

Renewable news



December 2003

Letter from the Chair

By some accounts, recycling is on the decline. Participation levels are reported to be decreasing in some areas, and you see the occasional article declaring that the public doesn't care that much about the environment any more. Granted, the public has had plenty of reasons the last few years to be distracted by world events, but I seriously doubt that the resolve to protect and preserve our resources has faded. The reports of a recycling decline often reference curbside participation rates or individual material recycling rates for aluminum, glass or other popular recyclables. The naysayers fail to mention that numerous new recycling programs and opportunities have appeared in recent years, such as electronics and household hazardous waste collections as well as more aggressive office and commercial recycling programs.

Identifying new opportunities is key to keeping our industry strong. Lucy Rockefeller, commenting once about her brother John D. Rockefeller's success, said "When it's raining porridge, you'll find John's dish right side up." Recycling and waste reduction programs need to be approached with the same attitude. We'll likely

never win the battle of throwaway products in our society, however individuals and business can do a little to slow the avalanche. Taking a cloth bag to the grocery store is just the beginning. Starbucks estimates it sold 12 million drinks last year in "commuter mugs." That's one impressive step toward reducing and educating people about the throwaway trend.

RFT volunteers are working on another great annual conference that will address many of the issues relevant to current markets and trends. In particular, there will be a special half-day segment on "green lodging" addressing many waste reduction and conservation issues faced by hotels and motels in Florida. Keeping in mind that a missed opportunity is worse than a defeat, RFT will continue to provide a forum for networking, sharing program ideas that work and promoting innovative practices. We're glad you're part of this environmental mission!



Dave Baker

RFT Members In The News

Conservation Veteran Chosen to Administer Florida's FORCE Project

Dr. Joan Bradshaw, Ph.D., is on board at the Florida Organics Recycling Center for Excellence (FORCE), charged with administering the program's contract goals set by the Florida Department of Environmental Protection (FDEP).

Working closely with FORCE Director Garry Breeden and Project Consultant Kessler Consulting, Inc., Bradshaw will coordinate efforts of the various departments and subcontractors involved in carrying out organics recycling in the state. She will monitor organics regulatory changes and trends; develop and implement outreach and education programs; interact with public- and private-sector companies who are significant organics waste generators and users; and prepare state and national grant proposals for additional FORCE funding. She is also responsible for state and national

promotion of the innovative FORCE project.

Bradshaw will also help supervise construction, operation and maintenance at the Lake Panasoffkee facility, and oversee FORCE research projects, technology testing and a 40-acre demonstration farm.

She brings extensive background in both the academic and hands-on aspects of solid-waste management and recycling to her new post, which she assumed in late September. Most recently she was the Conservation Coordinator for the City of St. Petersburg, managing natural resource conservation and community-based outreach programs, and serving as liaison with all the contributors to conservation-based city ordinances and policies.

Her expertise in yard-waste recycling brought a national Distinguished Service

Award from the U.S. Department of Agriculture. She is principal author of Recycling Yard Trash: Best Management Practices Manual for Florida.

Bradshaw was on the faculty of the Extension Horticulture Department at the University of Florida for 15 years, serving as State Master Gardner Coordinator the last four. She is the author of dozens of publications and producer of numerous television videos on conservation, xeriscaping, coastal landscaping, and related topics.

The FORCE project was put in place to address the need for environmentally sound and economically feasible methods of recycling organics and agricultural wastes. It also centralizes efforts in organic processing, education, research and testing for all of Florida. Additional information can be found at www.floridaforce.org.



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Private Sector News

Office Product Recycling and Reuse of Consumables for Printers, Copiers and Fax Machines

Since 1989, Laser-Tone International has been providing quality products for MS and inkjets. Their key to success has been to offer a product that is equal to or better than new. This is done by using toner or inkjet that is better than new - like high-octane fuel in a car. In 1993, the Buyers Lab tested their HP-compatible products against new ones and found that Laser-Tone International out-performed the new products in every category. Since then, Laser-Tone International has been the only remanufacturer listed in the HP World Directory. Every cartridge is 100 percent tested to meet or exceed the OEM.

The environmental impact of remanufactured products is great. Laser-Tone International has recycled over 1,000,000 lbs. of plastics from toner cartridges and it takes two quarts of oil to make 1 lb. of plastics. The plastics from toner cartridges will take 50,000 years to break down in dumps. This year, over 465 million ink cartridges will be thrown away from homes alone.

Laser-Tone International recycles 55 types of inkjets and 1200 types of toner cartridges. They even provide cartridges for two OEM printer makers.

Laser-Tone International's success stories include recycling over 38 tons of plastic from toner cartridges for NASA and saving them \$1.7 million over three years. They currently have a pilot program for Broward County. The EPA in Washington D.C. has used their HP toner and the National Recycling Coalition has been a customer for 12 years.

Laser-Tone International offers a closed loop program for all items, including kill chip cartridges. Most companies save 20 to 70 percent compared to office supply using this program.

For more information or a free environmental audit of equipment, please contact Bill Brock at 1-800-EARH-58 or visit www.laser-tone.com.

New Invention Utilizes Recycled Corrugated to Eliminate Shipping Damage

On September 29, 2003, Corru-Shred, Inc. announced the inauguration of its nationwide recycling program. Conceived to help companies save on the costs of packing materials and waste removal through recycling corrugated boxes, the Corru-Shred program creates a 100 percent biodegradable, dust- and static-free loose fill packing material called "Corru-Fill" that can be used in packing applications.

Inventor Norman Levine states, "[Corru-Fill] can reduce damage to practically zero on all types of shipped goods." The beauty of the process is that the raw material used to make Corru-Fill, old corrugated cartons (OCC), is something that would most commonly be discarded or otherwise recycled. By

reusing the OCC, companies are making their own high quality, loose fill packing material.

Companies that want to use Corru-Fill to reduce damage claims and packing costs can purchase the material from Corru-Shred, Inc. or a local licensed distributor. Companies can purchase a Corru-Shredder machine to manufacture Corru-Fill in their own plants using the OCC they have on hand.

The Corru-Shredder is available in two models that will accommodate most business needs. Each machine is hand assembled and engineered to operate efficiently with a minimum amount of maintenance. Accessories are designed to provide ease and increase the speed and efficiency of the packing process.

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Corru-Fill has been used and tested by both UPS Professional Services and the U.S. Defense Department. This user-friendly material has natural attributes that yield a lattice effect, preventing a packed item from shifting during transit. The corrugated fluting, with its natural air spaces, enables Corru-Fill to form a cushioned and springy nest for any product being shipped—from the lightest

most fragile items, to the heaviest or most difficult to ship items. Breakage is practically nonexistent.

Corru-Shred, Inc. has been in business since 1995 and is considered a certified recycling expert. Corru-Shred's experts can consult with companies and perform a complete analysis of the shipping processes currently in use. This examination provides CEOs and business

owners alternatives and ideas that can result in thousands of dollars in savings per year in shipping costs. Corru-Shred, Inc. has distributorships available throughout the United States.

For more information, please contact Norman Levine by phone at (954) 788-7711, by e-mail at Corrushred@mindspring.com or visit www.Corru-Shred.com.

County Connection

Event Recycling Growing in Fort Lauderdale

The City of Fort Lauderdale's 17th Annual Blues Festival was held in early November with significant waste reduction results. The three-day festival attracts about 8,000-10,000 people each year with top national acts.

Recycling operations and outreach are handled by the City of Fort Lauderdale Recycling Coordinator, Casey Eckels, and her band of about 40 dedicated city residents and volunteers, as part of the RECYCLE! Fort Lauderdale Program. An outreach booth provides festival-goers with a place to rest, get information, ask questions and recycle in exchange for "goodies" – recycled pens, rulers, frisbees, t-shirts, and more. Goodies are awarded according to the amount of bottles and cans recycled.

Recycling event containers are also scattered throughout the festival grounds. Recycling sites are also provided behind the stages for musical performers and staff, as well as other support staff locations. Volunteers manage all recycling bins, checking

for contamination, and changing bags as needed. Recycling of old corrugated cartons (OCC) is done behind the scenes with the clean-up contractor. The presence of the outreach booth in "RECYCLING DEPOT" helps to keep awareness high and contamination low. Announcements promoting the program are made between acts and a full page in the program is devoted to recycling information.

This year, a new feature was added – a re-usable mug. Specialty beers were purchased with the mug and guests then saved fifty cents on each refill. The souvenir mug bore the Blues Festival logo on one side and the words "So Not Wasted... Use Your Head, Reuse Your Mug" on the other. RECYCLE! Fort Lauderdale purchased the mugs and received \$1 back for each mug sold to help recover costs.

One half of the waste stream was reduced and recycled through these efforts, up from one-third last year.

America Recycles Day a Success in Fort Lauderdale

The City of Fort Lauderdale celebrated America Recycles Day in a day-long



event at City Hall. Employees and visitors to City Hall signed 121 pledge cards, received a special mug for free coffee at Starbucks for the day, and played a game called "Why Recycle" that required participants to wander through exhibits looking for the posted answers to a quiz. The quiz questions revolved around the energy savings and pollution reductions that are realized through recycling. For instance, "recycling one ton of paper saves 7000 gallons of water" and "the average tree removes 60 lbs. of pollutants from the air each year." After completing the quiz and viewing a variety of showcased products made from recycled materials, guests were able to choose a special "recycled gift." Available gifts were steel travel mugs, recycled fish mobiles made of plastic bottles, and other novelty items. Drawings from the pledge card box during the day created another giveaway: miniature steel grocery baskets filled with recycled goodies – a recycled toothbrush, t-shirt, and blue jean piggy bank.



County Connection

Gainesville Celebrates America Recycles Day

By Megan Lafferty, City of Gainesville



Volunteer Jarrod Pate (right) waits while a bowler considers a spare at Big Blues Bowling. Two bicycles (background) and other prizes were awarded in the America Recycles Day pledge card drawing.

The thought of children getting tattoos is not always pleasant; but when it's a removable tattoo of Big Blue the recycling mascot, it makes it a little easier to handle.

This is just one of the activities children participated in at the America Recycles Day booth at Gainesville's Downtown Festival and Art Show on November 15 and 16, 2003. There were games



Liz Kent of the Alachua County Waste Alternatives Office and a UF Alpha Phi Omega volunteer modeling a hat made from newspaper.

such as Big Blue bowling, knocking over Can-Do's cans, the paper pitch and the juice box game. Children made hats and necklaces out of newspapers and magazines. The participants won prizes made of recycled materials including water bottles, flying disks, coloring books and pencils.

America Recycles Day is a national effort aimed at renewing citizens' commitment to recycle during the next year. Last year, more than 140,000 pledges were entered into the national drawing, according to America Recycles Day, Inc. The 497 pledge cards



Volunteer Chris McCarty (right) assists UF Alpha Phi Omega volunteer Jenna Post in signing an America Recycles Day pledge card.

that were signed in Gainesville were entered into the local drawing as well as the state and national drawings. The local prizes included two bicycles, a Skate Station birthday party, restaurant gift certificates and bowling passes. Ten-year-old Yasmin Tajalli won a new 10-speed bicycle.

"I was really excited that I'd won," said Tajalli. "I never thought I'd win anything." Her mother added that she likes to help with recycling.



An Alpha Phi Omega volunteer watches a youngster pull a winning bottle from PETEs (Poly Ethylene Terephthalate) Pond.

The national drawing took place on December 9, 2003. An environmental-friendly Ford Focus and a spa weekend getaway were some of the prizes up for grabs.

Gina Hawkins, City of Gainesville Recycling Coordinator, said that volunteers helped make the weekend a success. More than 40 volunteers from the service fraternity Alpha Phi Omega helped with games and crafts.

Hillsborough County's Multifamily Recycling Pilot Program

By Elizabeth Brown, Hillsborough County

Can recycling work in an apartment complex setting? Since Hillsborough County's Solid Waste Management Department has the responsibility for promoting and advancing recycling activity in the unincorporated County, they decided to find out.

The Department sent out letters and informational flyers to property managers of apartment complexes offering them the opportunity to give recycling a try for six months, at no cost to them, as part of a pilot program. The County would provide a report to property managers, based on their individual experiences, to help them decide if recycling was feasible for their locations. Below is an overview of the program:

Participants

Apartment complexes	-	19
Mobile home parks	-	3
Total number of residential units	-	9,076
Tons of recyclables collected	-	166
Avoided Disposal Costs	-	\$9,184

What worked:

- The cooperation and support of management and maintenance/grounds staff
- Education – initial and continuing
- Making recycling easy and convenient – location of the recycling container was critical
- Using locked dumpsters with slots to collect cardboard and mixed paper

What didn't work:

- Using a compartmentalized roll-off container to collect mixed paper, cardboard, plastics and metals resulted in a high cost to recycle
- Because of potential personal injury liability issues in a multifamily setting, glass containers were not collected for recycling

For more detailed information on the findings of this pilot program, contact Elizabeth Brown at the Hillsborough County Solid Waste Management Department, 813-272-5680.

Pasco School District Earth Patrol Wins National Award

The District School Board of Pasco County's Earth Patrol program was named a Magna Awards 2003 Special Citation Winner in the American School Board Journal's annual competition. As one of three top winners in the national competition, the Earth Patrol received special recognition both in print in the American School Board Journal in March and at the National School Board Association conference in San Francisco in April.



The Magna Award judges felt the Earth Patrol was an excellent example of students learning by doing. Students on the Earth Patrol monitor their schools for wasted resources, such as energy and recyclables. Classes wasting resources are left a yellow door hanger listing their deficiencies and those with no wastage are given a green door hanger. Those schools with Earth Patrols have higher recycling rates and lower solid waste and energy bills and have helped the District save over \$12,000,000 since the recycling and energy management programs began in 1990.

For more information, please contact Mary Miller, Recycling Coordinator, District School Board of Pasco County, at (813) 794-2752.

Sixth Annual "Trashformations: The Art of Recycling"

By Sue Blythe, Alachua County

More than 40 Alachua County high school and college students carried artwork of all sizes and shapes into the Florida Museum of Natural History on Friday, November 14. The art was made of at least 70 percent recycled materials, and was displayed throughout the central gallery of the museum. Entries ranged from a snake skin shedding sewn from stretched plastic bags to a seated human figure, sculpted from automobile fenders.

On November 15 – America Recycles Day – four judges determined the first, second, third and honorable mention Museum and Waste Watchers winners for the high school and college divisions. Cash awards, Waster Watcher goody bags and Trashformations T-shirts were presented at a catered ceremony hosted by Sally Palmi, Alachua County Waster Alternatives

Manager, and Craig Shaak, Associate Director of the Florida Museum of Natural History. A high school music group called Urband Gruv entertained with recycled instruments made from 5-gallon buckets, 55-gallon drums, garbage bins and structural steel.

Winning art pieces were displayed at the Museum until December 4. Fifteen pieces of recycled art were also selected by the Alachua County Art in the Workplace staff for display at the Community Support Services building from December 4 through January 29.

For more information, please contact Sue Blythe, Public Education coordinator, Office of Waste Alternatives, at 374-5213 or visit www.alachua-wastewatchers.org.

Reduce, Reuse, Recycle... and Ribs? Pinellas Recycles Everyday

By Jennifer Caldwell

In honor of America Recycles Day, the Pinellas County Recycling Sub-committee effectively joined forces with the three-day long Ribfest held in Vinoy Park, St. Petersburg, Florida. The big tent event — within an event — helped convey the reduce, reuse, and recycle message to a whole new crowd of potential recyclers. The overall annual Ribfest event draws, on average, an estimated 45,000 men, women and children.



“This was a perfect opportunity to expand public awareness of the recycling message, to a much larger group than in the past”, said David Baker, Environmental Education and Outreach Manager for Pinellas County Utilities. Those who visited the “Pinellas Recycles Everyday” exhibit tent were able to view many recycled content products and gain



valuable information on where to recycle within Pinellas County. Prior to the event, countywide recycling program services were highlighted in a directory of services that was placed in the St. Petersburg Times. The directory is a collective effort by the 24 municipalities within Pinellas County, and the county itself. This valuable public outreach document, titled the “Pinellas Recycles” Guide, is produced annually by Pinellas County Utilities and has been well received throughout the county.

As an added bonus, waste reduction was achieved by the hundreds of visitors to the tent who signed up to have their names removed from junk mail lists. This had a two-fold benefit as those who signed up were placed in a drawing for many wonderful recycled-content prizes donated

by the recycling vendors. Prizes awarded included rebuilt desktop computers, bicycles, a recycled plastic-tire park bench and child’s picnic table, various recycled crafts from local artists, and much more. The event was deemed a great success and a big plus for recycling in Pinellas County.

Special thanks to all participants who donated their time and recycled products including:

Carpet America Recovery Effort, Clothes Made from Scrap, Inc., Creative Recycling Systems, Hands-On Recycling, Applied Recycling Technologies, Publix



Supermarkets, Cyber Pet Condos, Southeast Paper, City of St. Petersburg, Modern Recycling, and Keep Pinellas Beautiful.

Organization & Non-Profit News

“Environmental Impacts of Preservative-Treated Wood” Conference

The Florida Interdisciplinary Center for Environmentally Sound Solutions (FICISS) at the University of Florida, College of Engineering presents “Environmental Impacts of Preservative-Treated Wood.” The goal of the conference will be to bring together leaders in the field who will share research results and develop a research agenda for future studies. The conference will be held at the Orlando Airport Marriott from February 8 through 11, 2004.

Many types of preservative-treated

wood contain high concentrations of toxic chemicals, which can affect human health and the environment. Most notable is CCA-treated wood that contains elevated concentrations of arsenic and chromium. A considerable amount of information is available concerning alternative wood treatment chemicals, leaching of preservative-treated wood upon disposal and available disposal options.

Conference attendees will have the

opportunity to learn about critical issues associated with preservative-treated wood, hear presentations on the newest technologies for managing discarded treated wood, and assist in developing a research agenda for future studies.

For conference information and registration, visit the conference website at www.ficiss.org and select the Treated Wood Conference link or call the University of Florida Department of Conferences at (352) 392-1701.

Broward County Celebrates America Recycles Day

Kim Larkins Robinson, Broward County

The totals are in - 2,974 individual pledges were submitted by Broward County residents for the 2003 America Recycles Day campaign. In the largest effort to date, national or statewide, a total of 16,883 pledges from students and teachers in 29 public schools in Broward County were submitted through the group school pledge, a new initiative this year. This special effort will be recognized by the National Recycling Congress in Washington, D.C. as the largest group pledge taken at one time by a school district.

Fifty-seven percent of the individual pledges were collected during the week of November 10, designated Broward County Recycles Week by the Board of County Commissioners. Fifteen percent of these pledges were generated by the major newspaper advertising campaign used to kick off the week.



How did Broward County pull it off? With lots of help! A combined team of public education and recycling section staff, along with the cooperation of community partners and the assistance of staff from several municipalities made the months, weeks and hours of planning well worth the effort. On Saturday, November 15, two museums provided space for educational booths and computers for residents to take the E-pledge. On Friday, November 14, Starbucks Coffee Company provided complimentary coffee to residents in mugs purchased by the County and Recycle America. America Recycles Day booths, operated by the cities of Deerfield Beach and Fort Lauderdale, educated residents and brought in almost 10 percent of the individual pledges submitted for Broward County.

For more information, please call (954) 765-4999.



RFT Members In The News (continued)

2003 Florida Recycle Guys Poster/Calendar Contest Winners

By Meryl Klein, Earth 911

The Florida Department of Environmental Protection, RecycleFlorida Today, Inc., the SWANA Florida Sunshine Chapter (Solid Waste Association of North America), and Earth 911 held the 2003 Florida Recycle Guys Poster/Calendar contest to help Florida school children and residents learn more about their local recycling programs. Winning designs came from elementary, middle and high school levels (First, Second, Third Place, and Honorable Mention) and were announced on Friday, November 14, 2003 as part of the America Recycles Day at the Florida Capitol festivities in Tallahassee. Forty-seven entries were received and judged on the following criteria:

- One or more Recycle Guys must appear in each drawing (hand-drawn preferred).
- Selection will be based on creativity, originality, and meaningful association with the Florida Recycle Guys Campaign and recycling in the State of Florida.
- When possible, information shared from the artist(s) about what the drawing represents to the artist(s) will be considered in the selection of winners.

You can view the winning entries and download this beautiful calendar from Florida's very talented students at Florida Earth 911, www.CLEANUP.org, in the Recycle Guys area (both in the

Recycle Guys contest winners area and in the educational materials area). We hope that the Florida Recycle Guys will help make it fun for you and your friends and family to participate in all different aspects of recycling and recycling education in the State of Florida. Please also take some time to explore the Recycle Guys campaign information on the Florida Earth 911 site. There are new Florida Recycle Guys Activity Sheets and all sorts of great support materials for Florida Recycling Coordinators there.

To obtain your free copies of the Recycle Guys TV and radio spots, and for more information, contact Lisa Bujak at the Florida Department of Environmental Protection at (850) 245-8727 or Lisa.Bujak@dep.state.fl.us.

MEMBERSHIP APPLICATION

Join RecycleFlorida Today!

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

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

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ E-Mail: _____

Referred by: _____

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

COMMITTEE INVOLVEMENT

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

- _____ **Communications:** The Communications Committee is responsible for producing the newsletter Renewable News, promoting the annual conference and reviewing the web site periodically to ensure all information is up to date. The committee also prepares and distributes press releases to local, state and industry media about RFT's events.
- _____ **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@crserecycling.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 Colleen Puglisi, 407-665-2254, cpuglisi@co.seminole.fl.us**
- _____ **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: Jon Yob, 813-621-2319, jayob@crserecycling.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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