



Renewable News

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Spring 2005

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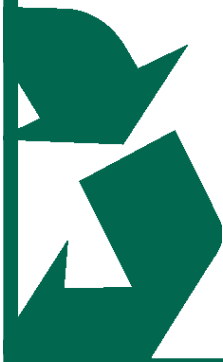
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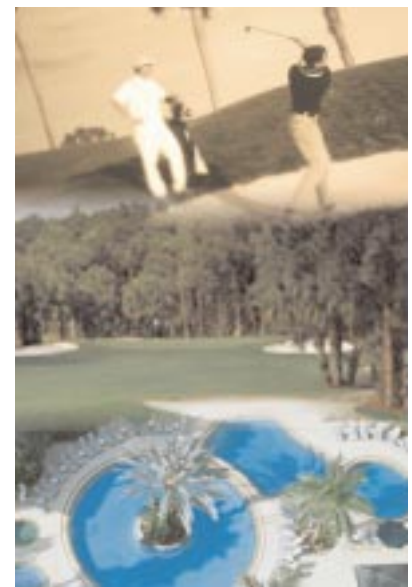
2005 Recycle Florida Today, Inc. Annual Conference & Exhibition

June 6-8, 2005



The 2005 RFT Annual Conference will be highlighting recycling AND waste reduction as two inter-related and important components of our environmental mission. In addition to our normal recycling sessions, Florida Pollution Prevention (FLPPR) is assisting with the development of several concurrent sessions. FLPPR will also be holding its annual board meeting at this year's RFT conference. We welcome the group as a partner at this year's event.

The conference will also feature the popular Florida Department of Environmental Protection update session and Town Hall meeting on the last day. Several excellent keynote speakers are being finalized. And once again, our annual Awards Banquet will segue into a Casino Night Party. Watch your mailbox for more details in the upcoming conference brochure. ▲



Annual Award Nominations

To nominate a business, public institution, or individual for their recycling program and dedication to recycling and buying recycled products, download a nomination form at <http://swix.ws/upload/Awards Form2005.pdf> or call 877-867-4738 to have a form sent to you. Winners will be honored at a special Awards Dinner at the annual conference.

Deadline is April 29, 2005.



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Letter from the Chair



V. David Baker

This year's annual Recycle Florida Today (RFT) conference theme is "The Art of Recycling-Innovating for Success." No, it doesn't mean there's going to be a big art show. "Art" in this application refers to the principles and methods utilized in the performance of recycling activities. The 2005 conference will be focusing on attributes of our trade that can be improved or streamlined to help us be more competitive and to enhance sustainability. Marketing the recycling industry's success is critically important as well. Growth and expansion are fueled by worthwhile information, and part of RFT's mission is to provide a forum for such an exchange.

You've probably heard the old adage that "the greatest sin a salesman can commit...is to be uninteresting." The same holds true

for the recycling industry. For RFT, as well as individual market sectors, the recycling message needs to be kept fresh and interesting if we are to prosper. Without such an approach, our relevance will ultimately be called into question. Fortunately, RFT members can make a difference now by assisting with one of the conference planning groups, joining an RFT standing committee, or by rounding up new members. As a volunteer organization, RFT needs more than just your membership. The organization needs your expertise, experience and time.

This will be my last column as Chair and I can only say it's been a fast two years! However, they've been enjoyable and rewarding. As the next Chair leads the organization forward, I hope that each of you will assist along the way with your special talents. In the short term, please make plans now to join us in West Palm Beach, June 6-8, 2005. It's promising to be another exciting event! ▲

Mark Your Calendars

June 6-8, 2005

RFT Annual Conference
Organics Workshop - June 6, 2005
Texas DOT Compost Utilization:
A Blueprint for Florida Success
PGA National Resort
West Palm Beach, Florida
Call 877-867-4738 or visit
www.recyclefloridatoday.org

April 10-15, 2005

SWANA FL Chapter's Spring Seminar & Training
Hilton
Altamonte Springs, Florida
Call 352-392-9570, ext. 116

April 27-28, 2005

FORCE Projects Showcase & Equipment Demonstration
Sumter County, Florida
Call 877-867-4738

June 26 - July 1, 2005

SWANA FL Chapter's Summer Seminar & Training
Ritz Carlton
Naples, Florida
Call 352-392-9570, ext. 116



►►► Creative Recycling Systems Receives National Family Business of the Year Award

Creative Recycling Systems, Inc. (CRS) was awarded the **2004 MassMutual National Family Business of the Year Award** in the "First Generation" category. CRS was one of thirteen family businesses in the nation to be honored.

CRS is an electronic recycling solutions company that processes a wide range of end-of-life and obsolete electronic equipment in an environmentally friendly manner. The company, with operations in Tampa, FL, Tallahassee, FL and Georgia, has a customer base of over 1,000 national businesses, including Fortune 100 companies. They also serve local, state and federal government agencies and non-profit organizations.

Massachusetts Mutual Life Insurance Company (MassMutual) developed the **National Family Business of the Year Award** program in 1994 to highlight the

accomplishments of outstanding family businesses and focus on the attributes of their success. Criteria for the award include innovative business practices or strategies; success of the business; contributions to community and industry; and positive links between the family and business.

The "First Generation" category was added in 2004 and CRS is the first recipient.

Other categories require multiple generations' involvement. Each size category has four available award classifications - National Winner, First Runner Up, Second Runner Up and Honorable Mention. CRS was the National Winner for the First Generation category.

"We work hard to be open and innovative," said Jon Yob, President of CRS. "Each of us has a unique skill in the business and we build off of each other's strengths."▲



Jon Yob, President of CRS



2005 Sponsors

RFT would like to acknowledge and thank our 2005 Sponsors.

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Solid Waste Authority of Palm Beach County

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Pinellas County Utilities
Publix Supermarkets, Inc.
Southern Waste Information eXchange
SP Recycling Corporation

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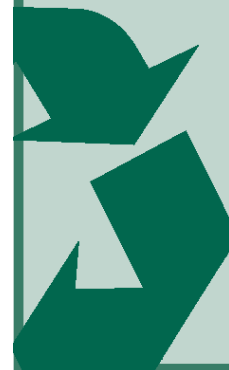
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Sponsors Welcomed!

To become an RFT Sponsor and support our work to further recycling and waste reduction in Florida, **please call 877-867-4738 and ask for a Sponsor Packet.** Depending on sponsorship level, packages feature recognition in RFT's newsletter, reduced advertising fees, individual memberships, free conference booth space, free registration at annual conference or issues forums and much more. Most importantly, RFT provides numerous opportunities to network with Florida's recycling and waste reduction leaders.



▶▶▶ Florida Green Lodging Certification Program

New Green Lodging Tools Now Available!

The Florida Department of Environmental Protection (DEP) and Earth 911 announce the Florida Green Lodging Locator, a new online resource at www.floridagreenlodging.com. This new web site assists both visitors and state residents to locate environmentally friendly hotels and motels in Florida that are participating in the DEP Green Lodging Certification program. It also provides comprehensive program information and other helpful resources for lodging guests.

The Florida Green Lodging Locator provides the location of both certified lodges and those in the process of becoming certified. It also provides information about each lodge's environmental

conservation efforts such as reducing water and energy consumption, reducing the generation of waste and improving indoor air quality. The site also provides a direct link to the lodge's website for users to get additional information on the facility's amenities or make reservations. Visitors to the site may provide feedback to the DEP on their experience with a certified hotel or motel. Additional environmental tips are provided so lodging guests can take further simple actions while staying at one of Florida's hotels or motels. For more information on the Florida Green Lodging Program and web locator tool, visit www.floridagreenlodging.com or www.earth911.org.

In addition to the new Florida Green Lodging Web Locator, a best management practices Compact

Disc has also been developed. One criteria of being a Florida Certified Green Lodge is continual improvement. The facility must set goals for improvement on an annual basis. Goals can be as simple as reduce electricity by 10% during the next year or reduce water usage by 15% by implementing a linen and towel reuse program. Whatever goals you set, there is a list of Best Management Practices (BMPs) to help you meet them. The list can be found at www.floridagreenlodging.org. Facilities that become a Florida Certified Green Lodge will be given a CD that contains the BMPs. The purpose of the CD is to provide an easy way to review best practices for managing energy, air, waste and water in different parts of the hotel. ▲

▶▶▶ Reminder to Update Recycling Listings on Florida Earth 911 for Dual Posting on New Florida Earth 911 Business

by Meryl Klein, Earth 911

In December of 2004, the Florida Department of Environmental Protection and Earth 911 sent a reminder to County Recycling Coordinators (along with a Word document showing their current listings) asking them to update their information on Florida Earth 911. The information on Florida Earth 911 will also be automatically posted on a new Web site for businesses, www.Earth911Business.com.

Earth 911 Business.com helps businesses protect the environment and improve their bottom line by providing easy access to

comprehensive information on helping businesses reduce waste, create comprehensive waste reduction plans, and implement recycling programs. Additional business resources include:

- A business-to-business recycling locator
- Local, state, and federal links to information and assistance
- Access to state, regional and/or industry specific waste exchanges
- Online forms to assist with assessing your waste stream and establishing priorities

- Green purchasing information and suggestions

Recycling Coordinators are asked to make sure that their local listings on Florida Earth 911 are up-to-date and accurate. Earth 911 also asks that local county HHW Coordinators are made aware of any changes to HHW items as part of this update. Irene Gleason with DEP is working with the HHW Coordinators very closely to have them keep their information up-to-date and accurate as part of a special Florida HHW Tool that she

Continued on page 5

America Recycles Day a Success in Florida

by Lisa Bujak, Florida Department of Environmental Protection



Lt. Governor Toni Jennings
at ARD Capitol Event



1st Place in Junk Yard Art Contest



Paper-making Activities

The state of Florida ranks number one in the nation for the number of pledges to recycle received this year for America Recycles Day (ARD). A total of 51,783 pledges from all across the state, including 883 online pledges were tallied. This is an increase of 26,671 from last year!

Despite the hardships suffered by almost all counties due to the hurricanes last year, we still managed to log more ARD events than 2003 as well. At least 30 events and over 40 displays were submitted during reporting after ARD.

The Department of Environmental Protection (DEP) held a statewide pledge card contest for schools. Students in each classroom in Florida were encouraged to collect as many pledge cards as they could. The class that submitted the most cards at their school level (elementary, middle, and high school) was awarded a refurbished computer from DEP.

The DEP state recycling program also held an event at the Capitol where Lt. Governor Toni Jennings spoke about the importance of recycling. There was the third annual "Junk Yard Art" sculpture contest as well as displays from many different recycling and waste related folks. Several items were collected for recycling and students from a local school collected canned goods and built a sculpture. Hundreds of school kids came to make recycled paper, learn about recycling and enjoy the event.

For the second year, Broward County organized a group recycling pledge where 38,324

students in the county signed a group pledge to recycle. Their efforts went way beyond last year by over 10,000 pledges. Broward County also held several events as well as gave out Recycling Awards for individuals and cities.

Indian River County held their 4th annual Recycled Sculpture Contest. Almost \$4000 in cash and in-kind donations were received for the contest. Students started their artwork in October and winners were displayed in the Indian River Mall in November.

Melrose Place Apartments in Jacksonville held a Recycled Fashion show titled "From Plastic to Fantastic" featuring ecofleece, hemp, organic cotton, and tensel.▲

Continued from page 4

uses with Earth 911 and the State. Local Recycling Coordinators without an Earth 911 User Interface Password to make recycling program and event updates can obtain one by using this online form, http://www.earth911.org/master.asp?s=e911&a=contact/coord_update_info.asp&sb=

A warm thank you to all of the Florida Recycling Coordinators for your time and assistance with updating Florida's recycling information for the Earth 911 and the Earth 911 Business section public resources!▲

▶▶▶ Funding Available for Business Recycling Throughout Florida

In Florida, state government and the private sector have teamed up to provide money to help companies expand recycling activities.

The Florida Recycling Loan Program (FRLP), a cooperative effort between the Florida Department of Environmental Protection (DEP) and Florida First Capital, provides financing for Florida businesses engaged in industrial recycling activities. FRLP funding is available for manufacturers, distributors and retailers of recycling equipment as well as companies in any industry that purchases recycling machinery or equipment. For example:

- Automotive-scrap dealers - cars, parts and tires
- Construction - building materials
- Food-industry - food waste
- Grocery or convenience stores - cans, boxes or glass

- Landscaping and lawn - mulching and composting
- Manufacturers - recycled plastic, glass, rubber or metal
- Printing or publishing - paper or ink

Small businesses that manufacture products from recycled materials or convert recyclable materials into raw materials for use in manufacturing are considered eligible. The long-term goal is to divert solid waste from landfills by helping companies expand their recycling businesses or retrofit manufacturing operations to recycle secondary materials. Projects must employ commercially viable technology and be located in Florida.

The program offers attractive long-term financing with fixed interest rates and low down payments.

- Long-term financing with a maturity of 10 years.

- Fixed interest rates as low as 2% below Prime.
- Low down payment, with up to 90% financing.

Maximum loans available are \$200,000 while the minimum loan size is \$20,000. Companies must have a net worth of less than \$6 million and fewer than 100 employees.

Florida First Capital promotes job creation throughout Florida by working with the SBA and private-sector lenders to provide financing to small businesses. It lends under the SBA 504 loan program and the State of Florida Recycling Loan Program as well as other small business assistance programs. For more information about FRLP loans, contact Guillermo Gutierrez at 888-320-5504 or recycle@ffcf.com. ▲



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▶▶▶ "Haz-to-Go" Trailer Brings High Visibility

Sporting its attention-grabbing graphic wrap, the new Pinellas County Solid Waste Operations "Haz-to-Go" trailer is ready to go on the road. The newly designed electronics and chemical collection vehicle is available to Pinellas County resident groups such as homeowner associations or civic groups desiring to host their own mini-mobile collections. Resident groups simply pick a location, date and time, and the Haz-to-Go Mobile Collection Trailer responds.

Regularly scheduled collection events have become increasingly popular in Pinellas County with many events drawing more than 800 residents in a five-hour period. The new Mobile Collection Trailer will help expand the outreach of this popular and very effective program. ▲



The new Mobile Collection Trailer will help expand the outreach of this popular and very effective program. ▲

Pledging for a Greener Tomorrow in Broward County

by Odette Reza-Brown, Broward County Waste and Recycling Services

Congratulations are in order to Broward County Public Schools which, in observation of America Recycles Day 2004, submitted more than 37,000 pledges from 70 schools - an increase of more than 224 percent over last year's total of 16,475 collected pledges! "The recycling message is definitely reaching our school kids. Such an unbelievable increase in participation shows that our kids understand the importance of recycling," said Kenny Dove, Schools Recycling Program Coordinator.

Broward County Public Schools comprise more than 270,000 students and 30,000 employees, making it the fifth largest public educational school system in the nation.

With the help of the Broward County Schools, last year our county ranked third in overall collected pledges in the nation. The overwhelming response this year from our schools may help Broward County reach the number one spot.

America Recycles Day is a nationwide event held every November 15. The campaign reaches millions of people across America and encourages them to make a commitment to recycle and buy products made from recycled materials. ▲

Teacher's Wishing Well in Manatee County Celebrates First Anniversary

Congratulations to the Teacher's Wishing Well in its first successful year. December 2004 was the first anniversary of the union between Manatee County Utilities Customer Service Recycling Division and the School District of Manatee County's Purchasing Department in their reusable resource center, known as the "Teacher's Wishing Well." The Teacher's Wishing Well doors are open on the first Saturday of each month to many of Manatee County's public school, private school, chartered school, and day-care teachers to aid with valuable teaching tools found at the reusable resource center for FREE! Thanks to donations of garage sale leftovers, manufacturers' overruns, rejects, obsolete supplies, plastic butter dishes, empty paper towel rolls, and more by local businesses and the general public, this non-profit organization was able to get off the ground. Remember -- Throwing Out Is Out!

For more information, call Edie at 792-8811 ext. 4967 or Sandy at 708-8800 ext. 1002. ▲

Recycle Today for a Better Tomorrow

Pinellas County's 20-page 2005 recycling directory lists specific program information for each of the municipalities in the county featuring special program overviews.

Download your copy from www.pinellascounty.org/utilities.



▶▶▶ FORCE Projects Showcase and Equipment Demonstration

Event Sponsors



The RFT Organics Committee and the Florida Organics Recycling Center for Excellence (FORCE) would like to extend a personal invitation for you to attend the third annual Showcase of FORCE Projects and Technology Equipment Demonstration, scheduled Wednesday, April 27, 2005, and Thursday, April 28, 2005, in Sumter County, Florida.

Demonstration equipment expected includes: 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. We are also offering non-equipment vendors the opportunity to showcase their products or services with table-top displays. The displays will be located in the FORCE Office, and available for viewing during and after lunch. The event schedule is as follows:

Wednesday, April 27th from 1:00 p.m. - 4:30 p.m.

Showcase of FORCE Demonstration and Research Projects; tour bus provided.

- Odor Control System - Onsite
- Forestry Research - Onsite
- Sod Production - Offsite locally
- Food Waste for Cattle - Offsite locally

Wednesday, April 27th from 6:00 p.m. - 8:00 p.m.

Recycle Florida Today - Organics Committee Meeting/Hospitality Hour Sponsored by **Organic Matters and Consolidated Resource Recovery, Inc.** at Microtel Inn and Suites in Bushnell (I-75 & Hwy 48, Exit 314 West)

Thursday, April 28th from 9:00 a.m. - 1:30 p.m.

FORCE- Sumter County Solid Waste, Recycling, and Composting Facility
9:00 - 12:00 Equipment Demonstrations
12:00 - 1:30 Lunch sponsored by **A-C Equipment Services Corporation** with equipment vendor presentations and informational displays

Registration Fee & Information

Your \$15 Registration fee covers all events described above. Please contact RFT for more information and/or to receive a registration form for individuals or vendors. ▲

►►► Organics Committee Workshop Announcement

RFT's Organics Committee is providing a Workshop *sponsored by the Florida Organics Recycling Center for Excellence (FORCE)* titled "Texas DOT Compost Utilization: A Blueprint for Florida Success?" on Monday, June 6, 2005, at RFT's Annual Conference in West Palm Beach, from 10:00 a.m. to 1:00 p.m. The Workshop will be moderated by Chris Snow of Hillsborough County Solid Waste Management Department with Don Legacy and Richard Weaver of JV Environmental Services, Inc.

Don Legacy is the owner of JV Dirt & Loam of Austin, Texas, and has been instrumental in developing the organics composting industry in

Texas. Don has worked extensively to develop the specifications for compost use in Texas DOT road projects, and is one of the leaders in the successful effort that has made Texas DOT one of the largest users of compost in the Country. Richard Weaver has worked extensively in the State of Florida to increase the use of organics in Florida DOT road projects and erosion control.

Please come and hear how Texas DOT leads the Country in the use of compost and organics in their road projects, and how the Florida organics industry can learn from the Texas experience. We also need to share with JV Environmental Services the state of the organics recycling

industry in Florida and its unique characteristics.

There is a separate registration fee for the workshop of \$35, with lunch being provided and sponsored by JV Environmental Services. We encourage the organic industry to come for the whole RFT Annual Conference at the beautiful PGA Resort, but you are able to register just for the Workshop and attend the RFT Organics Committee meeting immediately following the Workshop. Please contact Chris Snow at (813) 276-8408 for any questions or more information. Please contact RFT for information on registering for the RFT Annual Conference and the Workshop. ▲

Remember to visit www.recyclefloridatoday.org for up-to-date recycling information!



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Paper Market Update

by Steve Lengefeld, SP Recycling

Despite an increase in export activity, paper markets have remained relatively stable over the last several months. Pricing for bulk grades (OCC, ONP and mixed paper) have held steady as supply and demand remained in balance.

For the year 2005, domestic mills remain optimistic, as an ever-improving economy should bode well for additional price increases. With that said, export demand is forecasted to increase as developing paper industries in China and India seek high quality U.S. recovered fiber.

Recently, the American Forest and Paper Association (AF&PA) announced new recovered fiber targets. Currently, the paper industry has an overall recovery rate of 50%. As remarkable as this is, forecasted global demand for high quality recovered fiber will necessitate additional tonnage. To build on this success, the U.S. paper industry has set a 55% goal by the year 2012.

Since currency fluctuations, weather, pulp prices and legislation also play a major role in affecting overall market conditions, predicting the future is like trying to time the stock market. Most people will tell you they should have stayed the course.

If we are to be successful, we will need to be able to sustain our particular programs by providing high quality fiber to those consuming mills that have proved themselves reliable and stable under any and all market conditions.

Finally, it is important to understand that neither diversion nor recovery is actually recycling. It is imperative to note that recycling equals manufacturing. That is why quality plays such an important role. If the product cannot compete, then much of our efforts will be in vain. ▲

Rechargeable Battery Group Reports 7.7% Recycling Increase

North Americans recycled 7.7 percent more rechargeable batteries last year, according to data released by the Rechargeable Battery Recycling Corp. (RBRC) on February 14th. The nonprofit group's recycling program collected more than 4.4 million pounds of rechargeable batteries, 7.7 percent more than in 2003. The group's Call2Recycle cell phone collection program has amassed more than 48,000 cell phones since its April launch.

Interest from national retailers, businesses, communities and other recycling programs has increased since 2003, said Ralph Millard, RBRC executive vice president. More than 30,000 retail and community collection locations participate in the RBRC's cell phone and rechargeable battery recycling programs. More than 400 portable rechargeable battery and product manufacturers and marketers fund the RBRC. ▲

MEMBERSHIP APPLICATION *Join Recycle Florida Today!*

To join Recycle Florida Today, Inc. (RFT) please complete this form and send it along with a \$125 check (payable to *RFT, Inc.*) to:
Recycle Florida 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 (_____) _____
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Referred by _____

For more information, contact Recycle Florida Today at 1-877-867-4RFT (4738) toll free or visit our website at www.recyclefloridatoday.org.



Want to Avoid Spending so Much Money on Disposal ?

The Southern Waste Information eXchange, Inc. (SWIX), a non-profit 501(c)(3) corporation, can help save you money. SWIX conducts waste audits as a means of assisting industry with the identification of recyclables, minimizing waste and managing disposal costs.

What is a Waste Audit?

Billions of dollars are spent each year by industry complying with solid and hazardous waste management. As a result, industry is turning to waste auditing not only as a means of environmental compliance determination but also as a business decision making tool to control costs and to increase profits.

The SWIX Waste Audit is a process of gathering data concerning a facilities operation and solid (non-hazardous) waste generation and then comparing this information to applicable industrial waste management practices.

Elements of the SWIX Waste Audit:

- Onsite Reconnaissance of areas such as:
 - Assembly Lines
 - Receiving Area
 - Lounge
 - Stock Rooms
 - Cafeteria, Kitchen & Lunch Room
 - Offices
 - Copy, Fax, and Printing
 - Shipping
- Waste Identification and Characterization:
 - Type of Waste Stream
 - Quantity of Waste Stream
 - Quality of Waste Stream
- Review of Waste Operations
- Interviewing Facility Personnel
- Reporting Findings and Recommendations

For additional information on the SWIX Waste Audit please contact Gene Jones or Ray Moreau at:

Southern Waste Information eXchange, Inc. (SWIX)
Post Office Box 960
Tallahassee, FL 32302
Telephone (800) 441-7949
Fax: (850) 386-4321
Email: info@swix.ws
Web Site: www.wastexchange.org

The *Art* of
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2005 Recycle Florida Today, Inc. Annual Conference & Exhibition
PGA National Resort
West Palm Beach, Florida



June 6-8, 2005



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