

Georgia Recycles

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Volume 18 Issue 3

The Georgia Recycling Coalition Newsletter

Winter 2012

Review, Recharge, Renew The RE-World . . . RE-Visited

GRC 2012 Semi Annual Training Meeting
Thursday, April 12, 2012
Griffin Regional Welcome Center
Griffin, GA

Registration Deadline:
April 2, 2012

GRC Membership Meeting
What's New in the "Toolbox"?
Beyond the Curb-Speed Rounds
Lunch & Networking with Vendors

Program Expansion
Education
Logistics-Single Stream Hubs
Tour of Griffin Single Stream Hub

Drawing for Comp Individual Registration to the
GRC 21st Annual Conference (August 26-29, 2012-St Simons Island, GA)
Join your colleagues for a day of reviewing, refreshing and recharging.
Registration info on pg 9.

Georgia 7th State to Launch "A Bag's Life"

A Bag's Life is a public education campaign that unites non-profits, business, community and government organizations around the common goal of promoting the three R's as they relate to plastic bags — reduce, reuse and recycle. Partners include Keep Georgia Beautiful, the Georgia Recycling Coalition, the Georgia Food Industry Association, SP Recycling, Trex Company and the American Chemistry Council. Participating statewide retailers include Kroger, Food Lion, Publix, Harvey's, Lowe's Home Improvement Warehouse, Target, Walmart and JC Penney.

On February 28th, the Georgia campaign was launched at the state Capitol. Georgia Department of Community Affairs Commissioner Mike Beatty joined State Senator Ross Tolleson and State Representative Lynn Smith, who each chair their legislative Natural Resources Committees, the Georgia partners, and students from metro Atlanta schools in kicking off A Bag's Life. **Meet the Bag Family on page 7.**



'Turn Up the Sole' Campaign Aims for 100,000 Pairs of Shoes

Georgia residents can recycle shoes at drop off locations for a limited time. Soles4Souls, the international shoe charity, announced their **Turn Up the Sole** campaign for Georgia in partnership with Keep Georgia Beautiful Foundation, The Georgia Recycling Coalition, 1-800-Got-Junk?, the Georgia Department of Community Affairs, and Whole Foods. The charity's Earth Day initiative is connecting thousands of individuals around Georgia to recycle their new or gently worn shoes.



From March 15 to May 15, individuals, organizations and businesses across Georgia can sign up to participate in the recycling campaign. The shoes collected will be donated to Soles4Souls and used to help individuals in need. With 1 in 4 people living in adverse poverty around the world, many do not have access to footwear. Any Georgia resident interested in being a collection point or dropping off shoes for recycling can visit www.giveshoes.org/georgiarecycles.

More info? See page 11.

President's Column

As I stopped to fill up my car this afternoon while taking my son to little league baseball practice, I got a good reminder of why it is so important for all of us to have a concern for our environment. Not only is the price of petroleum these days a concern to me but also is the fact that I want to leave this planet in good shape for my children and hopefully one day my grandchildren. With everything going on in our ever more complex world, it is imperative that we recycle, reuse and reduce our waste as much as possible. This is why I believe so much in our mission here at the GRC. Now is the time for all vested parties on this planet to support sustainable business as well as agriculture practices.



In my mind, recycling and composting is the best way for us to reduce our waste and energy consumption which, again, will lead us to a more sustainable world. It sounds simple enough right? Why is it so hard for some folks to comprehend? After all, there is enough petroleum and metals above the ground already. Aren't there natural building materials and alternative energy sources already out there that we can use?

The recycling community and our coalition members who practice sustainability have so much working industry knowledge and can clearly see the impact that we make together towards a cleaner more sustainable planet. One of my goals as your 2012 President is to challenge ourselves to really focus on the education and mentoring of folks over to our cause. One big step toward this education goal is for everyone to attend our GRC 2012 Semi Annual Training Meeting on Thursday April 12th.

In closing I would like to appreciate my predecessor Neha Patel, your 2011 GRC President for the outstanding job she did in her role. Some big shoes to fill! See you guys very soon in Griffin for the next training meeting.

Sincerely,
Mike Hardy
GRC President 2012

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.

GRC 2012 Board of Directors

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Stephanie Busch
Georgia EPD

Mike Hardy, President
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MARK YOUR CALENDAR

MARCH 30-31, 2012

**ENVIRONMENTAL EDUC ALLIANCE OF GA
ANNUAL CONFERENCE**

**SW ARTS CENTER
FULTON COUNTY**

APRIL 12, 2012

GRC SEMI-ANNUAL TRAINING MEETING

GRIFFIN, GA

APRIL 22, 2012

EARTH DAY (SUNDAY)

WORLDWIDE

MAY 6-12, 2012

INTERNATIONAL COMPOST AWARENESS WEEK

AUG 26-29, 2012

GRC 21ST ANNUAL CONFERENCE

ST. SIMONS ISLAND, GA

GRC in the News

New Officers Elected at January Planning Meeting

The GRC Board of Directors elected the 2012 Officers at their annual planning meeting. Congratulations to:

President: Mike Hardy
Whole Foods Market

Vice President: Kristine Kobylus
Athens-Clarke Co Recycling Division

Treasurer: Mike Power
American Chemistry Council

Secretary: Abbey Patterson
Atlanta Recycles

GRC was notified in early March that the organization is a finalist in the Atlanta Business Chronicle's 2012 Environmental Awards. We will find out on March 23rd at the awards breakfast if we are a winner.



GRC and Keep DeKalb Beautiful participated in the reading of the ARD proclamation at the DeKalb Board of Commissioners meeting on November 15th.



Kids in Rome/Floyd County learn to ID plastics for ARD 2011

For more on ARD 2011, see page 5

Strategic MATERIALS, INC.

The Nation's Largest Glass Recycler

Innovative Solutions to your Glass Recycling Needs

With capabilities to accept more varieties of glass and with more collection centers nationwide, Strategic Materials is the single-source solution to your glass recycling needs. A variety of receptacles can be provided at your facility and serviced by our staff.

We are a single source for nationwide decasing.

Find out how you can reduce landfill costs and increase revenues with Strategic Materials' recycling programs.

**Call Hazel Mobley – Glass Consultant
404-761-1340**

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

GOT NEWS??

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

Welcome New Members

Business

Second Life Recycling
Shane Clark

Sustainable Recycling Solutions
Brett Butler

Southern Composting LLC
Tiffany Hannon

Government/Nonprofit

Keep Newnan Beautiful
Carol Duffey

Berry College
Eddie Elsberry

Individual

Marvell Nesmith, 3Gs Recycling
Kevin Wilson, 3Gs Recycling
Frank Rezek (Welcome back!)

Associate

Brad Smith, Sustainable Recycling Solutions
Tracy Hambrick, Hall County Resource Recovery

GRC SPONSORS

2011-2012

PARTNERS

The Coca-Cola Company
Georgia Beverage Association
GA Dept of Community Affairs
Mohawk Industries
Novelis, Inc.
Pratt Industries
Shaw Industries Group, Inc.
SP Recycling Corporation

SUSTAINERS

American Chemistry Council-Plastics Div
Ceraustar
GP Harmon Recycling
PepsiCo, Inc

PATRONS

Cycle-Tex, Inc.
Delta Air Lines
Pull-A-Part LLC
Republic Services Inc.
TeleCycle, LLC

SPECIAL CONTRIBUTORS

The Turner Foundation
Strategic Materials
Carton Council

Contact GRC

Georgia Recycling Coalition, Inc.

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Atlanta, GA 30355

Phone: 404-634-3095

Fax: 404-350-8780

Email: garecycles@mindspring.com

www.georgiarecycles.org

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



**Georgia
Recycling
Coalition** INC.

GRC MEMBERS RECEIVE ADVERTISING DISCOUNTS!

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

America Recycles Day 2011 Wrap Up

Nationally:

2,000,000 were reach with the ARD recycling message
1,379 events were organized
21,417 groups were involved
2,035 events were registered on the ARD website
33,682 people took the pledge to recycle more

Georgia hosted the 3rd largest number of events in the US with 139 local events, 16 more than in 2010. (California & Texas held the top 2 spots for number of events). Thanks to our media partner Southeast Green, the America Recycles banner got 330,929 impressions with 303 click-throughs. In the first annual Recycle Bowl, 45 Georgia schools reported results from their participation; Rabun Gap-Nacoochee School won the top spot in Georgia with the highest volume. Also students from Hollis Hands Elementary in Troup County-LaGrange, GA were recognized with an honorable mention as "the youngest entry in the top 10" of the national ARD video contest. Congratulations to our winning schools and great thanks for all the efforts of local program managers and KAB affiliate directors for keeping Georgia on top!!!

Featured programs:

Athens Clarke County Recycling Division

ACC held a series of events from November 11-19, 2012 including a 16th Anniversary of the recycling facility hosted by the mayor, University of GA Recycling Awareness Day, Community Recycling Facility tour, Bin It and Win It visits to drop off sites to surprise recyclers with green tote bags, a

Recycle Happy Hour for collection of polystyrene, batteries, fluorescent bulbs and television amnesty in a 5-7 PM drop off event, and a Recycle Bin swap day to trade in the smaller curbside bin for a larger cart. All during the month of November, they collected gently worn bras to benefit and be distributed by Project Safe, an organization that provides resources to women of domestic violence.

Keep DeKalb Beautiful

Gloria Hardegree, GRC Executive Director and Amber Weaver of Keep DeKalb Beautiful were invited to present at the November 15th DeKalb County Board of Commissioner's meeting; both spoke on the importance of recycling for both environmental and economic advantage; a proclamation was read officially declaring November 15, 2011 as America Recycles Day in DeKalb County. Thanks to Commissioner Kathie Gannon for inviting us.

Keep Rome Floyd Beautiful

Nov 14-18, 2011 was a great week for recycling awareness in Rome, Georgia thanks to everyone who participated in America Recycles Day on Tuesday, November 15 at the South Rome Boys & Girls Club. Keep Rome Floyd Beautiful (KRFB) hosted the event where the kids got to see a recycling truck in operation from the City's Solid Waste Department, participated in a "Plastics By the Numbers" exercise with Georgia Burns, took the ARD pledge to recycle and learned about cleaning with vinegar and baking soda with Susan Cooley, plus got to visit with ReRe the mascot and ReRe's friends/bodyguards from the Rome Floyd Recycling Center. KRFB director Mary Hardin Thornton sent out thanks to their City and County commissioners for wearing I RECYCLE shirts with pride.

DO YOU COUNT!?

Georgia's local recycling programs create the fuel that feeds our industry.
We need your information to show how much we count as a state.



Re-TRAC Connect is now active. Get Connected. It's quick, free and easy!

- **To create your own Community Profile, go to www.connect.re-trac.com and click on 'Click here to register' to set up your free profile account.**
- **Follow the prompts to accurately describe your organization, what sorts of materials you handle and your exact location using Google Maps.**
- **If you're affiliated with a local government, take a few extra minutes to make sure the solid waste survey has been completed with the Georgia Department of Community Affairs. To find out if your survey is done, send an e-mail to recycle@dca.ga.gov**

Thanks to Curbside Value Partnership, Georgia was one of the pioneer states to adopt the Re-TRAC Measurement tool for collection of data on waste and recycling, giving us accurate metrics in an easy to use, standardized, and accessible format. With the new "Connect" version now active and with creation of Community Profiles by local governments, Ecoville Georgia (GRC's website) will become a one-stop shop for citizen information and resources for recycling opportunities and events throughout the state. And . . . you can collect, organize, and present data on your recycling programs to efficiently track and report progress.



Smartphone users may scan our QR code to see Community Profiles - click from homepage

Get Connected . . . Create your Community Profile

All who successfully complete their profile by March 30, 2012 will be entered into a DO YOU COUNT contest for a free attendee registration to the 2012 GRC annual conference plus a travel stipend.

Industry News

Update: Waste Volumes up in 2010-trend or sign of the times?

According to statistics from the U.S. EPA, the amount of waste Americans generated in 2010 increased by 6.2 million tons. This follows an 11.7 million ton decline in waste between 2007 & 2009. In its annual report, the EPA said Americans generated 249.86 million tons of trash in 2010, up from 243.7 million tons in 2009. This is the first increase in waste generation since 2007. The national recycling rate is also on the rise, with Americans recycling or composting 34% of their waste.

Bruce Parker, president and CEO of the National Solid Wastes Management Association, called the report a surprise. "I don't know what the reason is for it," he said. "It has to be some increase in commercial waste. I'm not sure. But you know what, when a gift horse looks the industry in the mouth, we say thank you very much. It should only be a positive trend."

He said he can't recall such a large decline being followed by such a dramatic shift back. The change year-over-year amounts to a 2.5% increase.

"With a small change, it's hard to know if you have a trend or not," said John Skinner, executive director of the Solid Waste Association of North America. "There is also the question of accuracy of the data with such a small change. I would not, at this stage, read a lot into that."

He said he wants to see a second year of increases before he calls it a trend. "The decline we saw over the last couple of years might have been a recession-oriented decline or a combination of recession and a change in material use by various sectors," he said. "But we don't know that."

Parker said many people thought that the decline of waste generation was in part due to the recession, but he also attributed it to the fact that manufacturers are now using more lightweight packaging and sustainability efforts. "More paper is being recycled and less paper is being used," Parker said. "Everyone is using electronic devices now."

Of the waste generated in 2010, 54.3% of it was landfilled, 34% of it was recovered through recycling or composting and 11.7% of it was turned into energy at a waste-to-energy facility.

When composting is taken out of the recovery figures, 25.9%, or 64.8 million tons, of the waste was recycled, according to the report. The non-compostable recycling rate was 25.2% in 2009, 24.5% in 2008 and 24.7% in 2007.

More than 33% of glass containers were recycled while just more than 12% of plastic containers were recycled, according to the report. Plastic bottles were the most recycled plastic products, with HDPE estimated at 28% and PET at 21%. Auto batteries led the way with 96.2% of them being recycled. A total of 71.6% of newsprint, or 7 million tons, was recycled in 2010, the report said. While there was an increase in tonnage generation by Americans, the U.S. is still producing

less waste than it did in 2005, when 252.7 million tons were generated. The report said there are about 9,000 curbside recycling programs in the country, up from 8,875 in 2002, and there are 3,095 community composting programs, down from 3,227 in 2002.

NATIONAL TAKE-BACK INITIATIVE

April 28, 2012
10:00 AM - 2:00 PM



The Drug Enforcement Administration (DEA) has scheduled another National Prescription Drug Take-Back Day which will take place on Saturday, April 28, 2012, from 10:00 a.m. to 2:00 p.m. This is a great opportunity for those who missed the previous events, or who have subsequently accumulated unwanted, unused prescription drugs, to safely dispose of those medications.

Americans that participated in the DEA's third National Prescription Drug Take-Back Day on October 29, 2011, turned in more than 377,086 pounds (188.5 tons) of unwanted or expired medications for safe and proper disposal at the 5,327 take-back sites that were available in all 50 states and U.S. territories. When the results of the three prior Take-Back Days are combined, the DEA, and its state, local, and tribal law-enforcement and community partners have removed 995,185 pounds (498.5 tons) of medication from circulation in the past 13 months.

"The amount of prescription drugs turned in by the American public during the past three Take-Back Day events speaks volumes about the need to develop a convenient way to rid homes of unwanted or expired prescription drugs," said DEA Administrator Michele M. Leonhart. "DEA remains hard at work to establish just such a drug disposal process, and will continue to offer take-back opportunities until the proper regulations are in place." "With the continued support and hard work of our more than 3,945 state, local, and tribal law enforcement and community partners, these three events have dramatically reduced the risk of prescription drug diversion and abuse, and increased awareness of this critical public health issue," said Leonhart.

Collection sites are listed on the website: http://www.deadiversion.usdoj.gov/drug_disposal/takeback/

A Bag's Life



I've got a pretty big family and we all want to be recycled when you go to the store. Below you'll find my relatives who also don't want to be treated like trash!

Newspaper Bags

They protect millions of newspapers from damage every day and you can do right by them by getting them into the recycling stream.

Dry Cleaning Bags

Some dry cleaners actually have their own recycling programs, but if yours doesn't, bring them back with me.

Bread Bags

Shake the crumbs out first and they're good to go.

Veggie Bags

These bags can be pretty important because they help keep your produce separated from things like raw meat.

Product Wraps

These come with toilet paper, paper towels, napkins, diapers and more. And I bet you end up with a lot of these guys — probably more than bags! Aren't you glad all this wrap can be diverted from a landfill too?

Furniture Wrap

Think about that wrap that kept your sofa from getting scratched or dirty during a move. Valuable, wasn't it? Well recyclers want it too!

Electronic Wrap

This includes bubble wrap as well.

Plastic Retail Bags

Be sure to remove any hard plastic and string handles first.

Food Storage Bags

If they're clean and dry, bring 'em back!

Cereal Box Liners

If it tears like paper, don't include it, but otherwise if it's clean, you can recycle it.

Tyvek

If it's plain, with no sticky labels.

Plastic Shipping Envelopes

Remove the labels first.

Ice Bags

Take away any metal closures and wait for them to dry out first.

Bag's labeled #2 or #4

Clean and dry bags can go back to the store to be recycled.

To find drop off locations to take my family to recycle, go to: www.abagslife.com

Spotlight on Programs

Keep Newnan Beautiful January 14th Recycling Event Results

The event started at 10:00 and cars were wrapped around the block at 9:15! As both IMS and The Shred Doctor were ready - we started early! Thank you to all of the Coweta County residents who participated in our Electronics Recycling and Document Shredding Event Saturday, January 14th!!

IMS Recycling took in a total of 32,141 lbs. of e-scrap!

This amount has been diverted from the landfill and will be put back into circulation by processing the material back to reusable basic material for remanufacturing!

The Shred Doctor shredded 7,400 lbs. of paper during the event.

Novelis Partners with Make-A-Wish Foundation® to Promote Recycling and Philanthropy

In January, Novelis launched a new signature program with the Make-A-Wish Foundation® of Georgia and Alabama called Cans for Kids' Wishes. The program, which aligns with Novelis' vision to make the world lighter, brighter and better, incorporates each of the company's corporate social responsibility goals through educating students about the importance of recycling, as well as giving back to the local community.

With eight volunteers from Novelis – including the company's recycling hero Can Man – Cans for Kids' Wishes was successfully launched at two elementary schools in the Atlanta area, Cornerstone Christian Academy and Sweet Apple Elementary School, this past month. The program encourages students to bring in their aluminum cans for recycling – and the value of all cans recycled will benefit Make-A-Wish. Each school has recycling bins in addition to a trailer loaned by Newell Recycling, to facilitate can collection. Once each school is able to fill the can trailer, Novelis will reward the students' efforts at each school by giving a grant to fund math and science education initiatives.

"Cans for Kids' Wishes is a perfect example of what it means to build sustainable communities by positively impacting our neighbors, our environment and the entities around us like non-profits which need sustainable funding sources," said Ashley Gravlee, Manager, Corporate Social Responsibility. "By encouraging children to collect aluminum cans for recycling, funding will be generated to help Make-A-Wish in its very important mission."

The schools, where at least five children of Novelis employees attend, have already started bringing in their cans by the carload. In addition, Novelis is receiving enthusiastic feedback from children and parents alike, who have started recruiting neighbors, parents' workplaces and local businesses to help join Cans for Kids' Wishes.

"The Make-A-Wish Foundation is excited to be partnered with Novelis in its Cans for Kids' Wishes initiative," said John J. Brennan, CEO, Make-A-Wish Foundation of Georgia and Alabama. "This innovative effort addresses the important need to educate children about recycling while providing them a wonderful opportunity to support the dreams of our Wish children. What an impressive win-win! This very special partnership with Novelis will help fund Wish experiences that prove to seriously ill children that anything is possible. Such magical moments truly provide hope, strength and joy when they are needed the most by our Wish kids and their families."

If the program proves successful, Cans for Kids' Wishes will be extended to other schools in the 2012-2013 school year starting next fall.



At Cornerstone Christian Academy, students are excited to help their community through Cans for Kids' Wishes!



Students at Sweet Apple Elementary are already bringing in their recycled cans to fill this trailer.



Can Man high fives students who love recycling.

Review, Recharge, Renew The RE-World . . . RE-Visited

GRC 2012 Semi Annual Training Meeting
Thursday, April 12, 2012

Griffin Regional Welcome Center
143 North Hill Street • Griffin, GA 30223

Program Overview: **Beyond the Curb—Speed Rounds**

Mini-presentations on companies/organizations and the services they provide to recycling program managers. After the session, tables will be set up outside the meeting room during the lunch break so that you may collect collateral materials, exchange business cards, and network for potential connections.

What's New in the "Toolbox"?

Find out more about using Re-TRAC Connect, the coming soon EPD Mapping Project, now available Source Separated Organics Recycling Toolkit and Multi-Family Toolkit, (plus DNR Sustainable office and EPA Municipal Toolkits)

Program Expansion

Single Stream Hubs, Composting Programs, Zero Waste plans, and business recycling are a few topics expected for this session.

Education

Always needed, often neglected...keys to creating effective, cost efficient recycling campaigns.

Logistics—Single Stream Hubs

Infrastructure to assure cost effective transport of materials is often a challenge—see how the Griffin hub has resolved this issue and increased recovery.

Tour of Griffin Single Stream Hub

See first-hand the operational aspects of a single stream hub. A bus will transport us to the facility... only a few miles away.

Tentative Agenda

8:00-8:30	Registration/Continental Breakfast
8:30-9:00	GRC Business Meeting
9:00-10:00	What's New in the Tool Box
10:00-11:45	Beyond the Curb - Speed Rounds
11:45-12:45	Lunch & Networking
1:00-2:00	Program Expansion
2:00-2:30	Education
2:30-3:00	Logistics - Single Stream Hubs
3:15	Depart for Tour
3:30-4:15	Tour of Griffin Single Stream Hub
4:30	Adjourn

Location: **Griffin Georgia Welcome Center**

Historic Name:
Griffin Grocery Company Building



The late Mr. B. R. Blakely, Sr., a prominent local citizen and entrepreneur involved in agri-business, banking and wholesale distribution, originally constructed the building in 1899. Due to its proximity to the Dixie Highway and the Central and Southern Railroad and Depot, the site was a strategic marketplace and shipping/receiving point. Local historians recall that the role Griffin Grocery Company played was extremely instrumental in Griffin's commercial development. Early in the century, it is believed that the building was one of the first warehouses in the region with major cold storage facilities. The wholesale grocery business thrived and Mr. Blakely later added a flour mill and additional storage facilities to the property. This addition virtually connected the Griffin Grocery Company building to the contiguous Union Depot located at the west end of the property (at the intersection of Eighth and Broad Street). After abandonment, the Union Depot building, like many other depots throughout the country, was demolished in the mid-1970's, leaving Griffin Grocery Company Building as the only remaining landmark and reminder in the central commercial district that a depot once existed.

To register online and pay with a credit card, go to:
www.georgiarecycles.org On the home page,
scroll down and click on the Semi-Annual meeting link under
Recent News. On that page, you may also download
registration forms and mail in with a check.

Compost Corner

GRC to Announce Compost Workshops/ Facility Tours

Georgia Recycling Coalition will offer 2 tours/workshops during ICAW—one in northern Georgia and one in southern Georgia. Plans are being finalized with details forthcoming by the end of March in the Green Sheet e-newsletter and the GRC listserve, so be on the lookout!

KAB and US Composting Council Form Alliance

National nonprofits Keep America Beautiful (KAB) and the U.S. Composting Council (USCC) announced a partnership to increase waste reduction through composting education and activities nationwide. “Our organization’s goal has long been to engage all people in reducing waste and recycling or reusing the products that touch their lives on a daily basis,” said Matthew M. McKenna, president and CEO of Keep America Beautiful, Inc. “Composting organic residuals can significantly reduce landfill impacts while creating a healthier ecosystem. This partnership represents a win-win for communities and the environment.” Over 30 percent of KAB’s nearly 600 affiliates are recycling coordinators for their communities, while 60 percent serve in local government.

The US Composting Council has over the course of 20 years developed initiatives that promote the recycling of organic materials through composting. In addition to setting testing and labeling standards to raise the level of professionalism of the commercial compost producer, USCC promote the annual International Compost Awareness Week (ICAW) to inform and enlighten citizens about the many benefits of composting. GRC is a member of USCC and is in the KAB Recycling Partnership.



US Composting Council
International Compost Awareness Week



Examples of labeling in the new USCC Consumer Compost Use Program will clearly identify the types of uses for which a compost product should be used, providing an easy way for the homeowner to identify quality compost products that can be applied to their specific gardening needs.

What will you do???

Send us your plans, dates and promo fliers for any local observances and we will send you posters and brochures promoting and educating on composting. Email to: garecycles@mindspring.com



Mark Your Calendar
International Compost Awareness Week
May 6-12, 2012

ANNOUNCING....

“Turn up the Sole, Georgia!”

Spring 2012

Georgia Shoe Collection Campaign

March 15 — May 15, 2012

GOAL: 100,000 Pairs for Spring Campaign



Soles4Souls is a Nashville-based charity that collects shoes from the warehouses of footwear companies and the closets of people like you. The charity distributes these shoes to people in need, regardless of race, religion, class, or any other criteria. Since 2005, Soles4Souls has delivered over 17 million pairs of new and gently worn shoes. The shoes have been distributed to people in over 127 countries, including Kenya, Thailand, Nepal and the United States.

How to get started:

Register here to receive one collection bin and 25 brochures per physical location for your local collection sites (you may have more than one):

<http://www.giveshoes.org/georgiarecycles>

Collect shoes – go out in to your community and collect with local churches, civic groups, businesses, colleges, friends, and family! Any and all shoes will be accepted, new, gently worn and used!

- Bind each pair together by the shoelaces or with a rubber band.
- Place shoes in large plastic bags (We suggest about 20 pairs per bag)
- Store shoes in a location where they will stay dry

Check the online map for drop off or pickup locations near you- Both 1-800 Got Junk and Whole Foods Market will provide pickup in some locations; drop-off sites will be noted as well.

Instructions on who to contact for pickup sites is online.

For pickup locations, store bags of shoes in Gaylord boxes.

All shoes must be to your closest official drop/pickup locations no later than May 15th.



Georgia Partners:



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

404.634.3095

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Dated Material

