

# Georgia Recycles

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Volume 18 Issue 3

The Georgia Recycling Coalition Newsletter

Spring 2012



**Georgia  
Recycling  
Coalition**<sup>INC.</sup>

## *Recycling - Coming of Age* reaching maturity, respectability, and prominence



## **GRC 21st Annual Conference, Trade Show & Membership Meeting**

**August 26-29, 2012**

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

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

Conference Cancellation Policy: Refunds less a \$75 administration fee will be made upon written request received prior to August 15, 2012. No refunds will be made after this date. All refunds will be mailed after the conference. Substitute attendees may be made at any time before August 15, 2012 provided written notice is provided to Georgia Recycling Coalition.

**REGISTER ONLINE at [www.georgiarecycles.org](http://www.georgiarecycles.org)**

**Hotel Registration Info - see page 5**

# President's Column



Coming back home from our very successful 2012 Semi - Annual Training meeting in Griffin Georgia, I had a chance to reflect back to where I was 7 years ago in terms of being a good steward of the planet. I took that old snapshot of myself from my brain and compared that person to who I am today. I can honestly say that I did not recognize that old person. You see, I was really not that conscientious about the planet and what we, as one of its many inhabitants here on earth, were doing to it. Sure I would think about recycling a can or water bottle if it was convenient to me but I lacked the passion back then to do the right thing all of the time. What has changed in me? Why do I have the passion that I have today?

For me, going to work for a company with a real purpose and a green mission program was the start of the change in the way I looked at things. But even more, joining the GRC networking and learning from our many members was really what catapulted me to my new level of environmental commitment. Heck, I didn't even know what a MRF or single stream was, or the fact that there was a Compost Awareness Week. My point here is this... sharing new ideas and best practices with like-minded people always results in a win-win situation. I was in fact educated by my coalition peers and now am passing that information on to others who are willing to learn. Education is the key for us growing our environmental awareness.

Yes, your GRC has been on the go! From winning the 2012 Atlanta Business Chronicle's Green Reach Award to the roll out of A Bag's Life to our Soles4Souls shoe drive your coalition is making some big waves. We recently had one of our most successful training meetings in the awesome town of Griffin. Touring their city's successful single stream hub was really interesting to me and the tour bus was pretty nice too. Our informational speed-rounds with industry leaders was informational and inspiring. I now know that you can buy recycled paint. ☺ Your GRC team members even had some boots on the grounds training as they toured the Wilbros Organic Recovery compost site. Now that is what I call walking your talk.

Don't miss our 21st Annual Conference and Trade Show coming up in August. If you have never been, you won't be disappointed. The backdrop of the beautiful King and Prince is the perfect setting for this power conference. Be sure you get your membership renewals in by June 30th and please like us on Facebook.

In closing, I want to welcome our newest board member Christina Pedelty to our team and appreciate all of our Board of Directors for the great job they do day in and day out! See you in August at the annual conference. Until next time!

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

**Ralph Brooks**  
Laurens County

**Stephanie Busch**  
Georgia EPD

**Mike Hardy, President**  
Whole Foods Market

**Frank Killoran**  
Pratt Industries

**Wayne King**  
ERTH Products

**Kristine Kobylus, Vice President**  
Athens Clarke Co Recycling Div

**Andrew Lentini**  
University of GA Sustainability

**Christina Pedelty**  
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Atlanta Recycles

**Mike Power, Treasurer**  
American Chemistry Council

**Todd Redmon**  
Shaw Industries Group Inc

**Amber Weaver**  
Keep DeKalb Beautiful

**Michelle Wiseman**  
SP Recycling Corp.

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SP Recycling Corporation

**Steve Levetan**  
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**Lynn Cobb**  
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**Hazel Mobley**  
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Home Alone Recycling

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SP Recycling Corporation

**Lisa Hollingsworth**

**Nancy Womack**  
Caraustar

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Membership in GRC provides subscription as a member benefit.

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## MARK YOUR CALENDAR

**AUGUST 14-17**

**WASTECON**

**WASHINGTON, DC**

**AUGUST 22-24**

**GA ENVIRONMENTAL CONFERENCE**

**SAVANNAH, GA**

**AUGUST 26-29**

**GRC 21ST ANNUAL CONFERENCE**

**ST. SIMONS ISLAND, GA**

**AUGUST 27-29**

**RESOURCE RECYCLING CONFERENCE**

**AUSTIN, TX**

**SEPTEMBER 12-14**

**ARKANSAS RECYCLING COALITION CONFERENCE**

**LITTLE ROCK, AR**

**OCTOBER 1-4**

**SERDC SUMMIT**

**POINT CLEAR, AL**

## GRC in the News

### Semi-Annual Training Re-Cap

Thanks to all who attended the semi-annual training meeting in Griffin, GA on April 12th; we had a packed room, great speakers, good food and an interesting tour of one of Georgia's most successful single stream hubs. Thanks to Kevin Barkley for hosting that tour. The "Beyond the Curb" speed rounds provided quick concise presentations on recycling and reuse programs and vendors for books, paint, textiles, carpet, organics, electronics, printer cartridges, cell phones and rechargeable batteries. We featured many new toolkits available for use by program managers and provided a detailed document describing them and available online on the GRC website: <http://www.georgiarecycles.org/how-do-i-start/communities/>

Special thanks to Phill Francis of the city who hosted our group at the Griffin Regional Welcome Center and for providing human and transportation resources that made the day a perfect learning experience; as always we appreciate our generous lunch sponsors: Pratt Industries, Sonoco Recycling, and Strategic Materials.



*Suki Janssen was Cookin' Up Some Compost in her presentation on program expansion and International Compost Awareness Week!*

### Welcome New Board Member

Congratulations to GRC's newest board member, Christina Pedelty of Carastar Recycling. She was elected by the board to serve in the unexpired term of Richard Martie who recently resigned due to schedule conflicts. Christina will work as the co-chair of the membership committee. Welcome Christina!



### GRC Membership Renewals Sent in May Due June 30, 2012

By now you should have received your annual membership renewal via US mail. Invoices went out the first week of May and are due by June 30<sup>th</sup>. If you joined mid-year, your first renewal will be pro-rated. The next GRC member year runs from July 1, 2012 through June 30, 2013. Many of you have told us the payment will come during the next fiscal year, so we will honor that due date extension for those who need to make payment after July 1.

Stay in the loop for all the information, resources, programs, materials, news, opportunities and networking that being a member of one of the strongest, most respected, and award winning state recycling organizations in the nation brings. We are proud to be "Coming of Age" this year as our organization turns 21 in 2012! Don't miss this year's annual conference in St Simons on August 26-29. Registration is now open; make sure to renew your membership to qualify for reduced member registration fees.

# Strategic

M A T E R I A L S , I N C .

## 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](mailto:hmobley@strategicmaterials.com)

## Call for Nominations Georgia Recycling Coalition 2013-2015 Board of Directors

The Georgia Recycling Coalition (GRC) is calling for nominations for its 2013-2015 Board of Directors. We are seeking candidates committed to providing time and resources toward governing our Coalition. According to the GRC by-laws, all Directors must be voting members in good standing at the time of the election and during tenure of office. Only one employee of a particular business entity or government agency may be a Director at any given time, unless otherwise provided by the Board. Directors will be elected for three (3) year terms and can serve only two (2) consecutive terms. Directors will be elected at the GRC annual business meeting on Tuesday, August 28, 2012. The term of office for new directors will begin January 1, 2013.

There are two (2) positions available for this term:

- 1-Business Sector
- 1-Government/Non-Profit Sector

Nominations should include the following:

- A letter of nomination signed by a GRC member in good standing
- A resume of the nominee; and
- A brief statement by the nominee describing their interest and qualifications

All nominations must be received in writing by GRC, P.O. Box 550667, Atlanta, GA 30355, or scanned and emailed in entirety to: [garecycles@mindspring.com](mailto:garecycles@mindspring.com) no later than 5:00 PM on August 6, 2012.

## Welcome New Members

### Business

Mid-Atlantic Clothing Recycling  
Timothy Peck

### Government/Nonprofit

Keep Thomas County Beautiful  
Pam Lister

Recycling Rules  
Tom Jung

Robins AFB  
Darryl Mercer

### Individual

Bob Snyder, Target Fiber

### Associate

Hose Divani, Georgia Carpet Recovery

Renewals for July 2012-June 2013 Member Year were US  
mailed the first week of May 2012 — please renew today!  
Deadline is June 30, 2012

## Contact GRC

Georgia Recycling Coalition, Inc.

P.O. Box 550667

Atlanta, GA 30355

Phone: 404-634-3095

Fax: 404-350-8780

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

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

## 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  
Sonoco Recycling

## 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



**Georgia  
Recycling  
Coalition**  
INC.

#### DISCOUNTS AVAILABLE:

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

**GRC MEMBERS RECEIVE  
ADVERTISING DISCOUNTS!**

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

# Georgia Recycling Coalition 21st Annual Conference Registration Form

Circle Appropriate Option/Complete Contact Info Below

## ATTENDEE REGISTRATION

### Early Bird Rates/Deadline August 6, 2012

GRC Member	275.00
Non Member	350.00
KAB Executive Directors & KAB Affiliate Staff	250.00

(Must be a GRC Member to receive this Discount)

### Rates After August 6, 2012

GRC Member	325.00
Non Member	400.00
KAB Executive Directors & KAB Affiliate Staff	275.00

(Must be a GRC Member to receive this Discount)

ONE DAY-Mon. August 27	200.00
ONE DAY-Tues. August 28	200.00
ONE DAY-Wed. August 29	150.00

## EXHIBITOR REGISTRATION

### Early Bird Exhibitors/Deadline: July 31, 2012

GRC Member	550.00
Non Member	600.00

NOTE: Exhibitor Registration includes one full registration; additional exhibitor attendees may register at the attendee rate.

### After July 31, 2012-Exhibitors (call for availability)

GRC Member	625.00
Non Member	675.00

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

# 21st Annual Georgia Recycling Coalition Conference

## August 26-29, 2012

## Hotel Registration

King & Prince Resort  
St Simons Island, GA

**Reservations by phone:** (800) 342-0212

Group Block: Georgia Recycling Coalition  
(Block is for Sun Aug 26-Tues Aug 28; check in at 4:00 PM/check out 11:00 AM)

**Reservations online:**

[www.kingandprince.com](http://www.kingandprince.com)

Click Group Reservations/Group Code is: recycle (case sensitive)

### Room Rates:

Standard	\$94
Resort View	\$111
Ocean View	\$123
Ocean Front	\$133
Villa-2 bdrm (View)	\$384
Villa-2 bdrm (Front)	\$438

GA state sales tax is 5%, Glynn County room tax is 5%, and local tax is 1%, for a total of 11%.

**Reservation Deadline: July 24, 2012**

## Conference Fee Payment Info

Checks made payable to GRC and mailed to:  
**Georgia Recycling Coalition, P.O. Box 550667, Atlanta, GA 30355**

Questions (?): (404) 634-3095 or  
[garecycles@mindspring.com](mailto:garecycles@mindspring.com)  
FAX # (404) 350-8780

Pay online at

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

(Click The GRC then GRC Events)

**We are able to take credit cards only via  
online registration; our staff cannot handle  
credit card payments for you.**

# Tentative Agenda

## *Recycling-Coming of Age*

reaching maturity, respectability, and prominence

### Sunday, August 26, 2012

- 3:00-6:00 Arrival - Exhibitor Set-Up from 4:00-6:00  
Registration Open from 3:00-6:00
- 8:30-8:00 Evening Reception with Exhibitors  
Dinner on Your Own

### Monday, August 27, 2012

- 8:00-9:00 Registration/Breakfast-Included in Registration Fee
- 9:00-9:30 Opening Session-Keynote Speaker
- 9:30-10:15 Plenary Session
- 10:15-11:00 Networking Session w/Exhibitors
- 11:00-12:00 Plenary Session
- 12:00-1:00 Lunch-Included in Registration Fee
- 1:00-2:00 Plenary or Break Out Sessions
- 2:00-2:45 Networking Break w/Exhibitors
- 2:45-4:00 Plenary Session
- 4:00 Adjourn for the Day  
Dinner on Your Own

### Tuesday, August 28, 2012

- 8:00-9:00 Breakfast-Included in Registration Fee
- 9:00-10:00 GRC Annual Membership Meeting
- 10:00-11:30 Plenary Sessions
- 11:30-12:00 Networking Break with Exhibitors
- 12:00 - 6:00 GOLF TOURNAMENT
- 12:00-2:00 Box Lunch & Breakout Meetings - Lunch Included in Registration Fee  
Councils/Special Interest Group Meetings
- Recycling Program Managers Council
  - G-ROC-Organics Recycling Council
  - College/University Council
- 2:00-4:30 Workshops
- 7:00 Reception - Review of Auction Items
- 7:30 Dinner-Included in Registration Fee  
16th Trash to Treasures Auction  
"Spirit of Green Awards" Presentations  
Live auction begins at 8:30 - 9:30

### Wednesday, August 29, 2012

- 8:00-9:00 Buffet Breakfast-Included in Registration Fee
- 9:00-11:15 Plenary Sessions
- 11:15-11:30 Evaluations & Adjourn  
Drawing for Weekend Get-Away-King & Prince,  
plus other premium door prizes



# Georgia Recycling Coalition INC.

*Recycling - Coming of Age*  
reaching maturity, respectability, and prominence

## GRC's ANNUAL BENEFIT GOLF TOURNAMENT Tuesday, August 28, 2012 12 Noon - 5:00 PM

Shotgun Start/Captain's Choice/Box Lunch Included  
Mulligans for sale at registration (cash or check only)

Team Prizes-Overall - 1st, 2nd place

Individual Awards

Lady's Longest Drive • Men's Longest Drive  
Closest to the Pin-Par 3 • Hole in One-Par 3

**4 Players & Hole Sponsorship** \$500

Company \_\_\_\_\_

Player 1 \_\_\_\_\_

Player 2 \_\_\_\_\_

Player 3 \_\_\_\_\_

Player 4 \_\_\_\_\_

**Individual Player Registration Info:** \$125

Contact Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Method of Payment:

- Check Enclosed
- Check at Registration
- Invoice Company at Address Above
- Pay Online with a credit card at [georgiarecycles.org](http://georgiarecycles.org)  
(Please fax 404-350-8780 or US mail your registration form)

Checks payable to:

**Georgia Recycling Coalition**

Mailed to:

**GRC P.O. Box 550667, Atlanta, GA 30355**

GRC is a 501c3 Non-Profit Organization - Fed ID # 58-1983957

Contact us at: (404) 634-3095 or  
[garecycles@mindspring.com](mailto:garecycles@mindspring.com)

**Owned and operated by The King and Prince Beach & Golf Resort, the award-winning course is renowned for its challenging layout amongst ancient forests, vast salt marshes, dramatic island holes and comfortable clubhouse overlooking the vast lake that adds to the challenge of the course's 9th hole. Originally designed by renowned architect Joe Lee, the King and Prince Golf Course's signature is the group of four spectacular holes gently carved from small coastal marsh islands and accessed by 800-foot of elevated cart bridges. This bold and brilliant design marks the highlight of the back nine, but Lee's genius extends through the entire 18-hole, Par 72 course as it bends around towering oaks, along large areas of salt marshes, and across lakes and lagoons.**

Deadline:  
August 15, 2012

## GRC 2012 Live Auction "Trash to Treasures" Donation Form



This year the auction will be All LIVE!  
We are looking for special, fun, environmental  
and useful items for a live auction.  
Here is/are my Donations:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

I will bring the items with me to conference registration (preferred):

I am forwarding to your office:

Shipping Address:  
GRC 50 Hurt Plaza, Suite 935  
Atlanta, GA 30303

Clip and fax to (404) 350-8780 or US mail to GRC  
P.O. Box 550667 Atlanta, GA 30355



### Be a STAR of the Show!!

## SPONSORSHIP OPPORTUNITY

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

Click **GRC 21<sup>st</sup> Annual Conference** on home page to find the sponsor link.

*Recycling - Coming of Age*  
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**21st Annual Conference, Trade Show and Membership Meeting**

**August 26-29, 2012**

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

The Georgia Recycling Coalition (GRC) is the 501 c 3 state recycling organization in Georgia. Its mission is to promote & enhance waste reduction and recycling programs & activities in the state. It is comprised of members representing all sectors of the recycling industry. GRC was awarded the Recycling Coalition of the Year for 2008 by the National Recycling Coalition. Atlanta Magazine recognized the Georgia Recycling Coalition and its EcoVille website in the Best of Atlanta December 2009 issue for best Eco Service in its "Thrive" category. In 2011, GRC celebrated its 20th Anniversary and in March 2012 was honored with the Green Reach Award by the Atlanta Business Chronicle in its 2012 Environmental Awards.

# Programs

## A Bag's Life

In February we launched this new campaign in Georgia and spreading the word has gotten rave reviews from people who are delighted to know they can recycle more plastic film now along with the bags. In case you haven't heard yet, it is a public education campaign that unites non-profits, business, community and government organizations around the common goal of promoting reduce, reuse, recycle as they relate to plastic bags and wraps. The website includes a description of the "Bag Family", a zip-code locator to find drop off sites, and more info on recycling plastic film. Georgia via GRC, KGBF, Georgia Food Industry Association, and the American Chemistry Council, is the 7<sup>th</sup> state to launch the campaign. Retailers involved include: Walmart, Target, Lowe's, JC Penney, Publix, Kroger, Food Lion and Harvey's.



GRC board member Michelle Wiseman and her Girl Scout daughter attended and exhibited on behalf of our organization at the Greater ATL Girl Scouts Eco-Event in April. It is the 100<sup>th</sup> anniversary of the Girl Scouts organization that was founded in Savannah, GA. A Bags Life stickers, buttons and small info cards were available. We made large "test tubes" to illustrate how the plastic wrap is made into composite lumber for decking and furniture.



## Soles4Souls

Recent reports indicate DeKalb County and Southeast Green's *Recycle Your Life* event in DeKalb collected 550 pair of shoes. Athens-Clarke Co Recycling Division also reported 822 pair collected. How did you do? Send an email to [garecycles@mind-spring.com](mailto:garecycles@mind-spring.com) to let us know.

Also, **let us know if you have ongoing shoe collection for Soles-4Souls and/or if you are planning to do shoe collection campaign this fall in conjunction with America Recycles Day.**



## WANTED: Re-TRAC Connect-Community Profiles . . .

- Are you a community (city, county, town, etc) in Georgia?*
- Do you have a recycling program in your community?*
- Do you hold special recycling events in your community?*
- Are you tracking your progress via tonnage metrics?*

**If you answered YES to at least 2-3 of these questions . . .  
WE NEED YOU!**

Community Profiles, created and controlled locally, on Re-TRAC Connect now interface onto the home page of Ecoville Georgia—GRC's website. Creation of this profile provides Georgia citizens with local recycling and waste management program and event information from one source. It also gives you the ability to maintain and share data efficiently via the tonnage tracker; provide data in meaningful format for elected officials to reinforce program value (with emphasis on cost savings); assist in soliciting program resource support. So, create a Re-TRAC account or use the one you have already and feature you hard work with a Community Profile. If you need assistance, let us know!

## Spirit of Green Awards - 2012

2012 will mark the sixth year of these annual awards. Check on the website for applications for this year's awards. Submission deadline will be July 20, 2012.

### ●Volunteer of the Year●

***GRC Members who have provided the organization with value added benefits toward achieving the mission***

### ●New Member of the Year●

***"Rookie of the year" new member who has brought leadership & innovation to the organization***

### ●Outstanding Institutional Program●

***May include college, university, military installations or campus/industrial entities***

### ●Outstanding Government/Community Program●

***Local programs that exemplify comprehensive and sustainable components and practices***

### ●Outstanding Corporate Leader●

***Businesses that have implemented exemplary waste reduction/recycling programs for their industry***

### ●Innovation Award●

***Program or Individual developing original, unique, and potentially model programs or projects***

### ●Environmental Stewardship●

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

# Spotlight on Programs

THE REWARDS PROGRAM  
FOR PLANET EARTH

Register today at  
Recyclebank.com

Recyclebank



# Recyclebank®

## Recyclebank Helps Create a More Sustainable Future

Recyclebank helps create a more sustainable future by rewarding people for taking everyday green actions. Through digital offerings and partnerships with municipalities, haulers, small businesses and corporate brands, Recyclebank incentivizes green actions with points that can be redeemed for discounts and deals at local and national businesses. The mission is to motivate individuals and communities to realize a world in which nothing is wasted—changing how people view their role in creating a sustainable future. By educating, engaging and empowering 3.2 million members online and offline, Recyclebank aims to increase recycling rates, curb energy and water consumption, encourage smarter transportation, strengthen local economies and help people realize the financial benefits of making greener choices every day.

The rewards-for-recycling program is active in more than 300 communities across the United States and the United Kingdom. With the acquisition of social recycling platform Greenopolis in 2011, Recyclebank became the leading online recycling rewards program in America. Members can also be rewarded for household energy reduction, purchasing and recycling certain products, taking eco-challenges, engaging with educational content and pledging to take greener actions.

Recyclebank aims to provide rewards to members that can be used on a daily basis. Partners include more than 3,000 local businesses in categories ranging from food and beverage to health and beauty, restaurants, entertainment, sports and recreation, apparel, automotive, electronics and more. Recyclebank and its partners have developed several innovative ways to encourage members to live a greener lifestyle, including: “Green Your” Challenges; Points for Planet; Landfill Counterbalance; and Learn & Earn.

Anyone can join Recyclebank. So, if you’re not a member, join today and find out more at [www.recyclebank.com](http://www.recyclebank.com). Reward yourself for taking easy, green actions and get 25 points just for referring a friend!

 Check out GRC’s Facebook Page & LIKE us!   
<http://www.facebook.com/#!/georgia.recycles>



Smartphone users may scan our QR code to visit the GRC website.

## City of Rome Georgia’s Cities Week Observance Features Recycling

The City of Rome Police Department is Going Green! In honor of Georgia Cities Week, the Rome Police Department instituted a comprehensive recycling program for all departments by providing recycling bins and collection stations throughout the Law Enforcement Center. The following facts were used to promote the launch: According to the Georgia Recycling Coalition (<http://www.georgiarecycles.org/>) Georgia has the 2<sup>nd</sup> largest end use market infrastructure in the nation for recovered materials. Georgia’s paper industry recycles almost 8% of all paper consumed in the US and is comprised of 16 paper mills using recycled content. Novelis is one of the world’s largest aluminum recyclers and is based in Atlanta with a recycling plant in Greensboro, GA. One-third of all plastic beverage containers recycled in North America are recycled into carpet in Georgia. The Police Department is one of the largest departments in the City of Rome, so their recycling efforts contribute greatly to the many post-consumer markets thriving in Georgia.



Chief of Police, Elaine Snow, is pictured with ReRe, the Rome Floyd Recycling Center mascot.

## Keep Atlanta Beautiful Opens 2<sup>nd</sup> Drop-Off Site 2<sup>nd</sup> Saturday of each month at Second Ponce de Leon Baptist in Buckhead



Recycling electronics on a bicycle!



Paint recycling



Cars lined up at paper shredding and electronics

# Compost Row

## International Compost Awareness Week 2012-Georgia Event Photo Re-Cap



Nice sign-thanks ACC Recycling Division!



Joe Wilbanks leads the tour of the Wilbros Organics Recovery compost site.

Cities of Alpharetta, Roswell and Milton along with Fulton County, Keep Roswell Beautiful, Milton Grows Green and the Keep Alpharetta Beautiful hosted a truckload sale of rain barrels and compost bins-90 Earth Machine compost bins were sold



Suki Janssen leads the tour of the Athens-Clarke Co compost site.

## Source Separated Organics Toolkit/ Performance Model

This toolkit, performance model and more assists local governments in consideration of adding organics collection to their collection programs. Find it under links on GRC website or online at: <http://www.dca.state.ga.us/development/PlanningQualityGrowth/programs/SWMrecyclingAssistance.asp>



## Jerome Goldstein — 1931-2012

Jerome (Jerry) Goldstein, Publisher and Editor Emeritus of *BioCycle* and *In Business*, and founder of The JG Press, Inc., died May 17. Jerry, one of the world's leading eco-pioneers, was an early and persistent advocate of conserving and reusing natural resources, composting, recycling and eco-entrepreneurship. His vision for a sustainable planet touched many, encouraging people around the world to do what they could with the resources they had. He authored numerous books, including *How to Manage a Company Ecologically*, *Garbage As You Like It*, *Sensible Sludge*, and *How To Start A Family Business and Make It Work*.



Jerry launched *Compost Science* (*BioCycle*'s original name) in spring 1960. He carried forward vision and mission with passion and grit over the next five decades. During that journey, he mentored and inspired many, including his family with whom he worked since 1978, and his grandchildren, who will carry on his legacy of service to the community and the planet.

Liz Swafford, Executive Director of Keep Dalton-Whitfield Beautiful, demonstrates the Garden Gourmet backyard composter during Ecumenical Earth Day in Dalton.



Kathy Reed of Keep North Fulton Beautiful demonstrates use of the homemade compost tumbler.

# Industry News

## Need a Fresh New Education Campaign?? Here's help! CVP Connect

CVP Connect is a web-based communications training tool developed by the Curbside Value Partnership. Designed specifically for recycling coordinators, it is a new, free online destination for resources and guidance on developing, executing and measuring strategic and effective education campaigns. Designed to foster a habit of fact based decision making, CVP Connect reinforces the importance of developing performance metrics to help gauge the impact of education on actual recycling tonnage. Check out this GREAT new resource: [www.CVPCconnect.org](http://www.CVPCconnect.org)



## Decade of Growth Lands Rock-Tenn in Fortune 500

Paperboard and corrugated packaging manufacturer Rock-Tenn Co. made the Fortune 500 listing of America's largest companies on May 7, joining the prestigious ranking for the first time at No. 449. The Norcross, GA-based company has grown at a tremendous rate over the past 10 years to earn a spot on the elite listing. It now operates 95 facilities located in 27 states, Canada, Mexico, Chile and Argentina. The company produces consumer and corrugated packaging, merchandising displays and specialty paperboard products. It also is one of the world's largest recyclers servicing the waste of retailers, manufacturers, restaurants and grocery store chains. It is Georgia's 15th company to join the Fortune 500 list and entered with 25 others in an array of fields including energy and oil, health care, technology and communications, and one convenience store chain.

## Mohawk Industries to add jobs in Chattooga County

On May 23, 2012, Gov. Nathan Deal announced that Calhoun-based Mohawk Industries is expanding the company's Summerville manufacturing operations in Chattooga County. Mohawk anticipates adding about 500 jobs in Summerville over the next five years through investments in manufacturing technologies that support the company's sustainable manufacturing processes. "Mohawk is one of Georgia's flagship Fortune 500 companies, and we are pleased to see its continued investments in our state leading to the creation of meaningful jobs in Summerville and other communities," Deal said. "This expansion is a great indicator of the resilience of the carpet and floor covering industry. Mohawk has Georgia's full support for its continued investments in our state." At

its Summerville operation, Mohawk recycles billions of reclaimed plastic bottles and containers into polyester fiber used to produce carpet. Through the expansion project, Mohawk will improve the efficiencies of its recycling and manufacturing processes to produce more fiber. The market for polyester carpet continues to grow significantly, and these investments will allow Mohawk to expand its capacity to meet consumer demand.

## Recycling Surveys Offer Some Surprising Results

*Excerpts from Guest Blog in Waste & Recycling News by Carl Smith, CEO and President, Call2Recycle*

While twice as many Americans recycle now as compared with 20 years ago, that is still only 58% who said they did so on a regular basis in 2011, according to a recent survey by GfK Custom Research North America for SC Johnson. This encouraging increase is tempered by a 2007 Harris Poll that found 30% of those aged 18 to 30 don't recycle at all.

The younger generation's poor recycling habits compares to 57% of adults 55 years and older that report recycling daily, according to IPSOS (a global market research company) in a recently released survey. The same survey found college graduates recycle at a just slightly higher rate than the U.S. average, while Northeast and Western residents recycle at higher rates than the rest of the country (58% and 56%, respectively).

Most recycling is a home-based activity (72%) with 46% utilizing curbside recycling and 26% taking their items to a local drop-off facility, the same survey reported. **People appear to understand the benefits of recycling. In the IPSOS survey, 81% cited helping reduce landfills as an advantage of recycling. But they are confused about what is recyclable.** While 36% don't know that items such as crayons and trophies are recyclable, 77% say that pizza boxes are. When people are unsure of whether an item can be recycled, half say they just throw the item away, while 18% report putting it in recycling.

In the case of electronics and the batteries that power them, 44% say they don't know how or where to recycle old technology, according to a study recently commissioned by Call2Recycle

The IPSOS poll also asked about barriers to recycling. **The most frequent reason given for not recycling more was it not being accessible or convenient to where they live.** This was cited by 25% of respondents with 10% reporting that either it was too time consuming or they just forget. Simultaneously, most (52%) said that none of the barriers prevented them from recycling. For electronics, the Call2Recycle survey found that 19% cite there being no local store offering a program.

In general, people want to do the right thing. An overwhelming majority of participants in the GfK poll say they feel good when they take steps to help the environment (75%). The Call2Recycle survey found that people feel "green guilt" now more than in the past. Of those responding, 29% admitted to suffering from the knowledge that they could and should be doing more to help preserve the environment, more than double the percentage (12%) who professed to feel guilty in 2009.

This is a positive development. Whether due to the recovering economy or for other reasons, consumers are stimulated to think about the proper disposal of waste and conscious of the impact today's actions have on the state of our planet. As our and other surveys show, Americans increasingly feel an obligation to recycle. This can only bode well for protecting our environment

# 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:

- |                                    |                                   |   |   |   |
|------------------------------------|-----------------------------------|---|---|---|
| <input type="checkbox"/> Education | <input type="checkbox"/> Programs | <input type="checkbox"/> Membership Development | <input type="checkbox"/> Special Events | <input type="checkbox"/> Communications |
|------------------------------------|-----------------------------------|---|---|---|



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## Dated Material

