

# Georgia Recycles

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Volume 18 Issue 2

The Georgia Recycling Coalition Newsletter

Fall 2011

## Making Recycling the Natural Thing to Do!! America Recycles Day 2011



Make plans to get involved in spreading **AWARENESS**, gathering **COMMITMENT** and promoting **ACTION** this November as we rally the grass roots throughout America in *Making Recycling the Natural Thing to Do!*

**Here are ways YOU can be involved:**

**Host an event**—check [www.americarecyclesday.org](http://www.americarecyclesday.org) to register your event. Posters, buttons, pencils, banners and more are available free if you hurry!

**Need ideas??**—Walmart is a national partner this year and welcomes hosts for Educational Events at their stores on Saturday November 12—check here for details on how to organize holding an event at your local store: <http://americarecyclesday.org/toolkit>

**Still stumped?** Check the other toolkits at: <http://americarecyclesday.org/toolkit>  
Tailgating...plastic bag recycling event, and other ideas!

**Participate in a Local Event**; see how here: <http://americarecyclesday.org/join-event>  
What's going on in your community?

**TAKE THE PLEDGE** (everyone can do this!): <http://americarecyclesday.org/pledge/>

**Feeling creative?** Enter the *Recycling is No Joke* video contest:  
<http://americarecyclesday.org/video-contest>

**What about schools?**—ENTER the **Recycle Bowl** competition taking place from October 17-November 12 for K-12 schools. <http://recycle-bowl.org> Cash prizes!

## ATTENTION—Local Recycling Program Managers . . . Are YOU Connected?

**Re-TRAC Connect** is now active in Georgia. So, now we need YOU to Get Connected. 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.

To create your own Community Profile, go to [www.connect.re-trac.com](http://www.connect.re-trac.com) and click on ‘Click here to register’ to register your free account. Follow the prompts to accurately describe your organization, what sorts of materials you handle and your exact location using Google Maps. It’s free, quick and easy. 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](mailto:recycle@dca.ga.gov)

“This system has the potential to revolutionize the way municipalities manage information about their recycling and waste management programs. By giving municipal staff tools to easily educate their residents about why and how to recycle, along with the ability to efficiently track and analyze tonnage data, managing and measuring the effectiveness of waste reduction programs becomes a lot easier.”

*Steve Thompson, Executive Director, Curbside Value Partnership*

“The interfacing of Re-TRAC and Ecoville Community Profiles is the realization of the goal we’ve had since Georgia adopted Re-TRAC as the standard for measurement in our state. Now, we can truly collect & connect data from our state and region, while citizens have quick access to recycling information for local communities statewide.”

*Gloria Hardegree, Executive Director, Georgia Recycling Coalition*

## President's Column

What ACTION are YOU taking this November as we observe America Recycles Day? Have you taken the pledge online at [www.americarecyclesday.org](http://www.americarecyclesday.org)? Will you be holding, attending, volunteering at, or otherwise supporting local events?



Our commitment as an industry to these grassroots efforts is the catalyst for increased awareness of the economic and environmental impact of recycling and waste reduction. Georgia is in a unique position to grow recycling but we need to tell our story of economic impact, green jobs, as well as our role as “resource managers” more often and more emphatically! ARD is a great opportunity to spread these messages to the citizens of our state, to elected officials, and to young people who will be the environmental stewards of our future.

These are challenging times in our nation and world making it a good time to re-commit our efforts beyond the status quo. So, get involved:

- ❖ Check the resources on the new and improved ARD website; while you're there, **TAKE THE PLEDGE!**
- ❖ Write and submit a press release to a local media outlet about your successes.
- ❖ Ask “where is the recycling bin” when at a location where one is not apparent.
- ❖ Spread the word about ARD via your personal or professional electronic networks
- ❖ Volunteer at a local event near you—Georgia events are listed on the ARD website: Click **Join an Event** and enter your zip code

Working together we can ***Make Recycling the Natural Thing to Do!!!***

Sincerely,  
Neha Patel  
GRC 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.

## GRC 2011 Board of Directors

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Georgia EPD

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Shaw Industries Group Inc

**Joe Dunlop**  
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## MARK YOUR CALENDAR

October 26-27, 2011

SERDC Symposium  
Recycling and the Economy

Memphis, TN

**November 15, 2011**

**America Recycles Day**

**Nationwide**

November 14-16, 2011

SWANA GA Chapter  
Fall Conference

Reynolds Plantation

## GRC in the News

GRC is involved in strategic alliances with several organizations.

Check out the websites of these partners:

- **Atlanta Recycles:**  
[www.atlantarecycles.com](http://www.atlantarecycles.com)
- **Green Chamber of the South:**  
[www.greencs.org](http://www.greencs.org)
- **KAB Recycling Partnership:** [www.kab.org](http://www.kab.org)
- **Keep Georgia Beautiful:**  
[www.keepgeorgiabeautiful.org](http://www.keepgeorgiabeautiful.org)
- **National Recycling Coalition:**  
[www.nrcrecycles.org](http://www.nrcrecycles.org)
- **Partnership for a Sustainable Georgia:**  
[www.gasustainability.org/partnership](http://www.gasustainability.org/partnership)
- **SERDC:** [www.serdc.org](http://www.serdc.org)
- **Southeast Green:**  
[www.southeastgreen.com](http://www.southeastgreen.com)
- **US Composting Council:**  
[www.compostingcouncil.org](http://www.compostingcouncil.org)

## Strategic MATERIALS, INC.

### **The Nation's Largest Glass Recycler**

#### **Innovative Solutions to your Glass Recycling Needs**

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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](mailto:hmobley@strategicmaterials.com)



### **Recycling & The Economy: A Symposium for the Southeast SE Recycling Development Council & State of Tennessee to Co-Host October 26-27, 2011 Recycling Symposium**

We all know recycling is very effective at conserving natural resources. But just what role does recycling play in our local and regional economies? How can increased recycling rates fuel regional job development? How can local recycling officials use this information to grow their collection programs? What can business owners do to tap into this established but still growing industry?

Join the Southeast Recycling Development Council and the State of Tennessee October 26 & 27 for a regional discussion to find out. Attend the event to network with high level recycling and manufacturing representatives from across the region and be part of the growing movement for increased green jobs in our region.

Learn more at [www.serdc.org/symposium](http://www.serdc.org/symposium).

# Welcome New Members

## Business

IMS Electronics Recycling • Mike Thornton  
Integrated Recycling Solutions • Cem Drake  
Recycled Materials, Inc • James Porter  
Southeast Recycling Technologies Inc • Steve Barnett  
5R Processors Ltd • Ken Clark  
U'S Again LLC • Rasham Grewal

## Government/Nonprofit

Sustainable Atlanta • Scott Briskey  
Gwinnett Co Brd of Commissioners -  
SW/Recovered Materials Div • Schelly Marlatt

## Individual

Steve Schug • Accent Wire  
Paula Kreissler  
Jonah Levine • Emerge Knowledge  
Karen Vickers  
Denise Mullins • The Walker School

## Associate

Paula Adams, Republic Services  
Jennifer Dunlop, UGA Office of Sustainability

# 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  
Caraustar  
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

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[www.georgiarecycles.org](http://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

## USAgain Announces Annual 'America Recycles Day Contest'

Textile Recycling School Contest to Kick Off on November 1

USAgain recently announced its annual America Recycles Day Contest to benefit local schools. The contest is a fun and educational way to raise textile recycling awareness and earn cash for schools. USAgain, the company that helps divert millions of pounds of clothing and textiles from landfills each year, will reward participating schools with cash prizes for their recycling efforts.

From November 1 through November 30 schools are invited to host a USAgain collection bin where students, parents, faculty and others in the community can drop off gently used clothing and other textiles. At the end of the contest (November 30, 2011), the three schools which collect the most textiles and clothing per student will be ranked and awarded cash prizes of \$500, \$300 and \$250 respectively. All participating schools will earn cash based on pounds of clothes and shoes collected. Contest registration deadline is October 30, 2011. The contest will take place at schools in Iowa, Indiana, Illinois, Minnesota, Missouri, Wisconsin, Colorado, New York, New Jersey, Georgia, Pennsylvania, Washington, and California.

"This contest is a great way for schools to engage with students and community about the importance of keeping textiles out of landfills, while raising money at the same time," said Mattias Wallander, CEO of USAgain.

To enroll your school or get more information up please visit: <http://www.usagain.com/2011-america-recycles-day>

## KAB Presents School "Recycle-Bowl" for ARD 2011

Are you looking for a fun and creative way to increase school recycling participation in your community? **Keep America Beautiful** has launched "Recycle-Bowl," the first comprehensive nationwide recycling competition for elementary, middle and high-school students. The inaugural Recycle-Bowl is being sponsored by Nestlé Waters North America.

Open to all schools and classrooms, registration for the recycling competition and benchmarking program is now open on the Recycle-Bowl website at <http://recycle-bowl.org>. **The competition runs from October 17 through November 12.** Participating schools will track and report how much recyclable material they collect for a chance to win prizes. At the close of the four-week competition, the school in each state that collects the most recyclable material per capita will win \$1,000. A national champion will then be chosen from among the statewide winners to receive an additional grand prize of \$2,500.

Community recycling coordinators can easily register whole school districts by completing a spreadsheet that will be imported into the registration database.

Visit the **Recycling Resources** page for more information: <http://recycle-bowl.org/playbook/recycling-resources/>



## Georgia Responding with Events to Promote ARD

Georgians have registered **79** ARD events as of October 7th

To see what's going on in our state or to register a new event, go to: [www.americarecyclesday.org](http://www.americarecyclesday.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

## GOT NEWS??

Submit articles & photos to us  
for our next edition  
to [garecycles@mindspring.com](mailto:garecycles@mindspring.com)

## Industry News

### USAgain Kicks off the School Year with Nine New Local School Partnerships Atlanta-area Schools Earn Revenue with Used Clothing Recycler

USAgain, the company that helps divert millions of pounds of clothing and textiles from landfills each year announced in mid-September partnerships with nine area schools to support recycling education and help the schools earn revenue. USAgain offers education-based fundraisers that are designed to develop students' awareness to textile recycling while providing them a platform to educate others within the community. USAgain partners with more than 30 schools in the State of Georgia and more than 400 across the country. Parents, teachers and community members can deposit unwanted clothing, shoes and other textiles in green and white USAgain collection bins at participating schools. The schools earn funds based on the poundage collected. It is a no-work, no-cost education-based fundraising program. "We are thrilled to announce these new school partnerships. Supporting recycling education in local school systems has always been a priority for USAgain," said Mattias Wallander, CEO of USAgain.

USAgain has partnered with the following Atlanta-area schools:

Central High School, Carrollton  
Carrollton High School, Carrollton  
Richards Middle School, Lawrenceville  
East Lake Elementary, McDonough  
Rock Mart High School, Rockmart  
Villa Rica Middle School, Temple  
Ithica Elementary, Villa Rica  
Villa Rica Elementary, Villa Rica  
Villa Rica High School, Villa Rica

A complete list of USAgain drop-off locations can be found at [www.usagain.com](http://www.usagain.com)

*USAgain, a leader in the textile recycling industry, with corporate headquarters in Chicago, is a for-profit company that recycles and resells unwanted clothing and other textiles. In 2010 alone, the company collected 56 million pounds of discarded clothing. USAgain operates over 10,000 collection bins in 15 States.*



## Glass Packaging Institute Reports on Recycling Programs

According to a recently-released survey from the Glass Packaging Institute, bar, hotel and restaurant glass container recycling programs are growing and capturing an increasing amount of the material. The GPI survey's findings include how the average bar, hotel or restaurant recycling program is collecting approximately 150 tons monthly, with an average of 100 participating businesses in each surveyed program. Around half of those surveyed collect glass separately while the other half uses single-stream collection. Most collect once per week, with average collection costs in the \$45 range. The group collected data, between July and Aug. 2011, from 10 programs in eight states (California, Colorado, Indiana, Missouri, North Carolina, Nevada, Ohio and Texas), looking for best practices that other hospitality container recycling programs can use.

"The glass container industry has always known that bars, restaurant, and hotels are a source for high-quality recycled glass. And this survey provides some details and best practices that we hope will encourage more communities to assist local foodservice and hospitality businesses recycle their glass bottles," said Lynn Bragg, GPI president in a press release announcing the survey results. "We welcome local partnerships in communities, especially those near glass container manufacturing plants, to help build a stronger system for recycling more glass bottles."

## Aluminum Association Sustainability Report Released

A study released by the Aluminum Association related the strides the industry has made over the past 20 years to make the metal more sustainable. Among the findings in "**Aluminum: The Element of**



**Sustainability**" include how recycling the metal uses only 5 percent of the energy and generates only 5 percent of the emissions associated with primary aluminum production. Additionally, it finds that in 2009 recycling aluminum offset about 88 percent of major resource use associated with primary aluminum production. "Seventy percent of all the aluminum ever manufactured — dating back 125 years and over multiple generations — is still in use today. With aluminum's ability to be recycled infinitely, our industry intends to grow that percentage ever higher by recycling all of our aluminum for future generations' use," said Aluminum Association President Steve Larkin in a prepared statement.

# FTC Watching "Green" Certifiers

There are more than 400 green certification systems and eco-friendly labels in a variety of industries, making it difficult to determine which company is "green" and which company is "greenwashing" – deceptive promotion of a company as environmentally friendly. For some of these, the only qualification for getting the seal or certification is a working credit card number, but the more common scenario is where seals or certifiers use the word 'green' or the term 'sustainable' or 'eco-friendly' in the logo or brand, and what's communicated is a message that is overly broad, too general or not clear to consumers what kind of environmental benefit is actually achieved.

The number of "greener" products since 2009 has increased by 73%, according to TerraChoice, an environmental consultancy firm that is part of Underwriters Laboratories, in its *"Sins of Greenwashing"* 2010 report. Greenwashing is a significant problem, the report found, with 95% of "greener" products committing one or more of TerraChoice's seven "sins." "There's so much 'greenwashing' that's going on right now," said Susan Heaton, manager of national accounts for Washington D.C.-based Green Seal Inc. "Consumers are confused; companies are confused; and nobody knows what's credible and what's not."

The Federal Trade Commission (FTC) is stepping up. For the first time in 13 years, it is updating its *Guides for the Use of Environmental Marketing Claims*, also known as its *"Green Guides."* The FTC first introduced the guidelines in 1992 to address eight environmental marketing claims: general environmental benefit; degradable, biodegradable or photodegradable; compostable; recyclable; recycled content; source reduction; refillable; ozone safe; and ozone friendly. The guides were last revised in 1998 and updating is underway with revisions possibly available within the next year. In addition to updating the Green Guides' eight environmental categories, the revisions also will address claims of carbon offset and items made with renewable materials or energy. The publication is intended to make sure that consumers get accurate advertising.

## USGBC-GA Chapter Hosts School Summit

On November 3rd & 4th, 2011 at the Georgia World Congress Center in Atlanta, the US Green Building Council - GA Chapter and its partners will host the first **High Performance, Healthy Schools Summit** for Education Leadership (School Boards, Superintendents, Facility Directors), Teachers, Parents, Industry Professionals, Non-Profit Leaders and Invited Guests. During this exciting two-day event attendees will be inspired by the knowledge of distinguished national and local leaders in the green building & green schools movements.



Understanding Level and Implementation Level courses will be taught in Energy Efficiency, Water Efficiency, Indoor Air Quality, **Recycling/Waste Management**, and Environmental Curriculum. In addition, the Energy Services Coalition will offer a full-day Friday Workshop to examine how Energy Savings Performance Contracting can provide K-12 schools with the Paid-For-By-Savings financing tool they need to make changes TODAY. Changes that can lower operating costs, while improving student health and test scores. Georgia Recycling Coalition is sponsoring the Recycling Educational Seminar and our Executive Director will moderate the session with GRC members presenting. For more info and to register, go to: <http://www.usgbcga.org/green-schools/regional-school-summit>

## Academia Archive

The University of Georgia Office of Sustainability and the UGA GoGreen Alliance are hosting Campus Sustainability Day (CSD) on October 26, 2011. The event will celebrate achievements and envision future action toward a more Sustainable UGA. CSD 2011 begins with a Sustainability Fair from 11am – 1:30 pm at Tate Center Plaza. The Fair will feature live music by Athens-based band Modern Skirts and information tables promoting sustainability initiatives from student-focused and community organizations. Attendees are encouraged to use alternative forms of transportation – such as carpooling, taking the bus, biking or walking. For those who ride a bike, free bicycle tune-ups will be available.

An afternoon Forum will be held from 2-4 pm in the UGA Chapel and will feature a keynote visioning address from acclaimed conservationist and business leader Rutherford Seydel, followed by a panel discussion with University leaders to address "Where Do We Go From Here?". Forum panelists will include Dr. John Gittleman, Dean, Odum School of Ecology; Dr. Scott Angle, Dean, College of Agricultural and Environmental Sciences; Daniel Nadenicek, Dean, College of Environment and Design; Dr. Peter Brosius, Director, Center for Integrative Conservation Research; and Dr. Rick Watson, Director, Center for Information Systems Leadership in the Terry College of Business.

The UGA Office of Sustainability coordinates, communicates and advances sustainability initiatives in academics, research, public service and outreach, student engagement and campus operations at the University of Georgia.





## Spotlight on Programs

### LIFECYCLE BUILDING CENTER takes off in Atlanta

Take a look at this new endeavor...volunteer, donate and spread the word....this is a much needed addition to Atlanta's waste reduction, green jobs and beneficial use portfolio. Once successful, it could be replicated in more communities in Georgia.

The **LIFECYCLE BUILDING CENTER** (LBC) project is a collaborative effort between many Atlanta area stakeholders. The idea is to reduce solid waste disposal, promote resource efficiency, stimulate economic development, and empower every citizen to improve their own built environment.

The heart of the LBC concept is the establishment of a large-scale used building materials retail facility that sells or otherwise directs collected material to the general public in lieu of disposal. The sales revenue, foot traffic, and operational behavior of the facility are leveraged to enact the LBC mission and creatively serve the community at large. One of their first endeavors is deconstruction of reusable materials in a soon to be demolished CDC building in Atlanta.

To learn more, go to:  
<http://www.lifecyclebuildingcenter.org/>



## Did You Know?

Recovered carpet is processed for remanufacturing into composite lumber (both decking and sheets), tile backer board, roofing shingles, railroad ties, automotive parts, carpet cushion, and stepping stones, just to name a few.



### Keep Bulloch Features Junk to Funk for America Recycles Day

Keep Bulloch Beautiful (KBB) and The Fashion Program at Georgia Southern University will be hosting the eco-friendly ***Junk to Funk Recycled Fashion Show*** on Tuesday, November 15, 2011 at 7:00 p.m. in the Russell Union Ballroom at Georgia Southern University. All designs for the show will be made from at least 50% recycled/repurposed material and will be wearable. KBB will purchase \$10 Goodwill gift cards for the first 20 submissions. Goodwill will give individuals bearing the \$10 gift cards a discount on clothes to be used for the fashion show. Submissions are welcome from all students of the University. Design submissions are due by October 27, 2011 at 3pm in the main office of the Hospitality and Tourism (HTFCS) building on GSU campus.





# Spotlight on Programs

## Alcoa Bin Grant Reaps Reap Results



Four of nine programs that received bins earlier this year in the Alcoa/GRC partnership have reported significant results from the bin placement in their communities:

### Hall County Resource Recovery

Hall Co distributed bins to 25 government sites in the county who collect bottles and cans generated by employees. They report to Hall Co Resource Recovery who runs the MRF; their initial report for May 30-June 30, 2011 indicated collection of **112.64 lbs** of mixed bottles/cans.

### Keep Covington Newton Beautiful

This KAB local affiliate distributed the bins within the Newton County School System. Sponsoring teachers collect recyclables in bags from containers and take them to the City of Covington Recycling Center, where they are weighed. School groups and non-profits receive quarterly checks from KCNB according to the amounts and types of materials collected. Recyclables then go to the Recycling Processing Center at the Newton County Landfill, where they are baled and sold to various companies. In 2011 thus far, they reported **6240 lbs of aluminum** collected (up from 3936 lbs in 2010).

### Athens Clarke Co Recycling (ACC)

ACC Recycling Division along with the **University of Georgia Office of Sustainability** *Recyclemania* program hosted a recycling competition between the sorority and fraternity houses in spring 2011. ACC Recycling donated Alcoa bins obtained in the Georgia bin grant and provided free services for the month-long competition in order to educate the Greek community on recycling and instill the habit in their daily routine. The recycling was picked up and weighed each week from the participating houses starting March 11. The sorority and fraternity that recycled the most in weight by April 6 received a prize and recognition at the awards ceremony at Terrapin Brewery on April 9. **Results:** 5149.2 lbs of recovered materials overall; **820.3 lbs of aluminum cans** over 4 weeks

### Keep Cobb Beautiful

This KAB local affiliate distributed bins to 5 schools in this very large county. One high school is still working on data collection and planned to use the bins primarily for sports events collection. The other five schools have reported for 5 months (Jan-May 2011) a total weight of **4456 lbs** collected—since the materials are mixed and go to a single stream MRF, no break out of weights by commodity are available.

Three more GRC member programs have recently received bins in an additional allotment and from inventory. Results from their programs are forthcoming and will be updated in future correspondences. Thanks to local recycling program managers and KAB affiliate staff and executive directors for implementing great programs!

## Spirit of Green Awards 2011

The Georgia Recycling Coalition honored three members and one college at its 20<sup>th</sup> anniversary conference in St. Simon's Island, Georgia on August 23, 2011. The *Spirit of Green Awards* is in its fourth year of annually recognizing excellence in recycling and waste reduction in Georgia. The 2011 categories/winners include:

### Environmental Stewardship

#### *ERTH Products, LLC*

#### *Wayne King, Sr.*

Individual or Organization whose actions sustain the recycling industry's viability

### Outstanding Government/Community Program

#### *Athens-Clarke County Recycling Division*

**Local programs that exemplify comprehensive and sustainable components and practices in recycling and waste reduction**

### Innovation Award

#### *City of Griffin Solid Waste Department*

**Individual or entity exemplifying unique programs or processes toward increased recovery of recycled materials**

### Outstanding Institutional Program

#### *Athens Technical College*

**May include college, university, military installations or campus/industrial entities doing exemplary work to reduce waste**

### Congratulations to the winners!



# The Compost Row



**US Composting Council**  
International Compost Awareness Week

## Etowah Wood Resources Gets to Root of Customers' Needs

Etowah Wood Resources in Cartersville, Georgia is gearing up for their busy season by utilizing their environmentally friendly method of producing wood products for homes and businesses. "We're not just a mulch company, we're not just a firewood company and we're not just a wood yard," owner Andrew Pettit said. "There's nobody that I know of anywhere close that makes mulch, makes firewood, takes tree debris and recycles it and instead of putting it in the Bartow County landfill ... we're taking it and we're putting it back into Bartow County."

Pettit said Etowah Wood Resources does purchase traditional lumber when needed, but the business' focus is on reusing materials locally, even providing the city of Cartersville with its contracted wood services. "We are a wood recycling facility," Pettit said. "We take that wood material and recycle it to make mulch, firewood, boiler fuel or what we call round wood or dimensional lumber. "You see a lot of people on the green bandwagon, but this is as green as green gets. Anything that comes in here that's an inert material that can be ground and processed and leaves this yard, it goes to its source point as recycled material."



When it comes to keeping the customer happy, Pettit said the business keeps its mulch products clean from debris like cigarette butts, metals and other waste that can commonly end up in the product. Originally operating exclusively as a wood yard owned by the Pettit family before the housing market downturn, Etowah Wood Resources opened in 2007 with a different business model. Examples of other products sold by Etowah Wood Resources include logs, stove wood and outdoor chimney wood. Pettit said the business delivers products like firewood not only in the county but to residents of Atlanta as well.

"We don't just cater to one single market, we kind of do a little bit of everything," Pettit said. "What we want to do here is attract more commercial and private people ... and we truly are about one-third of the cost of the landfill [tipping fees] and people can pick up [other products] while they're here." Pettit can be reached at 770-855-2246. Etowah Wood Resources is open Monday through Friday from 8 a.m. to 5 p.m. and will be open Saturdays from 8 a.m. to noon from Oct. 1 to March 1.

## USCC Introduces Consumer Compost Use Program

The **Consumer Compost Use Program** will clearly identify the types of uses that a compost product will be good for.

Those uses are:

- **Trees & Shrubs**
- **Flower & Vegetable Gardens**
- **Lawn**

Each compost use classification is represented by easily interpreted icons that reflect the compost's use (or uses). Only compost producers in the **Seal of Testing Assurance** program can use these symbols, as they are tied to the **STA** analytical data. These icons are expected to become part of **STA** compost producers' literature, websites and packaging, and will also be available as rack cards in garden centers and nurseries. "We now have an easy way for the homeowner to identify quality compost products that can be applied to their specific gardening needs." Frank Franciosi, USCC President.

**Along with the Consumer Compost Use Program, the USCC will launch a 'Strive for 5%' campaign.** This campaign is designed to reinforce the idea promoted by gardening experts that soils should contain at least 5% organic matter and that to maintain or achieve this level

***STA compost is the product to use!***



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



## Resources

### UNWASTED—Zero Waste for Business Documentary Released

Sage Environmental Services, a Seattle, Wash.-based company, released a documentary this month examining zero waste, entitled “**Unwasted: The Future of Business on Earth**”. The documentary gives tips to small businesses on how to meet zero waste goals with a step-by-step breakdown. Prominent waste-reduction professionals from the Pacific Northwest region are interviewed in the film, and local businesses making a mark in the community and across the nation are profiled. To view the 55 minute video, go to: <http://sagebug.com/zerowaste/>. It will be a well spent hour of your day!

### Call2Recycle Hosts Webinar Series for Municipalities

Call2Recycle® is proud to present a unique webinar series, “**Municipality Recycling: Lessons from the Experts**,” beginning November 2, 2011 and running through December 14, 2011 “Lessons from the Experts” brings together recycling managers, coordinators, household hazardous waste supervisors and other experts from across the U.S. to discuss issues that are critical to extended producer responsibility (EPR) and recycling programs within municipalities large and small.

This no-cost webinar series will spotlight select recycling programs in New York, Washington and Texas with a special focus on rechargeable battery recycling. It will provide a unique opportunity for municipalities to hear insights, best practices and lessons learned in an effort to increase visibility and education of product stewardship programs. Find out the latest information on the series at [call2recycle.org/webseries](http://call2recycle.org/webseries)

### WeRecycle APP Available in Athens

University of Georgia engineers have developed a new smart phone app that encourages recycling. Right now it's only available in Athens, but they're planning to expand to other cities. When Athens users open the free **WeRecycle** app they get a map of the nearest recycle bins on UGA's campus. Clicking on the icon brings up walking or driving directions.

Professor of Environmental Engineering, Jenna Jambeck helped develop the app. She says they want to make recycling more convenient and to increase the number of drop off points. “Say you're sitting at a bus stop and you're thinking, gosh, everyone's finishing their drinks here and there's no recycle bin. It would really make sense to have a recycle bin here and so you can submit a request for that.”

*Now mobile technology is proving to be valuable!!*



### 2012 International Compost Awareness Week Poster Contest

The US Composting Council Board of Directors, the organizational group behind International Compost Awareness Week (ICAW) in the United States, is proud to announce a call for entries for its 2012 ICAW Poster Contest. The contest will run from September 15 until November 30, 2011 and is open to anyone who wants to help celebrate composting and promote the benefits of composting and compost use. The winning poster will serve as the 2012 International Compost Awareness Week promotional media piece.

This year's participants are tasked with creating a poster that reflects the theme “**Compost!...Replenish the Earth for Generations.**” Posters must be submitted to the USCC by Wednesday, November 30, 2011. Online judging will take place in December. The Poster Contest Winner will have his/her poster reproduced and distributed nationwide as the official 2012 International Compost Awareness Week poster and featured on the US Composting Council Web site. The overall winner will receive a \$500 prize and other divisional winners will each receive a \$100 prize. Contest divisions are grades 3-7, grades 7-12, and college - adult. All participants will receive an ICAW/USCC Certificate of Participation. **ICAW will be May 6-12, 2012.**

Previous winning posters, as well as this year's registration forms and rules can be viewed at <http://compostingcouncil.org/posters/>

**Do YOU want to promote your local program, events or event recaps in Georgia Recycles?**  
**Submit articles, captioned photos, etc to:**  
**[garecycles@mindspring.com](mailto: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



P.O. Box 550667

Atlanta, Georgia 30355

404.634.3095

Fax 404.350.8780

[www.georgiarecycles.org](http://www.georgiarecycles.org)

[garecycles@mindspring.com](mailto:garecycles@mindspring.com)

## Dated Material

