND CHRIS!

As the new Committee Chair, I look forward to working towards improving communications and enhancing educational opportunities for the betterment of Florida's organics recycling industry. To accomplish this goal, the Organics Recycling Committee will offer quarterly meetings to provide: (a) updates on upcoming training and events throughout the state, (b) status of projects and grant opportunities, and (c)

pertinent organics recycling information.

With your assistance, I will work toward providing timely, relevant and useful information. Let me hear from you 239-658-3400 or ozores@mail.ifas.ufl.edu with ideas, suggestions and recommendations of what you would like to see at future RFT meetings.

Demonstrating Applications for Compost Utilization

M. Ozores-Hampton, D. Rockwood, University of Florida, School of Forest Resources and Conservation, and P. Stansly, University of Florida/SWFREC

A study is underway that is intended to vividly demonstrate the many attributes of compost for enhancing the productivity of two species of eucalyptus, cypress, and cottonwood through the culture and comparison of "no compost" and "compost" treatments.

More than a thousand trees were planted on a 0.35-acre site in Immokalee during July 2004 in a paired double row configuration that maximizes harvest production at 1-2 year intervals with combine-like machines. No irrigation will be used. Tree and soil samples will be collected semiannually. Tree measurements will include height, pest incidence, survival, and weather induced responses. The environmental impacts of compost application will be determined by periodic site monitoring and annual tree biomass characterization to develop annual and cumulative nutrient and water budgets.

This study, as well as other projects funded by the Florida Organics Recycling Center for Excellence (FORCE), is intended to demonstrate environmentally sound, economically feasible, practical applications for utilizing compost. Direct benefits include enhanced moisture and nutrient retention in the sandy soils typical



of southern Florida, and reduced leaching of nutrients and contaminants. Indirect benefits possible when forest crops grown with compost are used as energy-wood include reduced CO₂, SO₂, and NO_x emissions, compared to the equivalent use of fossil fuels.

Picture: Planting Eucalyptus in Immokalee.

Recycling Coordinator, District School Board of Pasco County

The District School Board of Pasco County is seeking a highly motivated person to manage their comprehensive recycling program in their sixty schools and administrative offices. Candidate needs to have good public speaking ability and be able to serve as a liaison to the community and other government agencies. Other responsibilities include managing the District's solid waste, surplus property and reuse shop, Creation Station.

Salary range is \$31,698 - \$45,938. Interested persons should call Rick Kurtz, Director, Food, Nutrition, & Distribution Services, at (813) 794-2439. Deadline for applying is August 20, 2004.

MEMBERSHIP APPLICATION

Join Recycle Florida 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!

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For Further information contact Recycle Florida 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.
- _____ **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.
- _____ **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.
- _____ **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.
- _____ **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.
- _____ **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.



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