

Georgia Recycles

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Volume 16 Issue 3

The Georgia Recycling Coalition Newsletter

Fall 2009



ENVIRO
EXPO
USA

Georgia Recycling Coalition Partners for America Recycles Day November 14-15, 2009 Georgia World Congress Center

Enviro Expo USA – Atlanta's only green consumer expo located in the City's Zero Waste Zone, Downtown Atlanta – announced Atlanta Audi Dealers as its Title Sponsor. The Expo is being held on Saturday, November 14, and Sunday, November 15, from 10 a.m. to 5 p.m. at the World Congress Center. Partnering for the 2nd year with the Georgia Recycling Coalition (GRC), Enviro Expo USA offers an exciting and educational forum that is a family-friendly event to educate and motivate individuals to be better stewards of the environment. The show offers the latest in eco-friendly products and services, covering everything from organics to alternative energy and transportation. The show is free to attend and is supported by our Title Sponsor - **Atlanta Audi Dealers**, along with **Coca-Cola Recycling, Royal Bank of Canada, Best Buy, IKEA, and Lube of Atlanta. WXIA-TV and Dave FM 92.9 are media sponsors.**

At the 2009 Enviro Expo USA (EEU), here's the partnership team that will lead the charge to reduce our impact for holding the event while educating citizens how to do the same at home, work and school:

- **Georgia Recycling Coalition** will direct the recycling efforts to make sure the EXPO will recycle as much as possible towards a Zero Waste Zone goal.
- **GA DNR Sustainability Division** will conduct a case study to verify and record the recycling and composting of the EXPO.
- **GreenCo Environmental** will provide the services and guidance to make sure all food scraps from the Food Court, Chef's Corner, and Eco-Reception will be composted.
- **Georgia Dept of Community Affairs** will be onsite to help educate the attendees on all the initiatives and assets that are available to help with recycling in Georgia.
- **City of Atlanta** will provide the *Special Events Recycling Trailer* to assist with the recycling of the EXPO.
- **Verus Carbon Neutral** will measure the carbon footprint of Enviro Expo USA and will offset with **Georgia** assets.

We invite **YOU** to join us at Enviro Expo USA and be a part of this exciting first in Atlanta. Our Goal is to EDUCATE & MOTIVATE our attendees and with your help we can certainly achieve this goal!

Get the "**Quick Facts of Enviro Expo USA**" by going to: http://enviroexpousa.org/quick_facts.php.

Contact Dianne Bennett for Exhibitor opportunities: dmbennett@bellsouth.net or (770) 517-0447.

To volunteer to work in the GRC booth, contact: Gloria Hardegree at garecycles@mindspring.com.

President's Column

We are closing in on the end of one crazy year in recycling. Who would have thought a year ago that we would have seen such a roller coaster of a ride? A few weeks ago as pictures of the flooded roller coaster at Six Flags were in the news it made me think of this year in the recycling industry. Markets have gone up then down, then maybe up a little and back down and sometimes it felt like we were drowning under some nasty water and definitely never knew what was around the next curve. All we could do was tighten up our seat belts, put our hands up in the air and scream. There are some who like the thrill of the ride and stand in line to get on a roller coaster. Personally for any of you who don't know me well I would rather find excitement in other ways than the wild ride of a roller coaster, but when it is all over and I have survived the ride, I too have that brief moment of rush from the thrill and think (only for a second), should I ride again?

Will the ride be smoother in 2010? Who knows? We cannot predict the future, but one thing I am sure of is that we as an organization and as a group of peers in this crazy industry have for the most part survived and hopefully learned from it all.

We have to be proud that even in such a challenging year the state recycling campaign has taken off full speed, and recycling programs have maintained if not grown. Individuals, businesses, and communities are more interested than ever in recycling, realizing that it is not just a trend but important to the economy and the health of our state and region.

Thanks for holding tough and fighting the fight and doing the great job that you all do every day.

LuAnn Chambers
GRC President 2009

The Georgia Recycling Coalition (GRC) is a non-profit, tax-exempt organization that was formed to complement and coordinate the activities of professionals, organizations, government agencies and individuals related to recycling; to foster communications among those groups; to promote sustainable reduction and recycling programs; and to provide a forum to and from which its membership may enhance recycling efforts in Georgia.

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MARK YOUR CALENDAR

November 3-4, 2009	SERDC Green Prosperity Recycling in SE Workshop	Lexington, KY
November 15, 2009	America Recycles Day	Nationwide
November 14-15, 2009	Enviro Expo USA	GA World Congress Center, Atlanta, GA
January 24-27, 2010	USCC 18th Annual Conf	Wyndham Orlando Resort Orlando, FL
January 29-30, 2010	Green Life Expo	Classic Center Athens, GA
March 7-10, 2010	SE Recycling Conference	Hilton Sandestin Florida
March 23-24, 2010	Residential Recycling Conference Waste & Recycling News/Republic Svcs	Hyatt Regency O'Hare Chicago, IL
May 4-6, 2010	Waste Expo	GA World Congress Center, Atlanta, GA

GRC In The News

GRC's Executive Director Honored with EPA National Award

GRC's Executive Director, Gloria Hardegree, was among several honored recently with a National Honor Award from the U.S. EPA, Office of Solid Waste & Emergency Response.

The award entitled the *Partnership Award, for Innovation, Partnership & Communication for the Zero Waste Zone ~ Downtown Atlanta Project* was presented at the EPA Region 4/US Composting Council luncheon during its 2 day workshop in Atlanta.

The Zero Waste Zone ~ Downtown Atlanta Project Team was recognized for demonstrating extraordinary cooperation, collaboration and support in strengthening a public/private partnership diverting large volumes of recoverable products from landfills and supporting the City of Atlanta in developing a marketing edge for future convention business. Recipients included those involved in the initial work of initiating and nurturing the partnership and included: Jon Johnston, Jay Bassett, Mary Beth Van Pelt, Audrey Baker, and Landon Pruitt of EPA Region 4; Laura Turner Seydel; Abbey Patterson, Atlanta Recycles; Holly Elmore, Green Foodservice Alliance and Ron Wolf of Georgia Restaurant Association; Gloria Hardegree, Georgia Recycling Coalition; Roy Edwards, Jennifer Kaduck and Stephanie Busch, all with the GA Dept of Natural Resources; Tim Lesko of GreenCo LLC; Frank Buckman and Jim Lindenmayer with closed Loop Organics, and Rob Del Bueno, Refuel Biodiesel.



easy access to this information; in the meantime, to view the guide, go to: http://www.thescrapmarket.com/compliance_guide.pdf.

Compost and Climate Change--- Make the Connection

Composting is a valuable resource that experienced gardeners have used for year to enrich soil worn out by repeated plantings. Compost encourages microbial activity, improves soil structure and enables better water retention. Compost can be used to enrich organic farms soils making our food supply safer, and is used in landscapes to reduce to need for frequent watering. Compost is increasingly used in erosion control projects with amazing success and with nothing but all natural materials left behind once the erosion is contained.

Compost isn't just good for soils, though. It's also good for the environment, because making compost removes materials from the waste stream that, in landfills, contribute to the formation of greenhouse gases. Of course, the same thing happens in a good compost pile, but in large scale municipal composting, the decomposition process is accelerated to a few weeks as compared to 30 years, meaning fewer gases are released. Applying compost to agricultural land has been shown to increase the amount of carbon stored in these soils and contribute significantly to the reduction of greenhouse gas emissions. Carbon sequestration in soil has been recognized by the Intergovernmental Panel on Climate Change and the European Commission as one of the possible measures through which greenhouse gas emissions can be mitigated. Stay tuned as GRC's G-ROC-Georgia Recycled Organics Council continues to grow and provide you with more resources to educate and motivate you and your citizens.



Metals Theft Compliance Guide Now Available

A Metals Recycling Task Force was formed in Georgia in the early 1990's to address reducing theft, aiding in the recovery of stolen materials, and aiding in the apprehension and conviction of those responsible for these thefts. With legislation passed in the Georgia General Assembly in 1991, scrap dealers worked to comply with the stipulations of that new law. In 2007, as the problem intensified due to unprecedented increases in commodity prices, the task force came together again to review statutes and improve the law. In 2009, the General Assembly passed SB82 primarily focused on further strengthening the law and adding new restrictions on purchases of copper items and aluminum forms used in shaping concrete. While the legislation is a responsible approach, laws by themselves will not end theft; cooperative approaches and shared responsibilities fostered by the legislation can lead to reduced thefts and more convictions of those responsible for theft. To that end, a publication entitled "Secondary Metals Compliance Guide" was created; its purpose is to provide guidance for recyclers, law enforcement, prosecutors, utilities, and others to better understand the proper and lawful purchase of regulated metal property in Georgia. GRC is proud to act as a sponsor of this guide and will provide a link on our website for

NRC Attempts Reorganizing

The National Recycling Coalition board of directors met via conference call on the afternoon of Oct 15, 2009 to discuss the status of the organization as it tries to avoid bankruptcy; members were invited to participate in the call. In the hour-long conference call, the NRC board heard updates on the reorganization effort and reports from the four committees that Melinda Uerling, NRC board president, formed to oversee the effort. The committees are responsible for negotiating with the creditors, fundraising, reorganization, and outreach efforts.

Previously, the board had approved dissolution in bankruptcy in the face of \$1.5 million in debt and less than \$1,000 in available funds earlier this year. However that motion was suspended to attempt the reorganization. The organization has about \$600,000 in obligations remaining as negotiations are continuing with its creditors. Renegotiation of the office lease and forgiveness of debt by several creditors brought the debt down. It was reported that NRC currently has \$4,900 in cash with about \$52,000 in money in accounts receivable. "It's a little better than it was before," said Melinda Uerling, NRC board president. "We're not anywhere near being out of the woods, but it feels like we're moving in the right direction."

Welcome New Members

Business/Trade Association

American Security Shredding Inc - Megan Martin
ConservaPrint.com - Bob Stepnicka
Davis Recycling - Gerry Woodruff
Insignia Promo - J.T. Marburger
Plus Materials, Inc - Murad Abdulla

Government/Trade Association

Recycletronics at Tommy Nobis Center - Mike Daniels
City of Sandersville DDA - Roger Harrison
Call2 Recycle - Rich Lockhart
Keep South Fulton Beautiful - Judy Noles

Individual

David V. Strempe - Ma-Chis Recycling-Fort Stewart
Jason Hallman - Carastar
Ronald King - Keep Ft. Stewart/Hunter Army Airfield Beautiful
Tim Lesko - GreenCo Environmental
Joseph Floyd - Mikell Industries
Maria Qian - East Meets West Inc
Karen Pope - Karen Pope Consulting
Karen & Mike Smith - Longwood Plantation
Michelle Wiseman - SP Recycling Corp
Stephanie Baker - KW Plastics Recycling Div

Associates

Russ Hightower - Waste Management
Jeff Kibler - Carastar

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email: hmobley@strategicmaterials.com

GRC Standards Individuals:

- Of Good Character
- With Reasonable Ability, Ambitious Purpose, & Congenial Dispositions
- Possessed of Good Morals
- Having a High Sense of Honor & a Deep Sense of Personal Responsibility
- With An Abiding Concern for the Environment

Values:

Integrity • Respect for People & the Environment
Entrepreneurial Spirit • Accountability
Teamwork • Communications

Athens Clarke Co Recycling Div Holds 2nd Green Life Expo

The 2009 Green Life Expo in Athens had over 2,000 attendees in its inaugural year! They are expecting great presentations and participation again for the 2010 Expo, so don't miss this opportunity to talk green with the region! Register to exhibit today!

Exhibitors who register by Oct. 25, 2009 for the Green Life Expo 2010 that begins on Friday, January 29, 2010, will receive a 25 percent discount on their booths!

For more info check out: <http://www.greenlifeathens.com>.

ADVERTISING OPPORTUNITY

The Georgia Recycling Coalition (GRC) is offering advertising in its quarterly newsletter. What better way to get the word out on what your organization is offering to the waste reduction and recycling community? Your ad will be seen by all GRC members and readers of the printed newsletter.

Take a look at our rates, consider the benefits, and give us a call!

RATES:

Size:	Cost
Business Card	\$100
1/6 page	\$200
1/4 page	\$300
1/2 page	\$400
Full page	\$600

DISCOUNTS AVAILABLE:

- 25% discount for all GRC members
- 25% discount to non-members who advertise in 4 consecutive issues
- 50% discount to GRC members who advertise in 4 consecutive issues



GRC MEMBERS RECEIVE ADVERTISING DISCOUNTS!

For more info on placing
an advertisement or for
membership information,
call 404-634-3095.

America Recycles Day . . . Celebrate, Motivate, Activate



A nationwide initiative of:



Prior to the failed merger of the national Recycling Coalition and Keep America Beautiful in August, work had been underway for several months on a partnership between the two organizations for the 2009 America Recycles Day observance. GRC's Executive Director served as one of the state recycling organization representatives on the national planning committee.

By the October 1, 2009 deadline, fifty (50) events were registered to occur in Georgia recognizing and celebrating America Recycles Day 2009. These pre-registered event coordinators will be receiving banners, poster and pencils from Keep America Beautiful. Even if you missed the materials deadline, you can still register your event and gain access to ideas, templates, facts, PowerPoint presentations and more on the national website: www.americarecyclesday.org.

America Recycles Day 2009 is your opportunity to promote recycling of paper/cardboard, plastics, glass, aluminum, steel, electronics and more. Don't let the momentum wane; continue to encourage your communities to reduce waste while helping to build markets for materials by purchasing goods made from recycled content.

Start planning now to participate in this exciting annual event! There are lots of ways you can get involved:

- **Organize a recycling collection**
- **Encourage purchase of recycled content products**
- **Host an education event**
- **Have fun sharing information about recycling**

It may seem like there's no time, but here are some quick and easy ways to celebrate:

Hold Drives:

A can drive--collect full steel food cans to donate to a foodbank--make bright colored stickers that say "Recycle Can After Enjoying Contents" and have volunteers place them on all the collected/donated food cans.

An aluminum can collection contest with churches in your community--weigh cans on a designated day and pledge community volunteer hours to the winning church for service projects.

Gently worn shoes (see Soles4Souls, pg 9), blankets and bedding, and coats/jackets for homeless shelters or Salvation Army to assist our local flood victim rescue programs.

Set Up Displays:

Do a "3 ways" home compost demo site at a school, church, park, or recycle center; ask your local county extension service for assistance. For info, check out:

<http://www.dca.state.ga.us/development/EnvironmentalManagement/publications/composting.pdf>

<http://www.backyardgardener.com/compost/index.html>

Organize a display of recycled-content products at your church, office, school, or retail shopping center; Ask local retailers to stock more products made from recycled materials.

Advocate & Educate:

Request a proclamation making it America Recycles Week or Day in your community from your local council and have it read at a council meeting; then send a press release to your local paper.

Schedule visits to local schools and read on of the books from our Green Reading List prepared by the GRC Education Committee:

- *The Adventures of a Plastic Bottle* - A story about recycling (Little Green Book)
- *Recycling - Do it Yourself* by Buffy Silverman
- *My Big Green Teacher* - it's easy being green by Michelle Y. Glennon
- *The Dumpster Diver* by Janet S. Wong
- *Michael Recycle* by Ellie Bethel
- *William is Going Green* by James Martin II
- *Those Shoes* by Maribeth Boelts (a book on friendship, sacrifice and reuse)
- *The Three R's: Reuse, Reduce, Recycle* by Nuria Roca
- *Recycle Every Day* by Nancy Elizabeth Wallace

A quick check indicated most were available from amazon.com or check your local retailer; develop your own green reading library!

America Recycles Day . . . Celebrate, Motivate, Activate (con't)



KAB/ARD Shopping Sprees to be held Nationwide-Including Georgia!

Nationally, planning is underway for a multi-market recycled “Shopping Spree”--the states of California, **Georgia**, New York, South Carolina and Texas were chosen to participate. The local market chosen in each state will need to be representative of a strong, working recycling program as well as an active KAB affiliate. These “sprees” will be media events and might include local celebrities to motivate citizens to participate and activate; Keep Albany Dougherty Beautiful will facilitate the local shopping spree in Georgia.

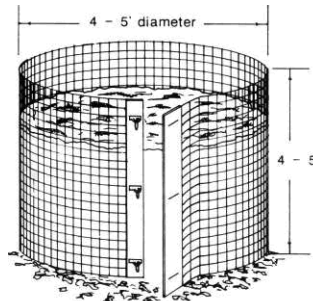
Local celebrities will be chosen in each community to participate as contestants in the “spree”. Products packaged in or made from recycled content on store shelves will be marked with ARD magnets and a display of some of those items will be set up at the front of the store to give contestants and customers an opportunity to see them. Timers set for 7-10 minutes, the contestants will set off in search of products that meet the criteria; once time is up, items in each cart will be checked to assure they meet the criteria and all those products will be donated to a pre-determined charity. Local media will be invited to all locations to cover the recycled shopping spree!



Building a Compost Demo Site

Wire Bin

For larger quantities of organic kitchen scraps, bin-type structures are the most practical, easy to construct and inexpensive to get started. A circular bin can be made by using a length of small spaced woven wire fencing held together with chain snaps or plastic ties. The bin should be about three to five feet in diameter and at least four feet high. With this design, it is easy to turn the composting material by simply unsnapping the wire or ties, moving the wire cylinder a few feet and turning the compost back into it.



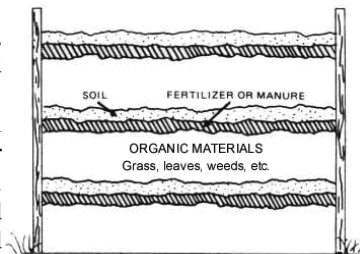
of 130° to 160°F in the middle in just a few days. At this time, you'll notice the pile “settling,” a good sign that your heap is working. When the compost is finished, the pile will be about half its original size and have an earthy smell to it.

Keeping the Pile Going

As the decomposition process continues, the pile will begin shrinking and settling. Leaves, for instance, will shrink to approximately 30 percent of their original volume. As useable compost is harvested from the pile, you can add small amounts of fresh materials. Bury vegetable scraps inside the pile to avoid attracting rodents. If there's enough material, make a new pile instead of combining fresh materials with old compost. Generally, a well-managed compost pile with shredded materials under warm conditions will be ready in about two to four months. A pile left unattended with unshredded material may take over a year to decompose. Piles prepared in the late fall will not usually be ready for use the following spring.

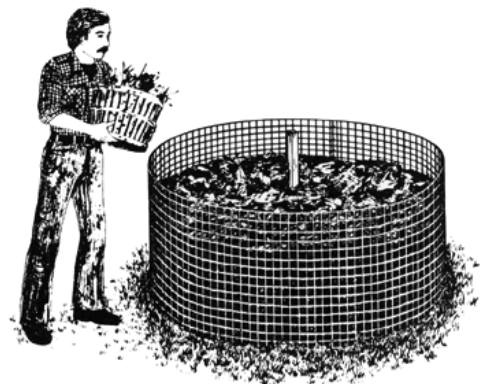
Layer Materials

Layer coarse (woody) material, organic food scraps or yard trimmings (leaves and grass), soil, and organic fertilizer until the pile is completed. Remember to water each section as you make the pile. The pile should be about four-five feet high and might be topped off with 5-6 inches of straw or hay.



Using Finished Compost

Compost can be used to enrich the garden, to improve the soil around trees and shrubs, as a soil amendment for houseplants and when screened, as a part of seed-starting mix or lawn top dressing.



Maintenance

To prevent odors and hasten decomposition, turn the pile once a month. A properly mixed compost pile should have no objectionable odors because elevated temperatures within the pile will destroy odor-causing bacteria. Keep the compost pile moist, but not waterlogged. An actively decomposing pile will reach temperatures

Industry News

Shaw Wins Four Floor Covering Weekly GreenStep Awards

In September 2009, Shaw was recognized with four prestigious Floor Covering Weekly inaugural GreenStep awards during a luncheon in Dalton, GA. Working with a panel of distinguished industry experts, Floor Covering Weekly recognized the outstanding environmental contributions of organizations throughout the industry.



Shaw was honored to receive the GreenStep Pinnacle Award for the company's leadership in environmental, economic and social responsibility. The program's highest award, the GreenStep Pinnacle Award recognizes a company that has demonstrated excellence above and beyond industry norms benefitting the flooring industry with leadership in sustainability.

The Shaw Green Edge® business sustainability platform represents a comprehensive approach to leadership in Sustainability through Innovation™ serving our customers, our associates, our communities and other stakeholders. The Shaw Green Edge was also recognized with the GreenStep Environmental Leadership Award as one of the industry's most comprehensive platforms communicating sustainability.

Shaw also received the GreenStep Process Award, for the company's Evergreen Nylon Recycling Facility in Augusta, GA. Evergreen represents the largest post-consumer carpet recycling initiative in the industry. To date, Evergreen has recycled over 200 million pounds of Type 6 nylon. Congratulations to Shaw Industries Group, a GRC Partner Level sponsor, for its accomplishments and these distinguished awards!

Study Offers Battery Collection Initiatives Guidance

A recently released study is offering guidance to evaluate and strengthen battery collection initiatives. The study was released by the Product Stewardship Institute and the Call2Recycle battery and cell phone collection program. The report, "*Battery Performance Metrics: Recommendations for Best Practice*," examines different ways that stewardship performance is gauged. It is available at: http://www.call2recycle.org/doc_lib/BatteryMetrics.pdf.

"Our collection program has earned substantial recognition from municipalities, retailers and consumers alike, yet we still seek measures to help us continually improve our program and fulfill our mission to protect the environment," said Carl Smith, president and CEO of RBRC, which operates Call2Recycle. "Our goal is to influence stakeholders to agree on a set of appropriate performance metrics and establish processes that will standardize measurement for many organizations committed to collecting and recycling products," he said. "Measuring performance is critical to collecting and recycling more batteries," said Scott Cassel, executive director of Product Stewardship Institute.

Recycling Makes the Kerry-Boxer Climate Bill

After much debate and anxious anticipation by the recycling community, the controversial climate bill was unveiled and does now include incentives for the recycling industry. Introduced by Senators Barbara Boxer (D-California) and John Kerry (D-Massachusetts), The Clean Energy Jobs and American Power Act, Senate Bill 1733, includes numerous mentions of recycling, recognizing the industry's contribution to the reduction of greenhouse gasses.

The Institute of Scrap Recycling Industries, Inc. (ISRI) applauded the inclusion of language supporting recycling in the bill. "We are pleased that the U.S. Senate is recognizing the important contributions of recycling toward reducing greenhouse gases, which is central to the goals of climate change legislation," said ISRI President Robin Wiener. "Recycling reduces greenhouse gas emissions by significantly lowering the amount of energy needed to manufacture the products that we buy, build and use." Scrap recycling is an \$86 billion industry, employing over 85,000 people with "good 'green' jobs here in the United States," according to Wiener.

ISRI has been lobbying heavily for recycling to be a part of any potential climate change legislation. A coalition of labor and environmental and community activists, Recycling Works!, also supported the measure. "We need to get this country running on clean energy to jumpstart our economy," said Teamsters General President Jim Hoffa. "This bill promotes two things that will help make America a leader again: Recycling and good-paying jobs." Recycling Works! was launched by the International Brotherhood of the Teamsters and the Global Alliance for Incinerator Alternatives (GAIA).

Prepare for Unintended Consequences—

The recycling industry is constantly challenged with the unintended consequences of environmental improvements. Several years ago, electronic recycling in Georgia was almost non-existent; now many companies have invested in equipment and facilities in our state. Local programs are co-sponsoring special collection events and many local governments or non-profits all over the state are providing permanent drop-off sites for their citizens. So, when the digital TV conversion happened earlier this year, we were not faced with the level of severity predicted initially.

When the move to save energy began to grow, everyone was encouraged to switch to longer lasting energy efficient CFL (Compact Fluorescent) light bulbs. But then, the first wave of them began to burn out and again the recycling industry was taken to task to find the answers. Relief came when companies like Home Depot, IKEA and Wal-Mart stepped up to take them back in their retail stores and recycle them.

With our new dependence on cell phones plus a non-ending list of consumer home electronics, rechargeable batteries became another challenge; industry and non profits again stepped up with programs and collection opportunities at drop off sites and retail locations.

(con't next page)

Industry News (con't)

When the drought worsened in 2007/08 and homeowners were encouraged and even given cash incentives to retrofit to low flow, suddenly old toilets became the challenge. Do-It-Yourselfers were anxious to address recycling the old toilets and contacted the recyclers.....to the rescue one more time. And yes, we found a few companies willing to grind the porcelain for use in road aggregate, but as always easy, convenient, cost-conscious transportation was the challenge--the infrastructure to get them from point A to point B was more challenging than most expected!!

“Cash for Clunkers” - Is the jury still out! ??

And now the federal Energy Department is providing states with funding for a rebate program to encourage citizens to replace old appliances with more efficient energy star appliances. So, our scrap dealers are gearing up for the need to recycle more old appliances or “kitchen clunkers” to use more humorous terminology! But it won't end at the kitchen with rebates allowed for central and room air conditioners, heat pumps, boilers, furnaces, clothes washers, dishwashers, refrigerators and water heaters.

And, let's not forget natural disaster debris generation--like that from damaged homes and businesses in our recent historic flood....what's next??? Keep your minds open and creative solutions flowing; and as they taught us in scouts--Be Prepared!

Novelis Inc. receives award from Keep America Beautiful

Novelis Inc. has been awarded the 2009 Vision for America Award by Keep America Beautiful. By giving the award, KAB recognizes and honors Novelis for the corporation's leadership in environmental issues, employee volunteerism, and for its efforts to promote recycling in America and worldwide.



NOVELIS

Novelis President and COO Philip Martens accepted the 24th annual Vision for America Award on behalf of the company and its employees at an Oct. 21 dinner held at Atlanta's Fernbank Museum of Natural History. In addition to emphasis on recycling and volunteerism, the company, beginning in 2005, established a set of environmental sustainability objectives: reducing waste sent to landfills by 6% each year, improving energy efficiency by 2% per year and reducing greenhouse gas emissions by 2% per year. As part of these commitments, which extend through 2012, every Novelis facility is mandated to develop an energy-saving initiative each year.



DO SOMETHING BEAUTIFUL.

Recycling & Climate Change--Have You Connected the Dots??

Recycling and waste reduction are actually very much related to climate change. The energy used in the industrial processing of virgin materials and in their transportation, involves burning fossil fuels such as gasoline, diesel, and coal, all major sources of carbon dioxide and other greenhouse gases. While manufacturing goods from recycled materials still requires energy, it is much less than extracting, processing, and transporting virgin raw materials.

Recycling and waste reduction also decrease emissions produced by incinerators and landfills that produce large amounts of carbon dioxide and methane (23 times more potent than carbon dioxide). Waste reduction and recycling also slow the harvesting of forests, which act as carbon sinks, meaning they absorb carbon dioxide from the atmosphere.

Consider this . . .

The U.S. recycles approximately 32 percent of its waste which saves an equivalent amount of greenhouse gases to removing 39,618 cars from the road.

Increasing the recycling rate to 35 percent would reduce greenhouse gas emissions by an additional 5.2 Million Metric Tons of Carbon Dioxide Equivalent.

Net carbon emissions are four to five times lower when materials are produced from recycled steel, copper, glass, and paper. They are 40 times lower for aluminum.

Just one person recycling their newspaper, magazines, plastic, glass, and metal for one year is enough to save 471 pounds of carbon dioxide from going into the atmosphere.

The plastic from a recycled beverage container can be re-used scores of times, avoiding the greenhouse gas emissions associated with combusting plastic wastes and eliminating the need to extract petroleum to make another plastic bottle. The carbon in the recycled plastic bottle is continually sequestered and reused rather than wasted in a landfill.

A 50 percent increase in the recycling of construction and demolition debris would lead to the avoidance of 75 million metric tons of carbon dioxide equivalent GHG emissions

EPA recently published a report linking materials management, including recycling and waste management, and land management to a reduction in the country's greenhouse gas (GHG) emissions. The September 2009 report, titled Opportunities to Reduce Greenhouse Gas Emissions through Materials and Land Management Practices, finds 42 percent of GHG emissions are influenced by materials management policies, including the manufacturing, transporting and disposal of products. In addition, another 16 to 20 percent of GHG emissions are linked to land management policies, including construction and development. The full report is available at: http://www.epa.gov/oswer/docs/ghg_land_and_materials_management.pdf.

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SPOTLIGHT ON PROGRAMS

GRC Partners with Soles4Souls

Submitted by Joe Dunlop

Soles4Souls is a non-profit dedicated to equipping developing nation's people with shoes. It's not complicated: the organization tries to collect as many shoes as it can and ships them overseas. A Georgia pilot program has been expanded statewide. Soles4Souls wants to collect 50,000 pairs of shoes from mid October 2009 to the end of November 2009. Whole Foods has graciously offered to assist the program by providing trucks for collection within the metro Atlanta area. Together, we're confident Georgia can exceed the collection goal.

How to sign up:

- Contact Morgan Evans at morgane@giveshoes.org or 615.391.5723 to ask any questions or sign up. **Our target start date is mid October.**
- **IMPORTANT!** S4S requires a minimum of 6 full Gaylord containers to send a truck for collection. If you are unsure if you can collect that many, you need to find a partner to work with, and combine your collected shoes into a centralized location for pickup. It is too expensive to send the tractor-trailer trucks to collect fewer than 6 Gaylords per stop.

When you sign up:

- S4S will mail you a display box for each drop off location in your county. With the box you will receive a header that can be customized on an 8.5 X 11 sheet of paper to detail the event.
- S4S will email you a press release that we will ask for you to approve. A week prior to the start of the collection, we will issue the release in a 50 mile radius of your collection center. S4S has had tremendous success in driving media to collection points.
- S4S will email you a PDF of a Thanks4Giving flyer to encourage the community to clean out their closets and donate their used shoes. Also, S4S will email the logo for you to use on any of your materials.
- Last, you will be listed as a participating location on the website.

When the collections start arriving:

- As folks deliver shoes to the display boxes simply band the shoes together with rubber bands, tie shoe strings or tape.
- Unload from the boxes and transport them in heavy duty black bags (S4S will supply each location with 10, 2.5 mil or higher) for transfer to Gaylord containers.
- Containers can be provided by Whole Foods. They will not deliver the Gaylord boxes; you must make arrangements to collect them from their distribution center in Braselton, Ga.

If interested in obtaining containers for the collection, contact Joe Dunlop at joe.dunlop@dca.ga.gov.

- At the conclusion of the event, Soles4Souls will arrange for transportation of the collected product to its warehouse in Roanoke Alabama. When you register, indicate if you have a forklift available, so the proper truck can be sent.
- S4S will collect the shoes during the first week of December.

Already asked questions:

- **(Can we get additional copies of the book "Those Shoes" to spur a friendly inter-school competition?)**

This was a question from Suki Janssen in Athens. I do have about 15 copies of the book here in our corporate office. So let me know what you need and I will get them to you.

- **Do shoe collection boxes or kiosks need to stay out of inclement weather?**

Yes, a couple of reasons. The first is we don't want the shoes to get wet, degrade the gaylords and possibly mold. That would defeat the purpose. The other thing is the box is made of cardboard as well.

- **What contingencies should we employ to prevent from being overwhelmed, in the event participation exceeds expectations?**

This is an awesome problem to have. Luckily our warehouse is in Alabama, so we could dispatch trucks within a three or four day turn-around. However, please have space available for several gaylords.

- **What sort of post-event responsibilities will local governments have?**

There is not anything that they will need to take care of. We will arrange transportation of the product back to our facilities. There will be some press requests after we announce the number of shoes collected by the state of Georgia!



SPOTLIGHT ON PROGRAMS (con't)

Zero Waste Zone-Downtown Atlanta

The partnership with Atlanta Recycles and the Green Foodservice Alliance has developed a strategic plan to manage, evaluate, promote and expand the downtown zone that includes the core of the convention and entertainment district of the City of Atlanta. Here are a few details:



MISSION:

To promote and facilitate conservation of health, productivity and resources of the business district through voluntary action, education and leadership in waste minimization. Area is defined generally based on Central Atlanta Progress (CAP).

GOALS:

- Increase stewardship among food service and associated venues
- Ensure a sustainable quality of life for business, residents, and visitors
- Conserve and manage financial and natural resources
- Increase citizen awareness of the need to take individual positive action
- Reduce the carbon footprint of downtown ATL

LEAD PARTNERS:

Green Foodservice Alliance, Atlanta Recycles, EPA Region 4, GA DNR-Sustainability Div., GA Dept of Community Affairs (DCA)

PARAMETERS:

Common Recyclables, Food Scrap/Residuals, Spent Grease

The partnership will continue to work with the Charter participants and soon will announce their pledge completion and recognize their efforts as the pioneers of this initiative. Participants will be entering metrics into a special template designed by DCA for their use in the RE-TRAC system.

SERDC "Green Prosperity"
Southeast Recycling Development Council
announces 2009 Workshop -
Green Prosperity:
Recycling and a Sustainable Southeast.
November 3-4, 2009 Lexington, KY



Key sessions will focus on recycling's role in a sustainable Southeast and Recycling's Impact on Economic and Climate Concerns

- Recycling's Southeastern Impact - SERDC works to support the recycling industry in part because of the jobs created, energy saved, and smart material use.
- Economics and Markets - Highlights of SERDC's work to map key manufacturers who use recycled feedstock and how

SERDC will soon share that information with regional elected officials.

- Recycling's Energy and Greenhouse Gas Savings - EPA will highlight facts, figures, and tools for community leaders.
- Facilitated roundtable discussions focusing on moving forward as a unified Southeast: Roundtable leaders: Cam Metcalf, Director of KY Pollution Prevention Center, Lexington Mayor Jim Newberry, SERDC Executive Director Jerry Hayes, EPA Region 4 Branch Chief Jon Johnston.

For more info and to register, go to: www.serdc.org.

SE Recycling Conference Set

The Southeast Recycling Conference & Trade Show will be held **March 7-10, 2010** at the Hilton Sandestin Beach Golf Resort & Spa in Destin, Florida. To register or for more info go To register or for more info go to www.southeastrecycling.com or contact Heather Bellamy at Email: heather@swix.ws or by phone 800-441-7949.

The program for the conference is currently being developed; tentative conference presentation topic areas include the following:

- Recovered Material Market Up-Dates and Prices (Paper, OCC, Plastic, Aluminum, Steel & Glass)
- Recovering More Recyclables
- Public Education/Promotion
- Recycling Coordinator Training - Beginner's Guide
- Recycling Coordinator Training - Advanced Techniques
- Organics Recycling and Composting
- Non-traditional Recyclables - Markets and Collection Techniques
- Going Green (Procurement, Building, Events)
- Recycling Technology Advances
- Waste-to-Fuels & Energy Recovery
- RFPs and Contract Writing

EPA Releases iWARM for Consumers

EPA created the **Waste Reduction Model (WARM)** to help solid waste planners and organizations estimate the energy and greenhouse gas emissions reductions from several different waste management practices.

iWARM is the consumer version of WARM – it helps you understand the energy saved by recycling small quantities of common household products, rather than landfilling them. iWARM uses the same energy factors as WARM to provide the relative energy savings from recycling rather than landfilling. The energy savings are translated into the equivalent amount of electricity, estimating how long that amount of electricity will operate a variety of household appliances.

Check it out by using a search engine to find iWARM.

Resource Recycling Systems
We Build Solid Waste and Recycling Programs

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Facility Engineering

Sustainability and Green Energy

We are your RESOURCE

Resource Recycling Systems
www.recycle.com

Since 1985, we have been a leader in waste reduction and recovery strategies for local, state, and federal governments, industries, and non-profits. In Georgia, contact Sharyn Dickerson, Senior Consultant at (706) 296-7240.

2009 GRC Newsletter Copy Deadlines

Winter '09 Nov 16Distribute Dec 7

If the date falls on a weekend, deadline is the following Monday.

Request for Press Releases

Georgia Recycles is a quarterly publication of the Georgia Recycling Coalition, Inc. Releases are welcome and should be sent to: Georgia Recycling Coalition, P.O. Box 550667, Atlanta, Georgia 30355 or emailed to: garecycles@mindspring.com.

Contact GRC

Georgia Recycling Coalition, Inc.
P.O. Box 550667
Atlanta, GA 30355

Phone: 404-634-3095

Fax: 404-350-8780

Email: garecycles@mindspring.com
www.georgiarecycles.org

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GOT NEWS??

Submit articles & photos to us
for our next edition
to garecycles@mindspring.com

Join the GRC & "Get In The Loop"

The Georgia Recycling Coalition, Inc. (GRC) is a non-profit organization whose mission is to complement and coordinate the activities of professionals, organizations, government agencies and individuals related to recycling; to foster communications among those groups; to promote sustainable reduction and recycling programs; and, to provide a forum to and from which its membership may enhance recycling efforts in Georgia.

Please choose a membership category, complete the information below, and return to:

Georgia Recycling Coalition, P.O. Box 550667, Atlanta, GA 30355

If you have any questions, or need additional information, call (404) 634-3095.

I would like to join at the following level:

- | | |
|---|-------------------|
| <input type="checkbox"/> Partner | (\$3,025 or more) |
| <input type="checkbox"/> Sustainer | (\$1,525 or more) |
| <input type="checkbox"/> Patron | (\$775 or more) |
| <input type="checkbox"/> Business/Trade Association | (\$375) |
| <input type="checkbox"/> Government/Non-Profit | (\$175) |
| <input type="checkbox"/> Individual | (\$75) |

Name: _____

Street Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

I would like to serve on the following GRC committee:

☐ Education

☐ Programs

☐ Membership Development

☐ Special Events

☐ Communications



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Atlanta, Georgia 30355

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Dated Material