Georgia Recycles

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Volume 20 Issue 2

The Georgia Recycling Coalition Newsletter

Fall 2014

ARD 2014 RECISTRATION is OPEN

Registration for ARD 2014 is now open and underway! We invite you to plan and register your events and invite your network to host an event! http://www.americarecyclesday.org/host-event

If you have already registered your event, check out the ARD toolkit, which is full of great activity ideas and resources for your 2014 events and be sure to post ARD web-banners on your website.

READ FOR RECYCLING

Reading and Recycling are important habits to form. The Georgia Recycling Coalition is excited to encourage both reading and recycling through the Read for Recycling



program. This program is part of the state America Recycles Day (ARD) celebration. ARD is the only nationally—recognized day dedicated to promoting and celebrating recycling in the U.S. Annually, ARD is held on November 15th.

Visit www.americarecyclesday.org for complete ARD information.

For the first time in Georgia, during the week of November 8-15, 2014, K-12 school students are encouraged to read books that celebrate, educate, and encourage waste reduction activities. Follow these easy steps to participate:

- 1. Read a minimum of five waste reduction/recycling books; record them, and journal what you learned about waste reduction/recycling from the book in your Reading Journal (found at www.georgiarecycles.org).
- 2. Once complete mail your Reading Journal to the Georgia Recycling Coalition, Read for Recycling Program, P.O. Box 550667, Atlanta, Georgia 30355.
- 3. The Reading Journal is due on Tuesday, November 25, 2014.
- 4. AWARD: Six participating students from K—12 will be randomly drawn to win one of six (6) \$50 gift cards to Barnes and Noble.



President's Column



Georgia – Rise Up Against Waste

It's game day and I'm praying for a win from the Atlanta Falcons. As I sit down and look at the stadium & all the screaming fans I'm wondering ... How much waste is this event generating??? Well, Americans throw away over 220 million tons of solid waste into landfills every year and much of it is generated at games, festivals, and special events.

Like many organizations, the GA World Congress Center has made a commitment to Rise Up and Recycle. Schools, colleges, corporations and others understand that it's no longer acceptable to simply throw everything into the same receptacle. As members of GRC, it's up to us to educate our community on the value of recycling and why sustainable practices are important. Recycling saves energy and resources, creates jobs and reduces pollution.

Are we prepared to Rise Up and be more conscious about our resources and environment? The next time you're at an event, look for the recycling bin and encourage others not to trash it. If you get a chance, help reduce contamination with a simple word or action. We can all be cheerleaders for our planet because we all have the same goal - to win the war against waste and indifference. I am ready to help tackle the problem... What about you???

Michelle Wiseman GRC 2014 Board President 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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Aug 16-19, 2015	GRC 24th Annual Conf.	King & Prince, St. Simons Island, GA
November 17-19, 2014	SWANA GA Chapter	Augusta Marriott Conv. Ctr., Augusta, GA
November 15, 2014	America Recycles Day!	
November 10 - 13, 2014	MARK YOUR CALENDARS SERDC Summit	Marriott, Point Clear, AL

GRC in the News Connie Burns Scholarship Recipient 2014

Emilee Poole of Barnesville, GA is the Burns Scholarship recipient for 2014 and received a \$1000 scholarship from GRC. She entered Kennesaw State University this fall. Emilee is an environmental resource science major having already taken classes at Gordon State College in preparation for a more in depth study of both environmental science and policy. She looks forward to classes in biology, global sustainability and



environmental economics to prepare her to enter a field related to improving our environment.

"Thank you very much for this award. I am extremely grateful and honored to accept the Connie Burns Scholarship. With these funds, I can afford the opportunity of furthering my education in environmental science, which puts me one step closer to obtaining a career focusing on sustainability."

Note: On his birthday during the annual conference, GRC Board Member Ralph Brooks challenged attendees to make donations to the Connie Burns Scholarship Fund, with matching additional donations to be made by him and his boss once a certain level was reached. Others agreed to "match the match" and by the end of the conference \$1600 had been raised for the fund! Thanks Ralph for your generosity in celebrating your birthday in such a meaningful way!

Member News — "Change is Constant"!

Kelly Collingsworth left Keep Bulloch Beautiful and is the Outreach Coordinator for the Johns Hopkins University Office of Sustainability. Kevin Bailey of Pratt Recycling is serving her unexpired term on the board.

Mike Hardy's role at Whole Foods Market changed and he resigned from the board, Marla Prince of WM is serving his unexpired term.

Rick Foote retired this summer from Hall County Resource Recovery and is making beer—his other real passion! Kristine Kobylus recently resigned from Athens-Clarke County Recycling and has taken a job in internal communications for the Board of Regents IT Dept. (her board term would have expired Dec 31, 2014 and she was not eligible to run for a year).

Michelle Wiseman is now working for Pratt Recycling

Kevin Barkley left Griffin, GA and is now the Recycling Program Manager for Macon Consolidated Government (he was elected to the GRC board beginning Jan 1, 2015)

Kathy Reed with Keep North Fulton Beautiful was also elected to the GRC board, beginning Jan 1, 2015.

Ralph Brooks, Wayne King and Amber Weaver were all elected to serve another term on the GRC board; that 2nd term begins January 2015. Abbey Patterson ends her 2nd term on Dec 31, 2014; she is eligible to run again after one year.

Hazel Mobley is retired from Strategic Materials

Abby Goldsmith now has her own consulting firm: A Goldsmith Resources, LLC. Congrats!

GRC attends Visionary Dinner

GRC was there! At the Southface Visionary Dinner on October 1st the Fabulous at Fox Egyptian thanks Ballroom-friend to our Michael Garrison at Chick Fil-A! Board members: Peggy Whitlow Ratcliffe, Marla Prince and



Michelle Wiseman along with Executive Director Gloria Hardegree. Many other GRC members were also present! The keynote speaker was Andrew Winston, a globally recognized advisor, writer and speaker on sustainable business. He co-authored **Green to Gold** and most recently release **The Big Pivot**. In this book he defines the blueprint for businesses to re-define "business as usual". The pivot involves making a profound change in the strategy, tactics and philosophy that will make their organization more flexible in a volatile world.

Welcome New Members

Partner Level Sponsor

Caraustar Recycling-upgrade

Rock-Tenn Recycling-upgrade

Business

Georgia Baler & Compactor Mike McDaniel ITAD Technologies Bill Baron PlasMet E-Solutions LLC Chase Yancey Remetales Inc. Juan Rendon

Government/Non-Profit

Keep Brunswick Golden Isles Beautiful Lea King-Badyna Keep Macon-Bibb Beautiful Commission Pamela Carwsell City of Griffin Robert Collier

Middle GA State College Scott Douglas

Rabun County Recycling Alan English

Individual

Shelby Buso, Central Atlanta Progress Jennifer George, Recycling Partners LLC

Vicki Bilderback, Keep Jones Beautiful Commission

Associate

John Bonham, Reworx Recycling Daphne Henderson, Shaw Industries Group Bobby Purdum, Hall County Resource Recovery Brent Wine, Hall County Resource Recovery

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Caraustar Recycling Coca-Cola Recycling LLC Georgia Beverage Association Mohawk Industries Novelis, Inc. Pratt Industries Shaw Industries Group, Inc.

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American Chemistry Council-Plastics Div. Cox Enterprises GA Dept. of Community Affairs GP Harmon Recycling Green Sense Recycling PepsiCo, Inc. Rock-Tenn Recycling Rubicon Global

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The Turner Foundation The Coca-Cola Foundation ERTH Products LLC IPS Balers Steel Recycling Institute Strategic Materials Waste Management Whole Foods Market

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



GRC MEMBERS RECEIVE ADVERTISING DISCOUNTS!

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

DISCOUNTS AVAILABLE: • 25% discount for all GRC members

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

RESOURCES **Resource Recycling Offer to GRC Members**

We want to remind you that your association's members can get recycling news for free. Our three weekly e-newsletters are full of information that will aid them, and the only thing your members have to do is to send me an email.

Resource Recycling looks at the critical issues and trends in municipal waste recovery. Our two specialty newsletters – Plastics Recycling Update and E-Scrap News – are the only periodicals looking solely at plastics and electronics recycling.

So please tell your members that the newsletters are free, and they merely have to send an email to jpowell@ resource-recycling.com and let me know which newsletter or newsletters they desire.

Jerry Powell, Resource Recycling

Novelis Teams Up for Sustainable Recycling **Funding Sources**

Interested in having more resources to help incorporate recycling into your workplace at volunteer and/or or fundraising events? Thanks to our friends at Novelis plus the Can'd Aid Foundation, Ball Corporation, and Alcoa, Earth911.com (FACT-O-GRAM) this summer and throughout



the fall non-profit groups and organizations can apply to receive funding and special event recycling stations that organizations can use permanently! Applications will be reviewed on a rolling basis now through the end of this calendar year but entities are encouraged to apply early.

Remember, recycling of cans can generate additional funding for your non-profit as recycling centers will pay you for aluminum! Over time and with community support, this can add up to real money for schools and non-profits.

To learn more about the grants and how to apply, please visit:

http://foundation.oskarblues.com/funding-areas/ loveyermama/

And, feel free to forward this along to others in the community!

Plastics Recycling Terms and Tools



In September, a broad group of stakeholders in plastics recycling launched a set of new resources to help communities recycle more plastics. "Plastics Recycling Terms & Tools" will make it easier for consumers to recycle plastics and help improve nationwide tracking of the types and amounts of plastics recycled by providing two sets of common plastics recycling terms (outreach and commodities) for use throughout the United States and Canada.

Because communities across the country use slightly different terms to refer to the same things, consumers often are unnecessarily confused about what can and cannot be recycled. To help reduce confusion, the Terms & Tools contain a common set of outreach terms (a glossary or lexicon) for community recycling coordinators to use when educating residents about what plastics to recycle.

To help communities adopt this common language, an easy-to-use online tool streamlines the process of matching the plastics collected in a community recycling program with a common set of outreach terms. The terms, a corresponding gallery of images, and an option to create your own flyer (all available at no cost at http:// www.recycleyourplastics.org/) are designed to be used by community recycling professionals coast-to-coast in developing education and outreach materials.



PROGRAMS

Made in Georgia Mapping Tool Coming Soon!

Stay tuned----looking for a fall launch of the mapping tool from the Georgia Department of Economic Development!



Measure Georgia to Get us Back on Track!



Our new campaign, Measure Georgia will be gathering evidence to demonstrate that Georgia is still a leader in recycling and that this leadership contributes to the economy of the State. Georgia communities, MRFs, and end users will be voluntarily reporting their recycling information through an online tool (a simplified version of the local government reports submitted in the past). Abby Goldsmith of A Goldsmith Resources LLC has been retained by GRC to kick start this campaign.

"All metrics are imperfect; use several; metrics must change over time".

In our process of re-inventing measuring & metrics in GA, we have learned that 50% + (up to 90% in some industries) of all materials recycled in GA never see a MRF; they are direct mill shipped.

So our most recent approach in GA is proposed to be 3 pronged (but never to be aggregated between the 3):

(1) local government reporting into a national survey via RE-TRAC that includes a tonnage tracker for GA

(2) MRFs reporting tonnage in front door vs. back door using an agreed upon % of residual deleted from any aggregate number; and

(3) manufacturers who are purchasing recovered materials for use in producing new products in GA--we have them identified via the Made in GA mapping tool.

"Georgia is widely known in the industry for having a robust recycling infrastructure. What we lack is evidence to support that as fact, and metrics are a critical part of that evidence. GRC has dedicated grant funds to get us back on track with measuring our success. We hope you value the great job we are collectively accomplishing by your enthusiastic support and participation in our **Measure Georgia** campaign; reporting and providing the data requested will allow us to quantify recycling's important role in economic development in Georgia and will be beneficial to all of us on many levels."

Gloria Hardegree, Executive Director Georgia Recycling Director

Now is the time....RECYCLING at WORK

The US EPA estimates that 35- 45% of the 250 million tons of municipal waste generated annually is generated

at workplaces; this is a great opportunity for increasing recycling. That's why Keep America Beautiful, launched a new initiative in 2013 called Recycling at Work: http:// recyclingatwork.org/. The program is designed to increase recycling in



the workplace by asking commercial and institutional entities to pledge to strive for a 10% increase in recovery of recycled materials over two years. An array of tools, resources, and discounts on recycling bins are made available online for pledgees; additionally they have the added benefit of national recognition for their efforts.

The benefit of recycling with regard to local economic growth and development, job creation, and increasing business competitiveness needs to be more widely known and more highly valued. What we have in Georgia is great opportunity to grow this industry toward the highest level of economic and environmental benefit for its citizens. We need your continued investment, support, and participation to take advantage of this unique opportunity. Reach out to businesses, government offices, schools, and institutions in your communities and get them to take this pledge.

23rd Annual Georgia Recycling Coalition Conference



By all accounts the 23rd annual conference was a huge success!

"This is my 2nd conference and I'm walking away with some great information I can really use this year" "The vendors were excellent and a great resource" "Thanks for a job well done"

"Best content of any GRC conference I have attended" "This was my first time attending a GRC conference...great connections and speakers"

Amazing speakers & exhibitors, receptions, networking, trash to treasures auction, golf, reuse workshop, scholarship fundraising, fun, meetings, resources, business deals, new contacts, renewing friendships, and oh yes....walks on the beach, dinners, shopping and sunrise/sunsets~! GRC—We work hard, we play hard!



Marla Prince of Waste Management awards Golf Tournament winners Nancy Womack and April Carlock of Caraustar and Sam Still of Rock Tenn



Attendees enjoy networking in the Exhibit Hall with Pratt Recycling reps



Re-use workshop participants make re-claimed wood herb boxes.



Andy Hull of Filtrexx and Amanda Tedrow of UGA Cooperative Extension Service along with Suki Janssen of Athens-Clarke County Recycling Division speak at the organics recycling session.

Conference Wrap Up Georgia Recycling Coalition Announces 2014 Spirit of Green Awards

The Georgia Recycling Coalition honored three entities at its 23rd annual conference in St. Simon's Island, Georgia on August 19, 2014. The **Spirit of Green Awards** is in its eighth year of annually recognizing excellence in recycling and waste reduction in Georgia.



Left-Kevin Fitzgerald of USAgain 2000 LLC accepts the Environmental Stewardship Award from GRC 2014 President, Michelle Wiseman.

Center-Suki Janssen of Athens Clarke Co Recycling Div. and Amanda Tedrow of the UGA Master Composter Program accept the Innovation Award.

Right- Kevin Bailey of Pratt Recycling accepts the award for Outstanding Government/Community Program on behalf of Columbus Consolidated Government.

Trash to Treasures Another Success!

Again, over \$4000 was raised in the annual conference highlight benefitting educational efforts of GRC. Appreciation for the great job by Auction Co-Chairs Marla Prince and Peggy Whitlow Ratcliffe!! Thanks to all the great donors who found the creative, interesting, fun, clever and kooky items... recycling related, reclaimed or re-purposed! Thanks to our great pro bono professional auctioneer Greg Moore...and thanks to all who reached deep and kept those bids coming!



Sponsors Make It Happen!

Thanks again to the generosity of our 23rd annual conference sponsors:

PLATINUM

Pratt Recycling IPS Balers

GOLD

Caraustar Recycling Coca-Cola Recycling LLC Georgia Beverage Association Mohawk Industries Novelis, Inc Shaw Industries Group Steel Recycling Institute

BRONZE

Waste Management Strategic Materials



Industry News





Striving to clear up the confusion is the How2Recycle label program, now growing with the addition of three new participants. These new members – Reynolds Consumer Products, Kimberly-Clark, and Hilex Poly Co. – are placing the How2Recycle label on selected plastic packaging, including plastic bags, wraps, and films.

The How2Recycle label simplifies recycling for consumers, with easy identification of packaging recyclability, and instructions for recycling via such options as in-store drop-off. The more companies that join, the more that consumers will get the message. How2Recycle's three new members all found that the label suits their packaging, and the program fits their sustainability platforms:

• Reynolds will print the label primarily on its Hefty brand slider bags and their paper-box packages. The plastic bag labels will alert consumers that many retailers can accept clean, dry food storage bags for recycling.

• Kimberly-Clark will initially add the label to its Scotts Naturals Tube-Free bath tissue flexible film packaging, followed by other Scotts Naturals packaging and Kimberly-Clark products.

• Hilex Poly, the nation's largest plastic bag manufacturer, will use How2Recycle's store dropoff label on a variety of its flexible plastic packaging, including its well-known "Thank You" plastic bag. Hilex Poly's retail collector program, Bag-2-Bag, recycled 35 million pounds of post-consumer plastic bags, sacks, and wraps in 2013.

How2Recycle, launched by GreenBlue's Sustainable Packaging Coalition in 2012, has grown considerably toward its goal of putting the How2Recycle label on the majority of consumer goods by 2016. Big names on board include McDonald's USA, ConAgra, REI, Kellogg's, Estee Lauder, and General Mills, and it's not just brands that are joining. In February 2014, Wegman's became How2Recycle's first grocery retailer, putting the How2Recycle label and a "Return to Sender" message on all plastic grocery and produce bags.

Every company has different reasons to join How2Recycle, but at heart, all share the goal of empowering consumers to recycle. We're always glad to help new partners fit How2Recycle participation into their sustainability goals. Visit How2Recycle to join.

Expanded Polystyrene Recycling Hits Record High

Recycling of expanded polystyrene (EPS) reached a record high of 34 percent for post-consumer and post-commercial recovery, according to a new report. More than 125 million pounds of EPS was recycled last year, according the study by the Crofton, Md.-based EPS Industry Alliance (EPS-IA). Meanwhile, industrial recovery decreased slightly to 54.5 million pounds in 2013 from 56.9 million pounds in 2012.

The group said that while EPS is often characterized as difficult to recycle, a sharp increase in 2013 from the previous year in post-consumer and post-commercial EPS came with increased consumer and corporate involvement. The "2013 EPS Recycling Rate Report," which collected information from 41 U.S. EPS manufacturers and independent recyclers, indicates that growth also has come from ongoing collection and processing technology advancements and new market developments for recycled EPS.

Coca-Cola PlantBottle Use Increases

Coca-Cola Co. has now distributed more than 25 billion PlantBottles since their introduction five years ago. The

company, in its just released sustainability report, indicates that the bottles that include up to 30 percent PET made from sugar cane and sugar cane processing waste are now distributed in nearly 40 countries.

Using this plant-based PET means that the



Atlanta-based company has saved more than 525,000 barrels of oil during the life of the program.

While the company only is using sugar cane and sugar cane processing waste, Coca-Cola hopes to one day use other plant residue such as plant stems, fruit peels and even bark to make PET. Coca-Cola has a goal of using PlantBottle packaging for all PET bottles by 2020. In developed markets, the company also has a goal of recovering an equivalent of 75 percent of the bottles and cans it introduces.

The sustainability report is available at www.coca-colacompany.com/sustainability/.



The US Composting Council (USCC) announces the annual Call for Entries for the annual International Compost Awareness Week (ICAW) poster contest, based on this year's theme, Be Loyal to Your Soil: Compost! The contest runs September 1 through November 15, 2014 and is open to anyone who wishes to share their artistic interpretation of the theme. The winning poster will serve as the 2015 International Compost Awareness Week promotional media piece and be distributed to more than 800 US Composting Council members, state recycling offices and non-profit organizations nationwide. For more info: http://compostingcouncil.org/posters/

You know why they call it FALL!!??



First...have fun with them! Rake up leaves and let the kids/pets play in them. Pull the colorful ones for pressing (remember this—between 2 sheets of wax paper in a book until they dry?) or for making imprints and in other crafts/ decorating. Once the fun is over, fallen leaves are one of the most valuable resources in your yard

Leaves are packed with trace minerals that trees draw up from deep in the soil. When added to your garden, leaves feed earthworms and beneficial microbes. They lighten heavy soils and help sandy soils retain moisture. They make attractive mulch in the flower garden and they're a fabulous source of carbon to balance the nitrogen in your compost pile. And they insulate tender plants from cold.

Here are a few easy ways to put leaves to work in your garden:

Pile up on the lawn and then drive over them a few times with the lawn mower. Shredding one leaf into five or ten smaller pieces does several good things. It increases the surface area, giving microbes many more places to work. It prevents the leaves from packing together into layers that won't let water or air penetrate. And it reduces the volume dramatically; ten bags of whole leaves becomes just one bag of shredded leaves.

Rake them up and store in plastic trash bags for next spring when they may be used as mulch in perennial gardens.

Use them in your compost pile (carbon source) along with kitchen fruit and vegetable peels (nitrogen source) to create humus soil conditioners for the spring/summer. Note: 3 parts carbon:1 part nitrogen + air and water are the "ingredients".

SPOTLIGHT ON PROGRAMS Keep Albany-Dougherty Beautiful ARD Event Results



KADB held their ARD event Saturday September 20th; they:

Shredded 8,000 lbs of paper Collected:200+ pairs of shoes 61,744 unwanted/outdated medications 9.8 lbs of liquid medications 60+ empty ink cartridges 35,420 Lbs of electronics

Congrats to their board and Exec Director, Julia W. Bowles, on a successful event!

Good Samaritan Partners With Keep Pickens Beautiful



<u>(Pictured left to right</u> – Mark Hinton, Construction Superintendent; Carole Maddux, Executive Director; and Brad Herren, Building Construction Chairman)

Once Good Samaritan Health and Wellness Center started construction on their new building, one of the first phone calls was to Keep Pickens Beautiful. "Recycling plastic bottles and aluminum cans used by the construction crews was just the right thing to do for the environment," said Mark Hinton, Construction Superintendent. "Keep Pickens Beautiful provides a wonderful service for our county by supplying their recycling containers at no cost," added Hinton. "Good Samaritan is committed to building the most environmentally friendly and sustainable building as possible within our budget," said Carole Maddux, Executive Director of the Clinic. Good Samaritan has also been awarded a financial grant from the Grants to Green program sponsored by The Community Foundation for Greater Atlanta, which will provide funding for the purchase of environmentally friendly products like LED lighting.

Athens-Clarke County—Increasing Recycling Efficiency/Access

In preparation for the conversion to automated collection trucks on January 5, 2015, the Athens-Clarke County Solid Waste Department is distributing approximately 2,000 additional recycling roll-carts to its customers in the Urban Service District.

Here are the new roll carts and the crew is decked in green and ready to deliver.



ACC Recycling Division is also preparing for its newest initiative-the CHARM (Center for Hard to Recycle Materials)



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:

	 Partner Sustainer Patron Business/Trade Association 	(\$3,025 or more) (\$1,525 or more) (\$775 or more) (\$375)	
	Government/Non-Profit	(\$175)	
	Individual	(\$75)	
Name:			
Street Address:			
City, State, Zip:			
	Fax:	Email:	
I would like to serve on the	e following GRC committee:		
Education	Membership Develop	oment	
	Programs	Special Events	



Atlanta, Georgia 30355 404.634.3095 Fax 404.350.8780 www.georgiarecycles.org garecycles@mindspring.com

> America Recycles Day NOVEMBER 15 Take the Pledgel

Dated Material