

Georgia Recycles

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Volume 17 Issue 4

The Georgia Recycling Coalition Newsletter

Spring 2011

International Compost Awareness Week - May 1-7, 2011 This year's theme: Compost! . . . Reconnecting with Nature

ICAW is a multi-media publicity and education event that showcases composting and compost products. It features composting in your back yard or at large scale commercial composting facilities. For the past 13 years ICAW has grown in both strength and numbers of celebrants through its sponsors and compost advocates. Compost Awareness Week serves the important role of bringing the Compost! message to the attention of the public, businesses and other groups. Communities and government agencies, as well as members of the composting industry, utilize the week to promote their specific Compost! message and programs. To bring positive attention to the possibilities that composting can provide to communities, ICAW was designed to rally composting advocates and build awareness in every community. Compost discussions, State ICAW Proclamations, promotions with local dealers and landscape supply stores, informal lectures by well-known gardening experts, backyard composting bin promotions and urban gardening programs are examples of how municipalities and public and private groups can be involved. To see the poster and find out more about how you can get involved, go to: www.compostingcouncil.org.

"ICAW is the longest running community based awareness campaign about compost in the World. I always look forward to the new poster in the new year and how we can link everyday life to good social and sustainable habits that nature teaches us with composting. As a charter member of ICAW, our slogan at Filtrex is let nature do it. This, of course, includes composting."

Rod Tyler, CEO-Filtrex Land Improvement Systems

Recycle Runway Takes Off at Hartsfield Jackson Atlanta Airport

"Eco-Trash" Garment Exhibition Arrives in Atlanta April 18
Couture fashions made from trash on display at Hartsfield-Jackson Atlanta Airport

In celebration of Earth Month, the Hartsfield-Jackson Atlanta Airport will receive the popular national eco-fashion exhibition "Recycle Runway" from Santa Fe artist Nancy Judd. The exhibition, which includes eighteen eco-trash couture garments, will be on display in nine cases throughout International Concourse E from April 18, 2011 – April 2012. Each dazzling fashion takes between 100-450 hours to create, and is the culmination of ingenious re-use: faux fur jackets made with endless loops of cassette and video tape; a dress created of origami junk mail fans sewn together like fish scales; a dress inspired by jellyfish fashioned from plastic bags and an evening gown glittering with thousands of pieces of crushed glass.

The mission of Recycle Runway is to change the way people live on the earth through innovative exhibitions that showcase sustainable fashion designs made from trash. Elegant garments created from recycled materials are exhibited in high-traffic airports, shopping malls and museums to grab attention and inspire personal action. Community-based presentations and workshops launch imaginations while providing information on how to conserve resources. Recycle Runway partners with businesses, non-profits, governmental agencies, foundations and individuals who actively support environmental conservation.

Sponsors of the Recycle Runway Atlanta Airport exhibition include Coca-Cola, Delta Air Lines, Janome and Novelis. Delta Air Lines is also commissioning Recycle Runway founder and artist Nancy Judd to create a garment out of re-claimed materials from Delta Air Lines operations. Delta's new garment will join other Recycle Runway garments sponsored by Novelis, Coca-Cola, Toyota and Target in the upcoming exhibition. GRC is a Green Partner for Recycle Runway. For more information, please visit: www.RecycleRunway.com.



**Georgia
Recycling
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**GRC 20th Annual Conference,
Trade Show & Membership Meeting**

August 21-24, 2011

**King & Prince Beach Resort
St. Simons Island, GA**

www.georgiarecycles.org

Life in the RE-World...
Reuse, Reclaim, Recover, Reduce, Rethink, **RECYCLE**



President's Column

This year the GRC celebrates its 20th Anniversary – a milestone that would not be possible without the support of our members and sponsors. I would like to take a moment to thank each and every one of you for the support, knowledge, and funding that you provide.

Because of your support, GRC remains one of the strongest state recycling organizations in the country, creating both a point of pride and tangible benefits for our members and our state. We each have access to a forum of members with which to share information and ideas, timely information on legislation that affects our operations, access to programs that benefit our recovery and our bottom line, and information on the latest advancements and changes to our industry.

As more companies and consumers become increasingly interested in recycling through both action and investment, we can feel confident in knowing that Georgia will remain a prime candidate for pilots and funding due to the existence and strength of our organization. I encourage and challenge each of us to drive continued support for, and membership in, the GRC as we strive to increase recycling activities and infrastructure throughout our state.

I sincerely appreciate the opportunity to preside over our organization in 2011 and hope to see you in St. Simons later this year.

Neha Patel
President 2011

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

April 22, 2011

Earth Day

May 1-7, 2011

International Compost Awareness Week

August 17-18, 2011

**Resource Recycling
Conference**

Indianapolis, IN

August 21-24, 2011

**GRC 20th Anniversary
Conference/Trade Show**

**King & Prince Resort
St Simons Island, GA**

August 23-25, 2011

Wastecon 2011

Nashville, TN

August 24-26, 2011

GA Environmental Conference

Savannah, GA

November 15, 2011

America Recycles Day

Nationwide

GRC In The News

Keep Georgia Beautiful Director Retires

We will bid farewell to an icon of our industry this month as Lynn Cobb retires as the Executive Director of Keep Georgia Beautiful. Her years of leadership has kept Georgia at the forefront in the nation with 74 local affiliates in our state educating on litter prevention, waste minimization, community development and water conservation. GRC recognized Lynn at our March 22nd semi-annual training meeting with a Lifetime Achievement Award. We will certainly miss her and wish her the best in future endeavors.



KAB Recycling Partnership

GRC remains an active, dues paying member of the KAB Recycling Partnership and will continue to work with our local state affiliates in expanding and promoting programs and projects toward increased access to recycling and public education on the importance of recycling in Georgia. Programs like the Coke Bin Grant, Recyclemania, Public Space Recycling and America Recycles Day (ARD) will be our focus. Georgia shined once again as we were among the top five states in the nation for number of ARD events in 2010; plans for the 2011 observance are already underway.



Intern Returns as Part-Time Assistant

Kimberly Reeves will be working with GRC again this year with various tasks including website maintenance. We are fortunate to have such a motivated and talented college student working with us and look forward to her energy and ideas!



NRC Expands Board

The National Recycling Coalition recently announced nine new appointees to its board of directors, to reach a total of 20 board members. The new members represent all aspects of the solid

waste management industry, including consultants, media representatives, recycling industry trade groups, processors and end-users.

The new board members include:

- Mick Berry, M2B2, LLC
- Jim Hanna, Starbucks
- Brian Hawkinson, AF&PA
- Bob Hollis, The Mobius Network, LLC
- Jeff Miller, Communications Consultant
- Michele Nestor, Nestor Resources, Inc.
- Jerry Powell, Resource Recycling, Inc.
- Mark Reiter, ISRI
- Bill Waltz, Strategic Materials

"We had 15 candidates and the qualifications of the group were impressive," NRC Board President Mark Lichtenstein said in a press release announcing the new members. "We initially intended to select seven candidates to fill-out a final board size of 18; but, after much deliberation, we selected nine for a 20-member board. We are all very encouraged by the high caliber of candidates and enthusiasm for NRC's future generated by the nomination process."

The new members will join one of the current active committees: Communication, education and outreach; conference; finance; fund development; membership; planning, structure and governance; and policy. For a full list of the NRC board, go to: www.nrcrecycles.org

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Premier Surplus • Phillip Kennedy

Resource Recycling Systems • Jim Frey

Government/Nonprofit

Call2Recycle • Todd Ellis

Chattooga County Commissioner's Office • Sylvia Lee Keziah

Georgia State University, Patti Stilson

Keep Pickens Beautiful • Carol Opendhoff

Livable Buckhead • Denise Starling

Individual

Christina Pedelty, Carastar Recycling

David Wright, Norseman Environmental

Contact GRC

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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



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

Industry News

GWCC Hires First Sustainability Coordinator

The Georgia World Congress Center Authority in Atlanta announced in late 2010 the hiring of its first sustainability coordinator. Tim Trefzer will “coordinate a unified sustainability strategy” for the authority’s campus, which includes the Georgia World Congress Center, the Georgia Dome and Centennial Olympic Park. The Georgia World Congress Center routinely hosts Waste Expo. Trefzer previously worked as a Leadership in Energy and Environmental Design project manager for Sustainable Options, a green building consultant in Atlanta. “We’ve come a long way,” said GWCC Assistant General Manager Patrick Skaggs, “but feel that Tim will take us to another level in reaching our sustainability goals. He’s a welcome addition to the GWCCA Green Team which is committed to improving our campus’ environmental impact over the long-term.” The Georgia World Congress Center recycled 54 tons of single-stream recyclables in fiscal year 2010, including plastic paper, aluminum and glass. The center also baled and recycled 49 tons of old corrugated containers and composted 290 tons of food residuals.

Bag & Film Recycling Report Released

Americans recycled a record number of plastic bags and film in 2009, according to a new report from the Plastics Division of the American Chemistry Council (ACC). The 2009 National Postconsumer Recycled Plastic Bag & Film Report was prepared by Moore Recycling Associates Inc. for the ACC and tracks the recovery of plastic bag and film for recycling from 2005 to 2009. During that period, the recycling rate of the material rose by 31 percent, with over 854 million pounds collected in 2009, thanks to approximately 12,000 film and bag drop off locations.

The report, which is based on recovery data from 20 processors of post-consumer film and 50 companies that export post-consumer film, comes at a time local governments across the country, as well as the Oregon Legislature, are considering banning bags.

Researchers at Moore Recycling Associates Inc. found that a majority of the material collected continues to be exported, with over 490 million pounds going outside of the U.S. or Canada in 2009. This number has risen steadily, according to the report. In 2005, of the 65 million pounds of material collected, 28 percent was exported. In 2009, 57 percent was exported.

However, “with the continued shift towards export, the challenge of data collection increases,” reads the report, which notes that inconsistencies in terminology add to problems with tracking. Domestically, 20 percent of collected film and bags went into making composite lumber. The report points to a model used in Chapel Hill, North

Carolina as having been particularly successful. Retailers used a business-to-business plan where smaller companies sent material to a larger “anchor” store for recycling. The anchor store made revenue from selling the film, and smaller stores saved money by cutting down on waste disposal costs.

Shaw Industries Investing in GeoHay

GeoHay manufactures products made from 100 percent recycled carpet. The Carpet America Recovery Effort (CARE) has announced its support for Shaw Industries’ investment in GeoHay, a company that produces high performance erosion control and stormwater management products made of 100 percent recycled carpet. In a release, CARE’s Executive Director Georgina Sikorski applauded the carpet manufacturer’s investment, calling it “an important step in ensuring continued diversion of postconsumer carpet from the nation’s landfills.” According to Sikorski, GeoHay recycles old carpet into useful, economically viable products. As a triple bonus, she adds, GeoHay products benefit the environments wherever they are installed. “Further growth and usage of GeoHay will help CARE achieve its mission of reducing post-consumer carpet going into the landfill, increasing recycling and finding market-based solutions for the use of post-consumer carpet,” Sikorski adds. “Shaw’s financial investment will help make that happen.”

The partnership between GeoHay and Shaw was announced in early 2011. Through the partnership, GeoHay offers a new market for the postconsumer carpet that Shaw collects nationally. “GeoHay products are created with 100 percent reclaimed carpet fiber - and they play an important role in controlling erosion and stormwater runoff” says Dan Hargett, GeoHay’s CEO. “Shaw’s post-consumer carpet reclamation program and its commitment to sustainability through innovation, make them an ideal investment partner as we look to the future and our need to support a continued rapid growth rate.” Shaw gathers more than 100 million pounds of post-consumer carpet per year from its national collection network.

Ameripen Forms to Address Sustainable Packaging

Ten major U.S. corporations have formed an association to advocate for the packaging value chain on public policy issues related to the environment. “With the emergence of extended producer responsibility and other potential packaging legislation in the coming years, this is a critical time for our industry to offer a compelling voice,” said Gail Tavill, vice president of sustainable development at ConAgra Foods Inc. and vice president of the newly formed American Institution for Packaging and the Environment (Ameripen), which will be based in East Lansing, Mich. “We’re committed to providing necessary expertise and insight to ensure sustainable management of packaging throughout its life cycle.” *(con’t next page)*

Industry News (con't)

The 10 founding corporations include five brand owners: Coca-Cola Co., Colgate-Palmolive Co., ConAgra, Procter & Procter Co. and Kellogg Co. It also includes three major raw material companies -- Dow Chemical Co., DuPont Packaging & Industrial Polymers, and MeadWestvaco Corp. -- and two packaging converters, Sealed Air Corp. and Tetra Pak Inc. Ameripen will highlight packaging's improving sustainability profile and the sector's efforts to reduce packaging waste, according to Joan Pierce, vice president of packaging sustainability at Colgate-Palmolive, who will serve as Ameripen president.

The group, founded March 7, will have its first annual meeting June 22. Ameripen membership is open to raw material producers, packaging suppliers, packaging converters, waste haulers, recyclers, packaged goods manufacturers, and distributors and retailers of packaged goods. Ameripen said that it will take a material-neutral approach and encourage science-based decision-making on sustainable packaging initiatives.

Companies to Eliminate 4 Billion Pounds of Packaging by 2020

The Grocery Manufacturers Association (GMA) recently announced the results of survey research indicating that food, beverage and consumer products manufacturers anticipate that they will eliminate four billion pounds of packaging waste nationwide from 2005-2020. More than 1.5 billion pounds have already been avoided since 2005, and another 2.5 billion pounds are expected to be avoided by 2020. The four billion pounds represents a 19 percent reduction of reporting companies' total average U.S. packaging weight.

"Across the board, the food, beverage and consumer products industry has been vigilant in its efforts to reduce its environmental footprint," said Pamela G. Bailey, president and CEO of GMA. "When it comes to eliminating packaging from the supply chain, we have already made significant progress, but we know we can do more. We look forward meeting this goal to eliminate four billion pounds of packaging by 2020."

The 1.5 billion pounds of packaging avoided since 2005 includes more than 800 million pounds of plastic and more than 500 million pounds of paper. Packaging improvements have spanned most product categories, with no single category dominating. Companies reported that they achieved the 2005-2010 reductions through the success of more than 180 distinct improvement initiatives that included package redesigns and increased use of recyclable inputs.

"In eliminating this packaging from the supply chain, we are reducing a significant volume of waste that would otherwise end up in landfills, but the benefits go far beyond that. Companies are reporting that packaging improvements are

also enabling them to ship more units per truckload, reduce greenhouse gas emissions and conserve resources such as water and energy," noted GMA senior director, energy and environmental policy John Shanahan. The greenhouse gas emissions avoided by a four billion pound packaging reduction have the equivalent impact of removing 815,000 cars from the road or 363,000 homes from the energy grid for one year, according to the Environmental Protection Agency's Greenhouse Gas Equivalency Calculator.

The report is based on the findings of two surveys conducted for GMA by McKinsey & Company and Georgetown Economic Services. To download the report, go to www.gmaonline.org/file-manager/Sustainability/ReducingOurFootprint.pdf.

Veolia Landfill Building Earns LEED Certification

A new building at the Veolia Evergreen landfill in Valdosta, Ga., has earned green building certification through the U.S. Green Building Council. The building was awarded Leadership in Energy and Environmental Design program certification for energy, water and material use as well as lighting, the company said. "As part of our commitment to developing sustainable, environmentally-friendly solutions for the City of Valdosta and Lowndes County, we intentionally pursued LEED certification standards in the development of our new building," said AJ Rodgers, area manager for Veolia ES Solid Waste Southeast Inc. "As a result, we expect to see lower operating costs, increased efficiencies and a healthier work environment for our employees," Rodgers said. The building will be used as a scale house for weighing waste entering the landfill and will house an administrative office, Veolia said. Veolia's project diverted 75% of all waste and construction debris generated by construction to a recycling facility. Also, 10% of the building material used contained post or pre-consumer recycled content, the company said.

GOT NEWS??

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

RESOURCES

Office Depot Debuts School E-scrap Recycling Program

Office supply retailer Office Depot is launching a new electronic scrap recycling program in schools and classrooms. The **Recycling Rules** program will place collection boxes for commonly used products inside schools, collecting products like ink and toner cartridges, rechargeable batteries and small electronics like mobile phones. When full, the pre-addressed and postage paid boxes can be mailed back to Office Depot; after processing, the company will send a gift card in an amount based on the value of the recyclables inside back to the classroom. "Recycling is important at all times of the year, but we encourage everyone to take a step toward helping raise awareness of recycling through this program and start off 2011 with a commitment to make a difference," said Yalmaz Siddiqui, director of environmental strategy for Office Depot. "At Office Depot, we continuously strive to find ways to lessen our impact on the environment. Our new **Recycling Rules** program does that for our schools while helping to educate children as well."

For information on the program visit: www.myschoolrecycles.com. For information on other Office Depot environmental initiatives, visit: www.officedepot.com/environment.

Online Scrap Exchange Launches

Newly launched RecycleMatch is hoping to become the eBay of materials exchanges. "We want to find homes for materials currently being landfilled," said Brooke Farrell, who along with Chad Farrell founded RecycleMatch and RecycleMatch.com. RecycleMatch is an online marketplace for all kinds of scrap: construction debris, organics, fabrics and textiles, plastics, rubber, wood, anything that can be reused or recycled.

"We hope to build a more liquid market that has greater transparency of pricing around those materials," said Chris Porch, the new CEO of RecycleMatch. Companies tend to stay close when placing their waste streams, he said. "Long term we hope to become the transparent liquid market for commodity recyclables and the trusted place where large companies and municipalities can go to divert materials from landfills."

Listings are growing on the site, and can be one-time or steady stream. For example, a company in Texas produces 360,000 pounds of vegetable waste — mainly carrots and potatoes — per month and wants to find someone to take it off its hands. It's free to anyone who can haul it away.

Owners of material list their waste and recyclable commodities on the website, giving locations of material, descriptions, and a suggested price for the material. Bidders can look at the information and decide how much they want to offer. The site uses a closed bidding system, meaning bidders see how their price ranks in relation to other bids, but not what the actual bid is. Confidentiality works both ways — bidders and sellers don't learn who they've done business with until the transaction is complete.

Once the auction closes, the seller can choose the winning bid, and it doesn't have to be based on price. "Many of them care about other criteria, such as destination," Porch said. "They may care about the intended use of the material or other environmental factors. Once they've selected a buyer, we send an e-mail to both parties so they can arrange for logistics."

Then, the company acts as an escrow service, retaining 5% of the purchase price as its commission. If the transaction had no price attached to it, the company charges a \$5 per ton "waste diversion fee." "A lot of materials from sellers, they don't care about getting paid for," Porch said. "They may be just trying to achieve sustainability or zero waste goals, or are trying to reduce their landfill costs. They can then give their materials away for free." For more information visit www.recyclematch.com

Pharmacists Association Promote Safe Disposal

The National Community Pharmacists Association (NCPA) is using services from Sharps Compliance Corp. to promote a safe disposal program for unwanted and unused prescription drugs. NCPA said its **Dispose My Meds** program looks to capture some of the 200 million pounds of unused prescription drugs that are disposed of each year.

The **Dispose My Meds** website helps consumers find participating pharmacies by city, state, or ZIP code to dispose of unused medications. Collections are done using either postage-paid envelopes or Sharps Compliance TakeAway Environmental Return Systems. NCPA said to date, more than 1,200 independent community pharmacies in the U.S. participate in the program, which has collected and properly disposed of more than 25,000 pounds of unused or expired medications. The National Community Pharmacists Association represents more than 23,000 independent community pharmacies, pharmacy franchises, and chains. For more information on the program, go to: <http://www.disposemymeds.org/>

DEA Holding Second Nationwide Prescription Drug Take-Back Day in April

This spring, the Drug Enforcement Administration and its national and community partners will give the public another opportunity to prevent pill abuse and theft by ridding their homes of potentially dangerous expired, unused, and unwanted prescription drugs. On Saturday, April 30th, from 10 a.m. to 2 p.m. local time, DEA and its partners will hold their second National Prescription Drug Take-Back Day at sites nationwide. The service is free and anonymous, no questions asked. The public can find a nearby collection site by visiting www.dea.gov, clicking on "Got Drugs?" and entering their zip code. Law enforcement agencies interested in operating one or more collection sites on April 30 can register with the DEA by calling the DEA Field Division office in their area. (To see each division office's geographic area of responsibility, go to www.dea.gov and click on the "office locations" link under "About Us" in the menu on the left side of the home page.)

SEMI-Annual Follow-Up

Special thanks to our panel of expert speakers who enlightened us on EPR, LCA, PAYT, REI and LFG* on March 22 at the Tellus Science Museum in Cartersville, GA.

- **LCA**-Jim Frey, Resource Recycling Systems
- **PAYT**-Janice Canterbury, US EPA
- **EPR**-Jay Bassett, EPA Region 4 & Jeremy Stroop, Carpet America Recovery Effort
- **LFG**- Anaerobic Digestion vs. Landfill Gas: Pros and Cons, Facts & Fiction, Andrew Kessler, Turning Earth LLC & US Composting Council
- **REI**-Will Sagar, SE Recycling Development Council & LuAnn Chambers, SP Recycling Corp

*Find out what these mean:

Life Cycle Assessment, Pay-As-You-Throw, Extended Producer Responsibility, Landfill Gas and Recycling Economic Impact.

Speaker presentations will be posted to the GRC website under THE GRC tab--then GRC Resources/Presentations. Special thanks to our lunch sponsor Strategic Materials and to the Georgia Beverage Association for the soft drinks/water.

Did You Know?

Producing a product from recycled aluminum requires 95% less energy than producing it from raw materials.



Newell Announces Recycle Challenge Results

The Newell Recycling program, Recycle Challenge, announced the winning schools for the 2010/2011 competition with a total of 7,268 pounds (or 239,844 total cans) of aluminum cans being recycled by 24 Georgia schools.

First Place

St Paul Lutheran School
2.19 pounds per student recycled

Second Place

Warren T. Jackson
1.71 pounds per student recycled

Third Place

Arlington Christian School
1.38 pounds per student recycled

Winners received cash prizes and all participating schools were paid for the cans they recycled, plus being given a set of four books about metal properties & recycling for the school libraries.



**Georgia
Recycling
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GRC Membership Renewals Forthcoming

Be on the lookout in your US mail for the annual membership renewals. Invoices will go out May 1st and be due by June 30th. If you joined mid year your first renewal will be pro-rated.

The next GRC member year runs from July 1, 2011 through June 30, 2012.

Stay in the loop for all the information, resources, programs, materials, news, opportunities and networking that being a member of one of the strongest and most respected state recycling organizations in the nation brings. We are proud to be celebrating our 20th Anniversary in 2011 and plans are underway to commemorate our success at the annual conference in St Simons this August...don't miss it!!!



The Compost Row

Compostable SunChips Bag Makes Comeback

Remember those SunChips bags made out of plant material that were praised for being compostable, but were criticized by consumers for loudness and pulled from the shelves? Well, the company that manufactures them have brought them back, in a quieter form.

In 2009, Frito-Lay launched their SunChips bags as part of a broader effort by the snack giant to cut down on its waste. The bags are made from polylactic acid and will break down in 14 weeks when placed in a hot active compost pile. They quickly drew attention as an innovative environmental solution. However, they also invoked the ire of consumers over the amount of noise they made when being handled, prompting the company to announce in October that the bags were to be discontinued. Despite the irked customers, Frito-Lay says strong interest in the compostable bags remained, and set out to reengineer them in quieter form. Recently the company announced that it had succeeded, and the bags are back on store shelves now.

Free Organics Webinar Announced--April 21

Waste & Recycling News and Norseman Environmental Products are sponsoring Organic "Waste" Recycling 101, a free online webinar, at 2 p.m. April 21. The webinar will last 75 minutes and focuses on educating attendees about organic "waste" recycling and how to implement an effective program for their community. Registration is required; go to: www.wasterecyclingnews.com.

According the Environmental Protection Agency, more than 240 million tons of municipal solid waste is generated in the United States each year. Organic waste, including yard trimmings, food scraps, wood "waste" and paper/paperboard products, make up two-thirds of this solid waste and is the largest component. The diversion of this "waste" to dedicated organic composting facilities is critical in reducing the total amount of waste going to landfills. In addition to encouraging and educating its residents about household composting, municipalities are taking a larger role and creating the infrastructure to collect and divert organic "waste" for its residents, resulting in more sustainable communities.

Product Designer Makes Bags from Compostable Plastics

An Ohio product designer is putting compostable plastics to use in lawn and garden bags, looking to replace the paper bags required in many communities. PD Worx LLC first introduced its "dsolv" mesh bags, made with polylactic acid, in a few communities in Ohio in 2010. It is rolling them out to a wider audience now. "The basic idea behind the bag, said Paul Kolada, principal and CEO of Columbus-based PD Worx, is to use a material that breaks down as easily in

compost piles as the leaves, grass clippings and other yard trimmings it holds."

A "starter kit" comes with eight mesh bags, a polyester collapsible "sleeve" to hold the bag open during filling and handles to hold the bags for transport to the curb. The company spent the first six months launching the bags by just introducing them to communities and waste haulers to ensure they met all requirements for yard trimmings. The firm also had to sell retailers on the idea that the mesh bags require little shelf space compared with paper bags, and are lighter and easier to transport. The mesh bags also make it easier for haulers to spot non-compostable items and keep their stream clean per Kolada.



US Composting Council
International Compost Awareness Week

COMPOST! Reconnect with Nature

May 1-7, 2011

For information go to:
<http://compostingcouncil.org/>

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

Spotlight on Programs

Bulloch County Single Stream Hub Launches

Local and state officials cut the ribbon for the latest step in diverting recyclable materials from landfills to the loading docks of some of Georgia's biggest employers. Bulloch County is operating a recycling Material Recovery Facility (MRF) in cooperation with the City of Statesboro, the latest in a string of local governments to offer residents the convenience of single-stream recycling. The MRF handles the separation, allowing residents to put all their recyclable material into one container. The facility was funded in part with a \$287,300 grant from the Georgia Department of Community Affairs (DCA).

Kelly Collingsworth, director of Keep Bulloch County Beautiful, is responsible for the public education component of the program, and doing a good job of it judging by the cleanliness of the material handled at the facility, and the number of households signing up. City residents quickly paid the \$20 annual subscription fee for the curbside collection program, and the initial supply of 200 curbside carts was gone immediately. Smith has already ordered another 200 carts that will complete the pilot phase of the program. Collected materials include newspaper, magazines, phone books, junk mail, PET, HDPE, steel cans, aluminum cans, cardboard. At the MRF, inmates sort the curbside paper, bottles and cans off of a conveyor belt above large bays. As the bays fill, that material is loaded into compactor and crushed into refrigerator-sized bales. That maximizes transportation efficiency and the value of the material.

The county runs a cardboard-only recycling collection route to approximately 150 businesses in Statesboro and unincorporated Bulloch County. That material is brought to the MRF but baled separately from the residential single-stream materials. Glass is still recycled but kept out of the curbside single-stream mix. City and county residents can use the county's network of 16 staffed recycling collection centers for no charge, for glass and other materials. Those centers have been in operation for years, and continue their role as source-separated drop-off locations. Smith has two roll-off trucks dedicated to bringing recyclables from those centers to the MRF.

The 13,000-square-foot facility is already filling its intended role as a regional recycling hub, accepting some material from neighboring Screven and Candler counties. While there are costs to operating the facility, sales of recycled material bring in an estimated \$300,000 annually, while avoided tipping fees by not having to bury that 'waste' saves the county another \$185,000 each year, according to Bob Smith, Bulloch County Environmental Management Director.

Most of the material collected goes to Georgia's booming recycling end-use markets: plastic soda bottles go to



Bob Smith, Bulloch County Environmental Management Director and Kelly Collingsworth, Director of Keep Bulloch County Beautiful at the recent grand opening of recycling processing center in Statesboro.

Mohawk's Summerville Ga. facility to be reborn as carpet; glass bottles are sent to College Park, GA for processing by Strategic Materials before sale to Anchor Glass and Owens Illinois (reincarnated as beverage bottles) or to Owens Corning for insulation; paper to GP-Harmon in Rincon Ga. For more information about Georgia's recycling industry and collection efforts, contact DCA at recycle@dca.ga.gov.

Keep Cobb Beautiful Combines Shoes/Electronics Collection

Now, along with their out of date computers and broken televisions, Georgia residents can bring their gently worn shoes to the Keep Cobb Beautiful Electronics Recycling Day drop-off location in Cobb County. In partnership with Soles4Souls®, KCB announces they will place specially designated bins at their location to offer an environmentally friendly alternative to residents throwing their worn shoes away. The event will be held from 9am – 1pm at Piedmont Church, 570 Piedmont Rd. Marietta 30066 on Saturday, May 21st.

"We are so pleased to be involved with such a worthwhile charity. Everyone has shoes that they no longer wear. This shoe drive is something that everyone can understand and easily accomplish through local community collection programs," said Gwen Baldwin, Executive Director Keep Cobb Beautiful. "We are inviting other organizations to conduct their own collections and bring their shoes to our collection location on Saturday, May 21st."

Spotlight on Programs (con't)

CVP Forms Independent Nonprofit

Curbside Value Partnership has separated from Keep America Beautiful and is now an independent nonprofit organization. Steve Thompson, long-time director of CVP, has been named executive director. The board of directors is comprised of representatives from Novelis, Alcoa, ARCO Aluminum Inc., Ball Corp., Coca-Cola Recycling and Keep America Beautiful. "Forming an independent organization allows CVP to expand its reach, incorporate additional partners committed to increasing recycling rates and explore new business models," said Thompson. "Keep America Beautiful will continue to be a valuable partner and together we look forward to helping even more communities be effective in their curbside recycling efforts." CVP was established in 2003 by the Aluminum Association and the Can Manufacturers Institute, and joined with KAB in 2009. The organization looks to improve curbside recycling programs.

Individuals May Now Join Recyclebank

Recyclebank is offering its rewards-for-recycling program to people not serviced by its curbside recycling partners. The program began with Residents loading up smart-chipped recycling containers and wheeling them to the curb where haulers collected the recyclables, weighing the containers at the truck and then converting the weights to reward points for the residents. The residents then redeemed these points with Recyclebank for discounts on local and national products or services, or donated them to local schools.

"One of the things we've done is enable anyone in the country to join Recyclebank and not be tied to a curbside recycling program," said Scott Lamb, chief operating officer at Recyclebank. "If you're not associated with a curbside recycling program, you can still join and receive rewards for other green activities." This means virtual community members get rewards for viewing content related to recycling, entering promotion codes from product packaging and then promising to recycle the boxes, referring friends to join the online program, and other "green" activities, Lamb said.

In February the company created a Sustainability Advisory Council and began identifying itself as "a sustainable action platform" in its press releases. Part of the new initiatives include the online expansion and integration with social networks. "We're trying to make it very social and grow our membership base so we can expand exponentially and not be tied to our core model of curbside recycling," Lamb said. The new website makes social engagement very important and also makes it easier for consumers to find local rewards partners as the site is now searchable by ZIP code to make it easier.

The online expansion doesn't mean the curbside program has fallen by the wayside, Lamb said.

"We'll continue to provide a curbside program at a very low cost to more and more cities and haulers. That's really been a new shift for us, trying to get a large member base and then convert any monetization back into the curbside program, and to try to grow both at the same time." For more information, visit www.recyclebank.com.

UGA Boosts RecycleMania with Green Tuesday

In conjunction with RecycleMania, an 8-week competition between universities around the country for top recycling honors, the University of Georgia Office of Sustainability and Residence Hall Association hosted Green Tuesday on March 8th. The environmental education event featured interactive activities for those living in residence halls. A range of environmental groups and campaigns on campus set up information tables including Take Back the Tap, Students for Environmental Action, Power Shift, and Beyond Coal. Displays featured a recycled art exhibition, original pieces created by those living in the Residence Halls, and students who attended had the opportunity to participate in the Recyclelympics, a variety of games demonstrating use of post-consumer items and a chance win prizes along with free food, drinks and sustainable giveaways.



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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www.georgiarecycles.org

garecycles@mindspring.com

Dated Material

