

# Renewable news



August 2002

## RecycleFlorida Today's 2002 Annual Conference and Ten Year Anniversary Celebration A SUCCESS STORY!

RecycleFlorida Today, Inc. celebrated "Ten Years Dedicated to Source Reduction & Recycling" at the Hutchinson Island Marriott Resort in Stuart at this year's annual conference. The event was filled with interesting and informative presentations, a jam-packed exhibit hall, numerous networking opportunities, an awards banquet, and great entertainment. It was all made possible by the hard work of our Co-Chairs, Nancy Paul and Donald Freedland, the diligent RFT volunteers with special mention going to Pam Shoemaker & Suzanne Boroff, who along with Nancy Paul devoted many hours to putting together and giving away exhibitor prizes, banquet entertainment, organizing the group of "round about the table" volunteers for goody packet filling, and to Gina Hawkins for creating the memory lane video. We also recognize these wonderful sponsors who helped make the conference possible with their support:

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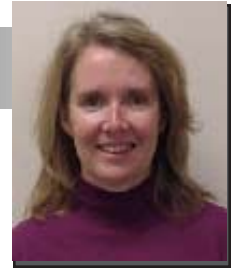
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## Letter from the Chair



How quickly the time passes. It seems like only yesterday we were enjoying the fellowship of our colleagues at Hutchinson Island and the summer was just beginning. Now here we are, kids are back in school, the dog days seem to be getting hotter and for many of us the fiscal year is winding down.

A big “atta girl/boy” to the conference committee! Outstanding job! I hope everyone came away from this year’s conference with newly found knowledge, new friendships and sources for new professional contacts in our industry. I want to welcome new Board members **Jon Yob, Jeff Rogers** and **Dave Baker**. All bring a wealth of knowledge and experience to the Board and I look forward to their presence.

With every new Board member that enters the arena, an existing member leaves the Board. For me this year is particularly difficult as the three members who have left the Board represent years of dedication to RFT. **Stephanie Ragans** served on the BOD for years and was particularly helpful recently on the Communications Committee. And as Stephanie says, she has sort of grown up with RFT. We will miss her shining character, but know we can count on Stephanie’s support! **Chris Snow**, well what can I say...I already miss his “Bull Dog” spirit and his leadership. We are grateful to still have Chris as an active member of the Organics Committee and we will always welcome Chris’s input. **Mitch Kessler** has been an icon in our organization since it’s inception. His list of accomplishments for RFT are too long to name, but here is a man we shall always be eternally thankful for in his leadership, his innovation and his guidance. Lucky for us he is still Chair ex officio for one more year. So to our new Board welcome and to our retiring Board, we wish you the best in all you do!

The Board recently held our annual retreat and as always we have great plans and ideas for RFT. For many of these projects we will be seeking input from you, our members as we structure a plan for growth for our organization. You have received notice of the formation of a couple of ad hoc committees and we are setting up monthly conference call meetings for every committee. We appreciate all of your commitment to “pitch in”, and look forward to working with all of you on these exciting projects. If you haven’t volunteered, please review our requests and send us an email or a call. There is something for everyone in RFT!

Don’t forget about the upcoming equipment demonstration sponsored by our Organics Committee. This will be the largest ever so take advantage of this great opportunity! Also, this year’s Issues Forum will take us back to the beautiful Casa Monica Hotel in St. Augustine. Look for upcoming information.

And finally, as the anniversary of an event that has changed the lives of millions approaches, I urge you to take time to reflect on the bounties given us each day and to be ever grateful for all that we have. Take time also to remember those whose lives have been lost and be thankful for those who work to preserve our freedoms.

God Bless America and God Bless each of you!

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## County Connection

### Universal Studios Work-Recycling Program

By Susan El Amrani, Orange County Solid Waste Division

Universal Studios had a grand kick-off party for their new work-recycling program and the Orange County Solid Waste Division was there to help educate and encourage recycling participation. The Universal Studios recycling volunteers contacted the Orange County Solid Waste Division in hopes of getting more information about how they could start a recycling program that would actively involve their employees. Some great

recycling resources were provided along with coordination of their promotional event introducing the new recycling program to the staff. The theme for the recycling program is "U Can Recycle" with Popeye as the mascot.

Everyone attending the event was able to view materials made from recyclable items and the Orange County Solid Waste staff was on hand to answer recycling questions. Many of the Universal Studio's staff



Coordinator with the Popeye character from Universal Studios. members thanked us for being part of their new program and were very enthusiastic about participating in the new work-recycling program.

### Back to School with Reduction, Reuse and Recycling

By Sue Blythe, Alachua County

Alachua County Public Works Office of Waste Alternatives will encourage middle-school students to become reduce, reuse and recycle advocates at school this year. The Fall issue of "One Person's Trash...", a quarterly Eco Partners publication for seventh-graders, will present some ideas schools can adopt and a web site will detail each program.

For example, Waste Alternatives staff can help get a recycling club started, or help an established club take the next step. Students can support mixed paper recycling by making sure the classroom blue bins get used for paper (not trash!), then make sure the bins get emptied into the proper container for pickup. They can show how waste free lunches ([www.wastefreelunches.org](http://www.wastefreelunches.org)) can make a difference at their school. Students can start a composting club to reduce waste and provide nutrients for the school's landscaping or garden!

Three local middle schools won cash

prizes in last year's school phone book recycling competition, sponsored by the Office of Waste Alternatives. Five schools earned money in the school newspaper recycling program last year. SP Recycling provides a container and pickup (at no cost to the school), then pays the school group the current rate for old newspaper. Other fund-raising ideas include aluminum can recycling and printer cartridge recycling (see [www.aaaenvironmentalinc.com/Inkjet.htm](http://www.aaaenvironmentalinc.com/Inkjet.htm)).

Some great field trips include Leveda Brown Environmental Park, where students see what happens to Alachua County's trash, recycling and household hazardous waste. Also, during Public Works Week (May 19-23) students can visit Leveda Brown Environmental Park, the Public Works Department (heavy equipment, fleet management, sign shop), or the Animal Services Shelter (where lost animals wait to be found or adopted).

And Nancy Kenton Puppet Productions



Big Blue and helpers recycled 59 tons of old phone books in 2002.

will bring the wacky professor's reduce-reuse-recycle message to middle-school science classrooms, with music, magic, a game show and prizes. Sponsored by the Office of Waste Alternatives, this edutainment extravaganza will encourage students to make a difference.

For more information, visit [www.alachua-wastewatchers.org/schools.htm](http://www.alachua-wastewatchers.org/schools.htm) or contact Alachua County Public Works Office of Waste Alternatives at (352) 374-5213.

### eTV—Your environmental connection

By Lana Blackman, Solid Waste Authority of Palm Beach County (SWA)

While most solid waste management facilities deal with garbage, recyclables and landfills, the Solid Waste Authority of Palm Beach County has an additional feature. And it's being seen through the lens of a camera.

eTV-Environmental Television is the SWA's latest show. This half-hour

quarterly show is packed with environmental issues relating to recycling, waste prevention, illegal dumping and more. "I look at eTV as the community's window into what we do at the Solid Waste Authority," says Christine Christofek, Executive

Producer and Host of eTV.

The show is entirely written and produced in-house by the Media Arts Department, consisting of eight personnel. Two Media Arts staff members and two other SWA employees serve as talent for eTV.

eTV (continues page 4)

## Pinellas County Utilities Department Receives "Best Urban Program" Award

By W. Ward Cox, Creative Recycling Systems, Inc

Electronic recycling programs are now taking shape across Florida, and one of the first is alive and well in Pinellas County. It's never easy to blaze a trail when so many technical challenges exist, and Recycle Florida Today has cited the Pinellas County Utilities Department for operating the "Best Urban Program" at its Annual Conference in June.

The Pinellas County Commission was highly impressed by this honor. In fact, members even presented the R.F.T. award again during their July 23rd meeting. The Commission Chairman

praised the Utilities Department for offering a convenient way for local residents to turn in over 200 tons of outdated electronic equipment in a little more than two years.

Solid Waste Operations Director Deb Bush described their accomplishments this way: "We know we do good things, and so does our entire community. However, being recognized by a leader such as Recycle Florida Today shows that we're successfully creating our own path."

She also gave a lot of credit to

Creative Recycling Systems, Inc. (CRS), which has stood shoulder to shoulder with Pinellas County throughout the development of its electronic recycling system. CRS President Jon Yob says "our close working relationship enables us to maximize recycling opportunities."

Pinellas County's landmark service is a working model for other Florida counties to emulate. For more information regarding this comprehensive electronic recycling program, call Deb Bush, Pinellas County at (727) 464-7083.

## Conference 2002 (continued)



### Award Recipients

#### Individual Awards

Tenth Anniversary Award

**Bill Hinkley**

Sustained Commitment Award

**James B. Stevens**

#### Organizational Awards

Outstanding Institutional/Business

**University of Florida**

Outstanding County/City (Rural)

**Sumter County**

Outstanding County/City (Urban)

**Pinellas County**

Outstanding Partnership

**Organics Initiative Team & Florida Department of Transportation**

#### Product Award

Outstanding Recycled Product (Florida made and/or with Florida product)

**CDS Manufacturing, Inc.**

#### Student Scholarship

**Tiarra Myers**

#### Florida DOD/Military Facilities

MacDill Air Force Base

#### RFT Chair's Award

Chris Snow & Mitch Kessler



eTV (continued from page 3)

eTV's next episode is scheduled to air in August with a collaboration of compelling stories connecting people to the environment. According to Christofek, "eTV is one way we can show the community how this industry makes a positive difference in the lives of those who live in Palm Beach County."

Visit our website at [www.swa.org](http://www.swa.org) and click onto the eTV logo for details about the current show and upcoming stories. Or contact us via mail at The Solid Waste Authority of Palm Beach County, 7501 North Jog Road, West Palm Beach, Florida 33412. (561) 640-4000.



## Message from the Organics Committee Chair

By Jeff Rogers, Synagro dba Allgro Compost

The Organics Committee had their first conference call a few days after the RFT Annual Conference. We set up our committees for F.D.O.T maintenance division and Florida Water Management Districts. This is where we want to concentrate our efforts this year.

We also have several members soliciting vendors for equipment demonstrations at Composting in the Southeast Conference in October. We are committed to having a hospitality suite at the conference to attract new members.

Our next meeting will be August 28 at 10:00-12:00 at SWA Administration Building in West Palm Beach. Lunch will be served after the meeting. There will be a tour of the Amerigrow Recycling facility after lunch. Amerigrow will debut their new bagging operation. If you would like to attend, call Jeff Rogers at 561-252-3544, so we will have an accurate head count for lunch. Please join us.

## Scholarship Award

By Denise Kirk, Collier County

Congratulations to Tiarra Myers, recipient of the Recycle Florida Today 2002 Paul Opry Scholarship for her efforts to promote recycling.

Tiarra is a junior at Lely High School in Naples and Scholar with the Take Stock in Children mentoring program through the Collier County Education Foundation. She lent her considerable talent and charisma to the Collier County Solid Waste Management Department's television commercial to inform residents of the expansion of the curbside recycling program and promote recycling and waste reduction. Tiarra not only appeared on the working face of the Naples Landfill and the more beautiful Naples beach, but also provided professional voice over for the commercial.

The purpose of RFT is to inform the public, law-making bodies and the business community of the economic significance and importance of recycling, and to demonstrate the high professional standards of those involved in the business of recycling, accomplished through sponsorship of educational meetings, research and publication of articles, reports, statistics, and other material.



Denise Kirk, Collier County presenting Tiarra Myers Scholarship.

Tiarra was not paid for appearing in the commercial but volunteered at the request of Denise Kirk, Recycling Coordinator with the SWMD, who also nominated her for the scholarship award and is her mentor with TSIC. The \$500 check is welcome assistance for Tiarra's education.

## Parrot Jungle and Compost: A New Landscape

By Dr. Monica Ozores-Hampton, University of Miami

A new 18-acre tropical theme park is being built in Miami. It will be the new site of the original Parrot Jungle and Gardens which first opened in South Miami in 1936. Construction began in March 2001 and should be completed by spring of 2003.

Parrot Jungle and Gardens has been successful all these years by its various parrot and animal shows, animal exhibits, and the lush tropical landscaping. About 1,000 species of tropical plants are grown at the park. Many of these plants are grown at the onsite plant nursery and rotated into the park throughout the year. One of the reasons for the success of the horticultural program is the attention to detail, and the Integrated Pest Management Program (IPM).

The IPM program has many components including adherence to specific cultivation techniques such as selective pruning, closely monitored irrigation, the use of mulch, and our own (licensed by DERM) park-produced compost. The benefits of compost use in horticulture are well documented. The use of compost as potting soil in our plant nursery and as a top-dressing has been critical in maintaining the park without the use of restricted pesticides, miticides, nematicides, or fungicides.

The site where the new park is now being built is an 86 acre spoil island that was created early in the last century when the ship channels from the adjacent Port of Miami were being dug. When construction began, the site itself was only 6 to 8 feet above sea level and because the island is in a flood zone, the building pads needed to be raised to 12 feet. This was accomplished with over 26,000 tons of structural fill. It was decided to utilize the existing soil for the landscape and augment with compost from the park's composting operation.



David Bryan Tree Moving relocating 40,000 lb. Black Olive at new Parrot Jungl site.

Eighty trees, which were moved off the site so the land could be stripped, have since been permanently installed in the new landscape. Some of the large trees have been planted for over a year now and are in better condition than before the initial move. The 100% success rate with the trees is unusual especially with mature trees reaching heights of 50 to 60 feet. It is believed that the establishment of new landscaping can benefit greatly by the addition of compost. Information provided by Jeff Shimonski, Director of Horticulture, Parrot Jungle & Gardens.

## Composting in the Southeast Equipment Demonstration & Conference

Date: **October 9, 2002**

Location: **Sumter County Solid Waste Facility**  
**County Road 529 in Lake Panasoffkee, Florida**  
(1.5 miles east of I-75 on CR 529)

The RFT Organics Committee would like to extend this personal invitation for you to attend the Equipment Demonstration, which is in conjunction with the Composting in Southeast Conference's tour of the Florida Organics Recycling Center for Excellence (FORCE). For more information on the Composting in the Southeast Conference, visit their web site at: [conference.ifas.ufl.edu/compost](http://conference.ifas.ufl.edu/compost).

This Equipment Demonstration will provide numerous opportunities to meet the people behind the FORCE project, which will be a major focus point for the organic recycling industry in the State of Florida; other organics producers, processors and end market users; and observe the demonstration of the latest in organics processing and recycling equipment including: Tub and Horizontal Grinders, Screening Equipment, Mulch and Compost Application Equipment, Compost Turners, Front-end Loaders, Mulch Coloring Equipment, Erosion Control Vendors, Bagging Equipment and anything related to the Organics Recycling Industry.

Lunch will be provided at no cost to Equipment Demonstration attendees courtesy of *The Villages* (Florida's Premier Retirement Hometown).

**Prizes:** Door prizes will be given away during the Lunch & Equipment Vendor Presentations

**Donations:** All donations are accepted. We trust your organization will support this endeavor and look forward to your participation. Please RSVP to Recycle Florida Today by September 30th at 1-877-867-4RFT (4738) or email to [rft@recyclefloridatoday.org](mailto:rft@recyclefloridatoday.org).

**Questions?** For additional information, contact: Chris Snow, Hillsborough County Solid Waste Management Department, Email: [snowc@hillsboroughcounty.org](mailto:snowc@hillsboroughcounty.org), Tel: 813-276-8408, Fax: 813-276-2960.

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## DeconstructionInstitute.com

By Ellie Gibeau, Resource Management Group, Inc.

Charlotte County has created an interactive website, [www.DeconstructionInstitute.com](http://www.DeconstructionInstitute.com), to support waste diversion through building materials reuse. "Deconstruction" is emerging as an economically viable strategy for reducing renovation and demolition wastes through disassembling structures for the purpose of reusing building components in new construction or renovation projects.

"The concept of a Deconstruction Institute" says Barb Kula, Charlotte County Department of Environmental Services, "is for creating an online community of experts in deconstruction who can help others with their knowledge and experience. It's a discussion forum and resource for all Florida communities." Currently the site contains case studies, instructional materials and useful links. The site also allows the user to submit articles, make comments, share knowledge, and look for information on deconstruction related topics. The website's mission is to inspire and support deconstruction and materials reuse, provide educational materials, software, tools, techniques, networking, policy guidance, consultation, mentoring, and business incubation. The website is a work in progress and will be evolving over time as the recycling and reuse industry participates and shares experiences and information.

The DeconstructionInstitute.com sister site is [www.Building99.com](http://www.Building99.com) — the building materials exchange site that was set up earlier in the year. It is hoped that both sites will work



Tim Williams and Brad Guy of University of Florida Center for Construction and Environment deconstructing barrel tile roof of Veterans Highway house (7/02)

together to accomplish education, materials reuse, and diversion.

Both sites were made possible by a grant from the Florida Department of Environmental Protection to Charlotte County Environmental Services.

For more information, please visit [www.DeconstructionInstitute.com](http://www.DeconstructionInstitute.com) or contact Ellie Gibeau, [egibeau@recyclesmart.com](mailto:egibeau@recyclesmart.com).

## The Mulching Revolution

By Tiffany Hughes, American Rubber Technologies, Inc.

A new product called RubberStuff® Mulch is an environmentally safe product made from recycled tires that may eliminate annual or frequent replacement of traditional wood mulches. This new product is a colorful, porous surface that allows water and fertilizers to reach plant and shrub roots and is designed for commercial and residential landscaping uses.

According to American Rubber Technologies, Inc (ART), RubberStuff® doesn't decompose, blow or wash away - insects don't eat or nest in it - animals don't dig or lay in it. It deters weed growth, doesn't compact like roofing shingle strips, or sink into the ground like gravel or river rocks. You can rake it up, wheel barrel and spread it in a new bed, and wash off the loose dirt with a hose. Each bag utilizes three scrap tires and a cubic yard reuses rubber from 80 scrap tires. This new product doesn't leach and is chemically safe for use with children, pets and plants. The chips are non-flammable, non-toxic, non-staining, and 98% wire free. The color coating is non-hazardous and fade resistant.

RubberStuff® is available in a variety of attractive designer colors such as Rustic Red, Clover Green, Coral Rose, Bright Blue, Granite Gray, Cypress Brown, Pine Bark, and for Jaguar fans, Real Teal.

## What Time Is It?

### The "ReWatch"

This new Swiss made watch is great for the ecology!

Time to buy recycled!



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

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## MacDill AFB Outstanding Institution Award

By Jeff Sprinkmann, 6 CES/CEVR MacDill Air Force Base

Congratulations are in order for MacDill AFB, just outside Tampa with 5,000 acres and 7,000 employees, which over the last two years has taken progressive steps in the areas of affirmative procurement and recycling.

In October, 2001 MacDill AFB developed a comprehensive Affirmative Procurement Plan based on EPA's Comprehensive Procurement Guideline (CPG) items. The plan's goal is increase the market for products made from recycled materials, in essence "Closing the Recycling Loop," and setting specific pre and post consumer recycled content guidelines requiring that no printing or writing paper have less than 20% recycled content.

MacDill AFB met its ambitious 40% Solid Waste Diversion Rate Goal during the last year and half, slightly exceeding the challenging mark! This achievement does not include MacDill's impressive Construction and Demolition totals.

MacDill's Military Family Housing underwent an extensive recycling education campaign to address contamination problems. An educational flyer was delivered to more than 800 residential units and complimented by an article in the base's newspaper and a town hall meeting. These efforts have led to significantly less contamination.

Last year a MacDill Recycling Workgroup was established to maximize recycling and reuse as well as encourage greater cooperation and information sharing between squadrons. The Workgroup designed Dormitory Mini-Recycling Centers serving over 600 personnel. The group coordinated and implemented a recycling program at MacDill's two golf courses including placement of recycling bins for mixed beverage containers on 36 holes. In addition, a person was designated to facilitate recycling initiatives in each building at MacDill AFB and serve as a contact to reach each facility's audience. And 24 Facility Managers were trained in recycling and affirmative procurement policies.

During the last six months, 42,317.96 total tons of materials were diverted from being landfilled or incinerated.

## Call for Papers/ Presentations for International Conference on Deconstruction & Materials Reuse

By Dr. Abdol R. Chini, University of Florida

The Center for Construction and Environment at the University of Florida is organizing the 11th Rinker International Conference on Deconstruction and Materials Reuse, May 7-10, 2003 in Gainesville, FL. This event is in conjunction with annual meetings of Task Group 39 of the International Council for Research and Innovation in Building Construction (CIB) and the Used Building Materials Association of North America (UBMA). The objective of this conference is to provide information about worldwide building deconstruction and materials reuse programs that address the key technical, economic, environmental, and policy issues needed to make deconstruction and reuse of building materials a viable option to demolition and landfilling. RFT is one of the co-sponsors of this event.

**Authors/presenters are invited to submit an abstract** of up to 150 words by September 15, 2002. For details, please visit [www.cce.ufl.edu/rinker11](http://www.cce.ufl.edu/rinker11) or contact Dr. Abdol Chini at [chini@ufl.edu](mailto:chini@ufl.edu).

## IT'S TIME TO "SAYE" GOODBYE

By Tiffany Hughes, American Rubber Technologies, Inc.

Jack Saye, Recycling Coordinator for the Duval County School Board retired and "SAYED" goodbye to all his many friends and colleagues on July 3, 2002.

Jack began his illustrious career with the Duval County School Board 21 years ago in, of all things, accounting and auditing! Then 11 years ago he made a unique turn in his school board career and helped create and develop the Recycling Coordinator position for the Property Management Department. Through his efforts, along with his team, it is now a nationally recognized recycling department and recipient of the coveted Mimi and Lee Adams Environmental Award!

Jack is beloved by principals, teachers and his vendors. He is known to be an honest, straight shooter who contributed endless hours of volunteer work for the Teachers Depot, Earth Day, Keep Florida Beautiful, America Recycles Day (*who will ever forget the over 5,000 decorated Grocery Bags for ARD!*) and of course Recycle Florida Today!

Though many of you may best remember Jack as the ever loyal and defiant GATOR FAN, students who worked with him on Clean Campus Contests and the St. John's River Cleanup will best remember him for his influence on their lives as "good environmental stewards." As they say, "if you want to talk trash, talk to Jack!"

But I think I will best remember Jack for his dedication, patriotism and his love for God. With his amazing career of over two decades of service to our children, a wonderful family and the ability to always laugh, even at bad jokes, he has left an indelible mark on the world.

We all wish Jack, his wife Margaret, his daughter Debbie and his grandson Jackie many more years of laughter and love. Look out Tennessee! We hear he might be purchasing some land there soon so if you don't have a recycling program now, you soon will!

## Single Stream Workshops

By Gene Jones, SWIX

An increasing number of solid waste decision-makers are evaluating the possible implementation of single stream collection and processing. With numerous successful programs in operation in California, Arizona, Texas, Virginia and other states, a growing track record is being established for newer programs to evaluate and emulate. Existing single stream programs have reported increased program participation, a reduction in scavenging as a result of the larger lidded containers, ability to add more materials to the program, and a reduction in labor and injury costs with automated collection.

Of course, those savings are not achieved without a substantial investment in new trucks, new containers, and extensive public education. Other challenges have included an initial reluctance on the part of some recycling markets to accept single stream materials and increased processing costs that result from equipment and labor requirements.

The Southern Waste Information eXchange, Inc. (SWIX) is conducting special workshops on single stream collection, processing, and marketing. These events will include processors, equipment manufacturers, representatives of paper and other markets, solid waste managers, haulers, as well as a representative cross-section of public and private sector

participants. Some of the issues to be discussed include:

- \* Collection cost savings vs. increased processing expense
- \* Marketing single stream materials
- \* Expanding collection volumes while reducing labor costs
- \* Program design and promotion
- \* Diverse viewpoints on single stream collection and processing

### Single Stream Workshops Schedule in Southeast

**September 24, 2002** Time: 1:00 to 5:00 Atlanta

**November 18, 2002** Time: 1:00 to 5:00 Orlando

(These workshops are a cooperative effort of the Southern Waste Information eXchange (SWIX) and Kessler Consulting, Inc. (KCI).

**October 28, 2002** Long Beach, CA

(This similar workshop will be in partnership with SWANA -Solid Waste Association of North America)

For information, call 800-441-7949 or register online at <http://swix.ws>

## 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



**FFFC** Florida First Capital  
Finance Corporation

P.O. Box 4166 • Tallahassee, Florida 32315-4166

Phone: 888.320.5504 • Fax: 850.681.3699

<http://fffc.com> • [info@fffc.com](mailto:info@fffc.com)



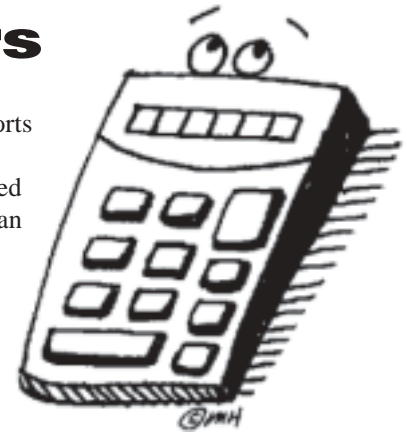
The Florida Recycling Loan Program operates under a partnership between the Florida Department of Environmental Protection and Florida First Capital Finance Corporation, the program administrator.

# Numbers, Numbers, Numbers

By Jennifer Caldwell-Kurka, FDEP

Yes, it's that time of year again...final calendar year 2001 recovered materials and C&D reports are trickling in here at FDEP. To simplify reporting, FDEP staff will input this data into each County MSW Reporting table #1. Local Coordinators will enter all other data on-line. Completed tables will then be e-mailed for local review. All documented corrections will be due no later than November 1, 2002. Confused? Call Karen Moore at 850/488-0300 for details about the new County reporting protocol.

Additionally, note that final 1999 & 2000 data is soon to be published. If County reported recovered materials data did not match correctly with certified dealer data and no documentation for the differences was provided, the certified Dealer's data will appear in the next statewide solid waste annual report.



## Recycle Guys Educational Outreach Campaign Gaining Ground

By Jennifer Caldwell-Kurka, FDEP

Florida's new Recycle Guys campaign is getting around! Counties and municipalities in receipt of the public service announcement (PSA) materials to date include:

Alachua, Brevard, Broward, Escambia, Hillsborough/Tampa, Leon, Orange, Pasco, Pinellas, Sarasota, Seminole and Volusia.

Additionally, beginning this fall, the Florida Department of Education will provide the PSAs to schools statewide through its closed circuit satellite network. **Please let your school system know the PSAs will be available for their use.**

For those unfamiliar with the Recycle Guys campaign, it contains animated characters (shown above) that tell viewers or radio listeners what can be recycled, how to reduce waste, and about the associated benefits. The message "RECYCLE" is sung to the tune of Aretha Franklin's "Respect" in three video and two radio spots.

Thanks to Earth 911, you can now view and listen to all PSAs on-line at [www.CLEANUP.org](http://www.CLEANUP.org). Just enter your zip code, click on "Recycle with the Recycle Guys!" then click "The Recycle Guys Statewide Campaign" link. FDEP will soon post the PSAs on the Educational Resources page at [www.dep.state.fl.us/waste/categories/recycling/pages/educate.htm](http://www.dep.state.fl.us/waste/categories/recycling/pages/educate.htm) as well.

Remember that these PSAs are FREE to any Florida county or municipality that can adopt the campaign for local broadcasting. If you are interested in running the PSAs in your community, please contact Jennifer at 850/487-4937 or [Jennifer.Caldwell-Kurka@dep.state.fl.us](mailto:Jennifer.Caldwell-Kurka@dep.state.fl.us)



## FDEP's Green Lodging Project

By Karen Moore, FDEP

With over 22 million visitors lodging in Florida annually, it is vital that the lodging industry be good stewards in the use of Florida's precious resources. FDEP has initiated the Green Lodging Certification Program to better identify and reward those in the lodging industry with environmentally conscious facilities. Green Hotels feature both innovative and traditional programs for conserving natural resources, reducing waste, and minimizing pollution.

The first step in the development of the program was a stakeholders meeting on August 13<sup>th</sup> at the Doubletree Hotel in Gainesville, FL. The meeting brought together knowledgeable professionals in the fields of waste reduction and resource conservation for input into the setup and guidelines of the Program.

The Green Lodging Certification Program stakeholders will assist in the drafting of standards for routine evaluations of properties, using a statewide environmental rating system. DEP-trained individuals following this rating system will perform certifications.

The certification will be broken into tiers. The first tier will include a basic certification that all facilities must initially qualify for. The second tier is designed for those facilities wishing to raise their level of environmental commitment even further.

As an incentive to the lodging industry, an awards program is being established for those certified lodges that will include numerous financial and environmental benefits as well as in the image of their hotel. Names of certified facilities will also be published on a statewide list for potential guests to browse.

For more information about the Green Lodging Certification Program, contact Karen Moore at (850) 921-9225.

## RFT Membership News

### Discussion Board

Remember to check the Discussion Board on our RFT web site for current questions and answers to today's recycling/reuse topics. Visit [www.recyclefloridatoday.org](http://www.recyclefloridatoday.org), then go to the Discussion Board button, put in password (rft2002) and follow directions. This is one of RFT's benefits to our members - a way to stay in touch.

### Membership News

RFT continues on a member growth pattern with total membership standing at 385 as of July 31, 2002. A gain of 27 new members from our annual conference in June was an all time record plus 4 additional members joined in July AND, last but very important, several members paid up past due fees and are now back on our membership list. We say "Thank You" to each and every one of you. Thank you for your support and commitment.

Now, all that being said, we must heed our past Chair, Ray Moreau's, advice... "We can't rest on our laurels"! Our membership challenge continues. If every member signed up ONE new RFT member, think of the impact on this organization. To put "feet" on your efforts, RFT continues the membership contest of giving \$25.00 to the member who brings in the most new members from July 1, 2002 to June 1, 2003. For two years running, our RFT Chair, Sally Palmi, has been a winner. Let's make it our business to challenge Sally this year! Our goal for new members this year is 75 - let's just do it!

If you need membership materials, brochures or information, contact the RFT Administration Office at 877-867-4RFT (4738) toll free or email: [rft@recyclefloridatoday.org](mailto:rft@recyclefloridatoday.org)

### RFT Membership Exhibit Booth

This has been a busy year of "travel" for the RFT Exhibit Booth. The latest venture took us to the Florida Automotive Trades Association (FATA) 2002 Convention and Trade Show in July in Orlando. Colin Cassidy and Russell Ketchem were on hand to guide people to our exhibit.

Our next event will be Florida Hotel Motel Conference in Orlando. Colin Cassidy and Steve Lengefeld will be the visible presence for RFT. Exhibiting at various events puts the name and image of RecycleFlorida Today out in a "world" view, helping to promote our organization and our industry.

### Mark Your Calendar

**National Recycling Congress & Exposition**, September 8-11, 2002, Austin, Texas, 202-347-0450

**EPA in association with SWIX, Electronic Equipment Management and Compliance Assistance Workshop**, September 23-24, 2002, Atlanta, GA, 800-441-7949 or <http://swix.ws>

**Single Stream Workshops**, September 24, 2002-Atlanta, GA; November 18, 2002-Orlando, FL; October 28, 2002-Long Beach, CA; 800-441-7949 or <http://swix.ws>

**Composting in the Southeast Conference**, October 6-9, 2002, Westin Innisbrook Resort, Palm Harbor, FL, 352-846-0850 or [whsmith@ufl.edu](mailto:whsmith@ufl.edu)  
**Equipment Demonstration** (in conjunction with Composting in the SE

### RFT Welcomes New Members

**Bob Agee**, Morbark, Inc.

**Robin Armhold**, P2, 16 CES/CEV, Hurlburt Field

**Tony Asaro**, Collier County Solid Waste Mgmt Dept

**Lisa Austin**, Morbark, Inc.

**Stewart Auville**, SunFest of Palm Beach County

**Dick Bane**, City of Lake Worth Public Works

**Patrick Bell**, Lamonica & Trammell

**Norman Ben-Maor**, 16th Civil Engineer Squadron/Hurlburt Field

**John Bennett**, Bowater

**Martin Bey**, Alachua County Public Works

**Dick Burns**, FDEP (Orlando)

**Dr. Abdol Chini**, UF, Center for Construction & Environment

**Christine Cobb**, L & P Wire-Tie Systems

**Victoria Croft**, Keep Brevard Beautiful

**Loretta Cronk**, Metro-Dade Solid Waste Mgmt

**Vanessa Cruz**, SWA of Palm Beach County

**Louise Dobbs**, Carpet & Rug Institute

**Jody Ellis**, ARC Broward

**Charles Fandale**, USA Asphalt Recycling, Inc.

**Alban J. Green**, Jackson County Community Development

**Mary Jarrett**, Amazing Recycled Products

**Gary King**, SWA of Palm Beach County

**Sherry Kujawa**, AAA Environmental, Inc

**Kimberly Larkins Robinson**, Broward County OIWM - Public Education

**Jim McDonald**, Orange County EPD

**Philip T. Medico, Jr.**, Southern Waste Systems SWS

**Gary Morocco**, Collier County Solid Waste Mgmt Dept

**Marla K. Prince**, Rechargeable Battery Recycling Corp

**Joe Serrano**, City of Winter Park

**Jeff Sprinkmann**, MacDill Air Force Base

**Johnny Thomas**, City of West Palm Beach

Conference), October 9, 2002, Sumter County Solid Waste Facility, Lake Panasoffkee, FL, 813-276-8408 or email Chris Snow at [snowc@hillsboroughcounty.org](mailto:snowc@hillsboroughcounty.org)

**SWANA Wastecon 2002**, October 28-31, 2002, Long Beach, CA, 800-467-9262 or [www.swana.org](http://www.swana.org)

**America Recycles Day**, November 15, 2002

**Rinker International Conference On Deconstruction & Materials Reuse**, May 7-10, 2003, Gainesville, FL, [www.cce.ufl.edu/rinker11](http://www.cce.ufl.edu/rinker11)

**RecycleFlorida Today Annual Conference & Exhibition**, June 2-4, 2003, Tradewinds Island Grand Beach Resort, St. Pete Beach, FL, Information Coming

# 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](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: Dave Baker, 813-971-8333, vdbaker@mindspring.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-Chairs: Jill Mondo, 800-434-8372, jmccl@gte.net AND Jon Yob, 813-621-2319, JAYOB@IDCA.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. **Co-Chairs: Carroll Copeland, 850-643-3777, libdep@gtcom.net AND Colin Cassidy, 561-640-4000, ccassidy@swa.org**
- \_\_\_\_\_ **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. **Co-Chairs: Sally Palmi, 352-374-5245, spalmi@co.alachua.fl.us AND Steven Lengefeld, 321-427-0001, steve.lengefeld@spnewsprint.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: Russell S. Ketchem, 561-845-4976, Russell\_S\_Ketchem@fpl.com**
- \_\_\_\_\_ **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: Jeff Rogers, 561-252-3544, twindi@earthlink.net**



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