

# Georgia Recycles

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Volume 17 Issue 2

The Georgia Recycling Coalition Newsletter

Summer 2010

## The Recycling Revolution: *Sustaining the Recovered Materials Economy*

### 19th Annual Conference, Trade Show and Membership Meeting

### August 22-25, 2010

### King & Prince Beach Resort • St Simon's Island, GA

In partnership with Keep Georgia Beautiful Board Development Institute

Registration Deadline: August 3, 2010

Exhibitor Registration Deadline: July 23, 2010

**HOTEL REGISTRATION DEADLINE: July 20, 2010**

See pp 5-8 for registration info



## MEMBERSHIP RENEWALS

Renewal invoices were US mailed to all members between May 3 & 12, 2010. Payment of this invoice extends memberships from July 1, 2010 through June 30, 2011. Please attempt to pay invoices no later than July 1, 2010 to assist us in expediting membership status to apply discounted conference registration fees and other GRC member benefits.

If you have questions or need assistance regarding your renewal, please email [garecycles@mindspring.com](mailto:garecycles@mindspring.com).

## 2010 GRC Spirit of Green ANNUAL AWARDS

### Recognizing Excellence in Recycling & Waste Reduction in Georgia

### Nomination Deadline: July 12, 2010

Categories include: Volunteer of the Year; New Member of the Year; Outstanding Institutional Program; Outstanding Government/Community Program; Outstanding Corporate Leader; and, Innovation Award.

Applications available: [www.georgiarecycles.org](http://www.georgiarecycles.org)  
Click GRC Events tab

# President's Column

## Sustaining Sustainability

For the first time in a decade, Georgians are sending less than 6 pounds of material to landfills daily. That's still a lot, but it's definite progress. Sure the economic downturn has played a big role in that; it's no secret that tons received at the landfills tracks the economy. But I like to think that hard work has also helped. In the last decade Georgia has seen:

- A definitive, statewide strategy to target big chunks of the 'waste' stream and redirect that to local end-use markets
- Growing this organization's membership and national prominence,
- Vast improvements in 'making it easy' for citizens to recycle; 65 gallon single-stream curbside collection, and more access away from home!
- Local political courage (mandatory residential recycling, more haulers required by ordinance to offer recycling to customers, incentives)
- A groundswell of interest in all things recycling, conservation, greenish and sustainable.

Anyone who has ever started a physical training regimen or intensive education knows it's a lot easier to keep going than it is to get going. Skip a night's algebra homework and wing it the next day? No way. I know it's far easier to ride my mountain bike up a steep rooty climb with a bit of momentum; if I go too slow I'm going to be pushing a very expensive walking stick. Momentum is priceless.

Recycling in Georgia has momentum. Despite economic setbacks and budget cuts to public support programs at local and state levels, people want to recycle. Markets are recovering from the 2008's gut-punch, and Georgia's mills again need material. We know it's out there, and we know a lot of people want to do the right thing. They'll participate if they are shown recycling services can be provided at a reasonable cost, and that it's a worthwhile endeavor.

We know it can, and we know it is. Our job is to convince others of that. The momentum we're seeing now must be seized, and sustained.

Not too long ago a slightly scary rock singer sang:  
What better place than here?  
What better time than now?

I couldn't agree more.

Joe Dunlop  
GRC 2010 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.

## GRC 2010 Board of Directors

**LuAnn Chambers**  
SP Recycling Corporation

**Joe Dunlop, President**  
Georgia Dept of Community Affairs

**Rick Foote**  
Hall County Resource Recovery

**Mike Hardy**  
Whole Foods Market

**Lisa Hughes**  
Shaw Industries Group, Inc

**Kristine Kobylus, Secretary**  
Athens-Clarke County Recycling Div

**Andrew Lentini**  
University of GA Facilities

**Linda Lott**  
Newell Recycling

**Richard Martie**  
Caraustar

**Neha Patel, Vice President**  
Coca-Cola Recycling LLC

**Abbey Patterson**  
Atlanta Recycles

**Mike Power, Treasurer**  
American Chemistry Council

**John Wuichet**  
US Army SE Installation Mgmt Command

### HONORARY DIRECTORS

**Doug Cloud**  
Alston & Bird

**Lynn Cobb**  
Keep Georgia Beautiful

**George Elder**  
Abby Goldsmith  
R W Beck

**Gloria Hardegree**  
Eco-Logical, Inc.

**Jerry Hawk**  
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**Steve Levetan**  
Pull-a-Part, LLC

**Tine Liegerot**

**Hazel Mobley**  
Strategic Materials

**Kevin Perry**  
Georgia Beverage Association

**Bob Rickman**  
COST LLC

**Craig Swier**  
**Lisa White**  
SP Recycling Corporation

**Nancy Womack**  
Caraustar

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## MARK YOUR CALENDAR

August 22-25, 2010

GRC 19th Annual Conf

King & Prince  
St Simons Island, GA

August 25-27, 2010

GA Chamber Environmental Conference

Hyatt Regency  
Savannah, GA

September 25-26, 2010

EcoLife  
(formerly Enviro Expo)

Atlantic Station  
Atlanta, GA

October 26-27, 2010

Resourse Recycling Conference

Marriott Riverwalk  
San Antonio, TX

November 8-9, 2010

SERDC Summit

Marriott  
Point Clear, AL

November 15, 2010

America Recycles Day

Nationwide

November 17-19, 2010

SWANA GA Chapter

Sea Palms Resort  
St. Simons Island, GA

# GRC In The News

## Welcome to Our Summer Intern . . .

Kimberly Reeves is from Lilburn, Georgia, a suburb of Atlanta and will be graduating from Agnes Scott College in 2012 with a degree in Sociology/Anthropology and a minor in Environmental and Sustainability Studies. Kimberly is a part of the Agnes Scott Basketball team and loves to read and hike with her family on the weekends. Kimberly hopes to create and work with early environmental education programs that will allow kids to develop a love for their earth and an understanding of their impact on the world. Through many classes and personal experiences, Kimberly has learned that to teach a society, you must start with its youth. She has been the Student Assistant in the Sustainability Office at Agnes Scott College since fall 2008, is looking forward to gaining many experiences while working for the GRC this summer, and looks forward to meeting everyone soon.

## Call for Nominations Georgia Recycling Coalition 2011-2013 Board of Directors

The Georgia Recycling Coalition (GRC) is calling for nominations for its 2011-2013 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 24, 2010. The term of office for new directors will begin January 1, 2011.

There are six (6) positions available for this term: 1-Government/Non-Profit Sector; 1-Trade Association Sector; and, 4-At Large positions. To receive information on submitting a nomination, email [garecycles@mindspring.com](mailto:garecycles@mindspring.com).

## GRC 2010 Trash to Treasures LIVE AUCTION

**"Parade of Products"**  
... come dressed AS or IN your  
favorite recycled commodity ...  
prizes for top 3 concepts!

Give us your:  
Cool, unusual, funky, eco-chic, fun  
eco-escapes, fun outings, great tickets,  
one of a kind, limited edition, rare,  
curious, organic, "GREEN", odd,  
vintage, sustainable, re-purposed,  
bizarre, wacky, and RECYCLED (!) ...  
... well, you get it!!

Donate an item today to support GRC  
education efforts ... and don't miss the fun  
on Tues night, August 24, 2010  
at the King & Prince  
on St. Simon's Island.

Let us know your donated item by  
August 13th;  
Email: [garecycles@mindspring.com](mailto:garecycles@mindspring.com)

## GRC 2010 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

# Welcome New Members

## Business

Liberty Disposal & Recycling • Patricia Seliski  
Sonoco Recycling • Will Newsome  
Spring Metal Recycling LLC • David Dai

## Government/Nonprofit

Fort Benning-Strategic Sustainability • Peter Lukken  
Keep Peachtree City Beautiful-AI Yougel

## Individual

Pat Bridges • Southwire Company  
Mitch Kessler • Kessler Consulting  
Debra A. Jones • Keep Warner Robins Beautiful  
Lisa Skumatz • SERA  
Karin Zarin • Recyclebank  
Denise Carleton • Reaping Nature Productions

## Associates

Tony Yin • Spring Metal Recycling LLC  
Christopher Griffin • Athens Clarke County Recycling Div  
Brian Roach • Sonoco Recycling  
Cindy Wolfe-Georgia DNR-EPD

# 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

## 2010-2011

(Renewal commitments received as of June 15, 2010)

## PARTNERS

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

## SUSTAINERS

Caraustar  
Republic Services

## PATRONS

Coca-Cola Recycling LLC  
Delta Air Lines  
Enviro Recyclers  
Pull-A-Part LLC

## SPECIAL CONTRIBUTORS

The Turner Foundation  
Alcoa Recycling  
Georgia Beverage Association

# 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



## **GRC MEMBERS RECEIVE ADVERTISING DISCOUNTS!**

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

OUR ENVIRONMENT - OUR FUTURE



GEORGIA RECYCLING COALITION, INC.

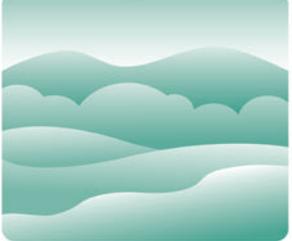
# The Recycling Revolution: *Sustaining the Recovered Materials Economy*

## 19TH ANNUAL CONFERENCE, TRADE SHOW & MEMBERSHIP MEETING

August 22-25, 2010  
King & Prince Beach Resort  
St Simon's Island, GA

Early Registration Deadline: August 3, 2010  
Exhibitor Registration Deadline; July 23, 2010  
Hotel Registration Deadline: July 20, 2010

Keep Georgia Beautiful



We are pleased to partner with the **Keep Georgia Beautiful (KGB) Board Development Institute** that will take place on Tuesday August 24, 2010 from 12:00 Noon-5:00 PM and Wed August 24, 2010 from 9:00 AM -12:00 Noon. If you plan to register and attend the GRC conference, the KGB event will be included in your registration fee. If you plan to attend the KGB Board Development Institute Only, a separate registration fee is available on the form.



Conference Cancellation Policy: Refunds less a \$75 administration fee will be made upon written request received prior to August 12, 2010. 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 12, 2010 provided written notice is provided to Georgia Recycling Coalition.

**REGISTER ONLINE** at [www.georgiarecycles.org](http://www.georgiarecycles.org) - click GRC Events green tab on left

**Hotel Registration Info - see next page**

# Georgia Recycling Coalition 19th Annual Conference Registration Form

Circle Appropriate Option/Complete Contact Info Below

## ATTENDEE REGISTRATION

### Early Bird Rates/Deadline August 3, 2010

<b>GRC Member</b>	250.00
<b>Non Member</b>	325.00
<b>KAB Executive Directors &amp; KAB Affiliate Staff</b>	220.00
(Must be a GRC Member to receive this Discount)	
<b>KGB Board Development Institute Only</b>	150.00
(Tues 8/24 Noon-Wed 8/25 Noon)	

### After August 3, 2010-Rates

<b>GRC Member</b>	300.00
<b>Non Member</b>	375.00
<b>KAB Executive Directors &amp; KAB Affiliate Staff</b>	250.00
(Must be a GRC Member to receive this Discount)	
<b>KGB Board Development Institute Only</b>	175.00
(Tues 8/24 Noon-Wed 8/25 Noon)	
<b>ONE DAY-Mon. August 23</b>	175.00
<b>ONE DAY-Tues. August 24</b>	175.00
<b>ONE DAY-Wed. August 25</b>	150.00

I will attend the KGB Institute as part of my attendee registration.

## EXHIBITOR REGISTRATION

### Early Bird Exhibitors/Deadline: July 23, 2010

<b>GRC Member</b>	500.00
<b>Non Member</b>	575.00

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

### After July 23, 2010-Exhibitors (call for availability)

<b>GRC Member</b>	600.00
<b>Non Member</b>	675.00

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

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

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

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

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

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

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

# 19th Annual Georgia Recycling Coalition Conference

## August 22-25, 2010

## 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 22-Tues Aug 24;  
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	\$90
Resort View	\$107
Ocean View	\$118
Ocean Front	\$128
Villa-2 bdrm (View)	\$369
Villa-2 bdrm (Front)	\$421

+7 % sales tx, 5% hotel tax, 2 % local  
tx=12% tx

**Reservation Deadline:** July 20, 2010

### 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 Green GRC Events tab)

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

## Tentative Agenda

# **"The Recycling Revolution: Sustaining the Recovered Materials Economy"**

**Sunday, August 22, 2010**

3:00-6:00 Arrival - Exhibitor Set-Up from 4:00-6:00  
Registration Open from 3:00-6:00  
7:00-8:30 Evening Reception with Exhibitors  
Dinner on Your Own

**Monday 8/23/10**

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  
11:00-12:30 Plenary Session  
12:30-1:30 Lunch-Included in Registration Fee  
1:30-3:30 Plenary or Break Out Sessions  
3:30-4:00 Networking Break w/Exhibitors  
4:00-5:00 Plenary Session  
Dinner-On Your Own

**Tuesday 8/24/10**

8:00-9:00 Breakfast-Included in Registration Fee  
Visit w/Exhibitors  
9:00-10:00 GRC Annual Membership Meeting  
10:00-11:00 Plenary Session  
11:30-12:00 Networking Break with Exhibitors  
12:00-5:00 KGB Board Development Institute - Box Lunch (Included in Registration Fee)  
12:00-2:00 Box Lunch (Included in Registration Fee) & Breakout Meetings  
Councils/Special Interest Group Meetings  
• Paper Industry Council  
• Recycling Program Managers Council  
• G-ROC-Organics Recycling Council  
• Department of Defense (DOD) Partnership  
• College/University/Campus Environments  
2:30-4:30 TBA  
3:00-3:30 Networking Break-Visit with Exhibitors  
3:30-5:00 TBA  
7:00 Reception -Review of Auction Items  
7:30 Dinner-Included in Registration Fee  
14th Trash to Treasures Auction  
"Spirit of Green Awards" Presentations  
Live auction begins at 8:30 until 9:30

**Wednesday 8/25/10**

8:00-9:00 Breakfast-Included in Registration Fee  
9:00-12:00 KGB Board Development Institute  
9:00-9:30 Plenary Session  
9:30-10:30 Plenary Session  
10:30-11:00 Evaluations & Adjourn- Drawing for Weekend Get-Away-King & Prince

## CONFERENCE SPONSORS TO DATE:

### PARTNER LEVEL 2010-2011 MEMBER YEAR

The Coca-Cola Company  
Curbside Value Partnership  
Georgia Dept of Community Affairs  
Georgia Beverage Association  
Mohawk Industries  
Novelis Inc  
Shaw Industries Group  
SP Recycling Corporation

Thanks for your generous support!!

Special thanks to:

Georgia Beverage Association-Sponsor of the Tuesday night Trash to Treasures auction reception!!

### Conference Sponsor Opportunities

Highlight your business or organization and support the state recycling organization of Georgia by checking our conference sponsor opportunities. The success of our organization in fulfilling its mission is reliant upon people who commit time, energy and resources to its support. Click GRC Events tab on [www.georgiarecycles.org](http://www.georgiarecycles.org) for more details and options.

Commitments must be received by July 15, 2010

### Conference Highlights

While the agenda is not fully set as of our print deadline on this issue, we have had great response to the Call for Presentations as well as inquiries from members on topics about which they are interested in hearing more; we reviewed the evaluations from the 2010 semi-annual meeting to get ideas as well. Don't miss sessions on markets & market development, "beyond the bottle" plastics, Multi-Family Recycling Toolkit, advocacy, C&D Materials Study, composting and organics recycling, carpet recycling, KAB Recycling Partnership, the climate change connection, electronics and batteries, a medications take back initiative, smart green communities, education to diverse populations, and special guests from the recycling coalition of Germany (yes the one in Europe!) We will post the agenda on the website once all speakers are confirmed; click GRC Events.

### Georgia Recycling Coalition would like to encourage you to join our Facebook page!

You will be updated with news from GRC and up to the minute info on recycling, not only in Georgia, but worldwide. By adding the GRC Facebook page, you will also have the benefit of being reminded of many events that are being held and co-sponsored by GRC. Visit Facebook, search for Georgia Recycling Coalition, and add it as a page that you like!

# COMPOST ROW

## Landfills & Yard Trimmings-- Update



In years past, landfills were more of an accepted concept; people knew their unwanted trash would eventually end up in a landfill. But today, landfills are under discussion more based on what goes into them and what happens once it's there. The recycling industry has begun to question the value of what has traditionally been accepted as "waste" and the implications of various management strategies of some materials.

Landfills make energy from methane through anaerobic digestion, which is less efficient than aerobic digestion, yet it is the best way to extract energy from wet feed-stocks. Many studies have shown that even though landfills are capturing methane gas for renewable energy, they are better suited as a place to throw away unwanted trash than to obtain carbon, energy and nutrient values of organics.

Legislation to repeal longstanding bans on sending yard trimmings to the landfills was introduced in four states this year (FL, GA, MI, MO) and has raised the question of whether allowing landfills to obtain yard trimmings to create more methane gas for energy is the best use vs. sending the yard trimmings to composting companies.

## Florida's Decision

Florida was facing legislation to repeal of the 20-year-old ban on yard trimmings disposal in Class 1 landfills. This would allow landfills to make more profit by capturing more methane gas; however, it would also cause these expensive landfills to fill up more quickly causing the need for more landfills. Florida's Governor, Charlie Crist, vetoed the bill on June 1, 2010. Crist acknowledged the beneficial production of methane gas from landfills, yet he stated that he is "concerned that this bill will be a step backward in our efforts" [in attaining Florida's recycling goals].

## Georgia's Decision

Georgia also faced a repeal of the 14-year-old ban on yard trimmings disposal in lined (MSW) landfills. Georgia landfill owners had the same idea of using the yard trimmings to increase the amount of methane gas they could produce for energy. The ban is still in place with the idea that Georgia's goal is still to keep organics and yard trimmings out of landfills and toward their highest and best use. The bill had language removed that would have repealed the ban prior to passing; it became a minor modification bill, allowing landfill operators to bring in source separated materials (yard trimmings, asphalt, cardboard etc) at landfill sites to process them for potential marketing. Governor Perdue signed the modified HB 1059.

Want to know more?? Check out the May 2010 issue of BioCycle magazine: Putting the Landfill Energy Myth to Rest. GO TO: <http://www.jgpress.com/biocytle.htm> and download a complimentary pdf of this special report.

## Gardening Booklets Still Available...going fast!

As a follow up to May's International Compost Awareness Week (ICAW), we are making available to GRC members involved in composting education & awareness up to 10 complimentary copies of A Garden for Every Child. Produced by the US Composting Council, Filtrexx International, the National Gardening Association, and Playworld Systems, the booklet is designed to Reconnect Children to Nature through a series of lessons, including decomposition, the composting process and importance of good soils. Provision of copies is available on a first come/first served basis by emailing: [garecycles@mindspring.com](mailto:garecycles@mindspring.com) and is made possible due to grant funding from the Turner Foundation. Please include a full US mailing address.

## GRC Celebrates ICAW at Waste Expo



*GRC exhibited as Waste Expo 2010 in May at the Georgia World Congress Center promoting International Compost Awareness Week.*



*Various collection methods for yard trimmings and food residuals were demonstrated in the booth, along with backyard composting options; collateral information on composting at home was distributed.*

## Recycling Grows Greener in Griffin

The city of Griffin has entered into an intergovernmental agreement with the Georgia Environmental Facilities Authority (GEFA) to receive federal stimulus money to install solar panels at the transfer station, a move that should save the city money. "We were awarded funds from a GEFA program and these funds will be used to install a 20 (kilowatt) solar photovoltaic unit," said Griffin Director of the Electric Bill Bosch. The unit will be installed at the site where the city recycles cardboard. The goal is to create a totally "green" project that uses no additional natural resources. Ideally, the recycling center would be fully powered by the solar panels and no additional electricity would need to be purchased from Georgia Power. During the last Griffin Board of Commissioners meeting, the possibility that these solar panels could generate more electricity than the facility needs was raised.



*The city transfer station will be equipped with solar panels as a result of an intergovernmental agreement between the city of Griffin and the Georgia Environmental Facilities Authority.*

"There is a possibility of surplus power being generated," Bosch said, confirming this. This power can be sold on the open market but this would need to be negotiated with Georgia Power. The more realistic goal is to meet the facility's energy needs, since the unit will in all likelihood not produce much more power than the facility needs. Bosch said the installation and payment timetable has not yet been set. He said the city will pay for the panels and then be reimbursed from GEFA. Although the facility's yearly electric bill averages \$8,400, Bosch said the solar unit cannot be used all the time. He estimated that the total yearly savings will be \$5,000. "I'm excited that we're getting it," Griffin Director of Central Services Phill Francis said. He said the installation of the solar panels will make the facility the first self-sustaining building in Griffin. Any yearly savings in electricity could be put back in the general fund or put to some other use, depending on what city officials want.

## City of Atlanta ReCART Pilot . . . off to a great start!

In November 2009, the City of Atlanta launched the ReCART pilot project with help from partners Coca-Cola Recycling, RecycleBank, and Rehrig Pacific. ReCART stands for Rewards for Collecting All Recyclables Together and the goal of the pilot is to measure response to incentive based (RecycleBank) recycling to determine if the project should be expanded to all single family residents. Eight collection routes from across Atlanta were selected to participate with the ultimate goal of having 10,000 households participating in the pilot. The 10,000 household goal was achieved in May 2010.

In May, the ReCART project passed the six month mark and the numbers are very promising. The rate of participation in the regular City curbside recycling project is approximately 33%. The rate of participation in the ReCART pilot is approximately

50%. The regular curbside recycling program collected 1763 tons of material in six months, which averages out to 124 pounds per household per month. ReCART routes collected 514 tons of recyclables in six months which averages out to 220 pounds per household per month. The pilot will operate for a year before the City decides whether to extend the pilot for another year, move out of pilot phase and into a City-wide roll out, or discontinue the project. Information about ReCART can be found at [www.atlrecart.org](http://www.atlrecart.org). Submitted by Mary Harrington, City of Atlanta Recycling Program Manager



## Athens-Clarke County Hosts GRC Semi-Annual Meeting

A HUGE thank you to Athens-Clarke County Recycling Division for hosting the semi-annual training meeting in April. Suki Janssen, Kristine Kobylus, Andrew Bilecki and Christopher Griffin were hands on prior to and during the very successful event and benefit golf tournament.



*ACC Recycling Division's mascot welcomed GRC semi-annual meeting attendees!*



*Special thanks to Brad Martin & Republic Services for the reception sponsorship; we all enjoyed that beautiful patio, great food/drinks and networking at the LEED certified Hotel Indigo Athens!*

## Industry News

### Study Shows Recycled PET in Packaging Reduces Footprint

A new study commissioned by plastic container trade groups reports including recycled PET resin in packaging reduces the environmental footprint of packaging, in terms of required production energy and greenhouse gas emissions. The new assessment, conducted by Franklin Associates Ltd., was sponsored by the National Association for PET Container Resources, the American Chemistry Council, the Association of Postconsumer Plastic Recyclers and the PET Resin Association. Using life cycle inventory methodology, the study quantifies the energy requirements, solid wastes, and atmospheric and waterborne emissions during the collection of postconsumer PET and HDPE packaging through reprocessing it into clean recycled resin. The study, "Final Report -- Life Cycle Inventory of 100% Postconsumer HDPE and PET Recycled Resin from Postconsumer Containers and Packaging," is available on the sponsor organization websites, including at [www.napcor.com/PET/sustainability.html](http://www.napcor.com/PET/sustainability.html)

### Best Buy Partners with EPA on Appliance Disposal Program

Retailing giant to recover appliances in an environmentally sound manner.

Best Buy Co. Inc. announced its partnership with the U.S. Environmental Protection Agency's Responsible Appliance Disposal (RAD) program to promote environmentally responsible disposal of household appliances. Best Buy's voluntary participation in the RAD Program further underscores the company's commitment to help consumers live more sustainable, digitally connected lives. "Best Buy has helped consumers responsibly recycle old appliances and electronics for many years," says Leo Raudys, senior director, environmental affairs, Best Buy. "Our decision to partner with the EPA RAD Program is just one more way we can demonstrate our commitment to help consumers make more responsible choices with technology and appliances." Through its role as a collector, Best Buy will help continue the recovery and proper disposal of other appliance waste streams such as Polychlorinated biphenyls, mercury switches and used oil. By joining the RAD partnership, Best Buy will add the capture and destruction or recycling of refrigerants and appliance insulating foam that contain CFCs, HCFCs, and HFCs.



### Shaw Industries Recognized by Carpet America Recovery Effort (CARE)

Shaw Industries was recognized by CARE for its continued investment in both people and processes designed to increase the diversion of post-consumer carpet from landfills. Shaw Industries

was previously honored by CARE for its outstanding carpet recycling efforts in 2007, when it received the Recycler of the Year award following its purchase and launch of the Evergreen Nylon Recycling facility. As a cornerstone of their reclamation efforts, Shaw's Evergreen Nylon Recycling program converts Nylon 6 fiber from post-consumer carpet back into the raw material to make new carpet fiber. As the leader in carpet recycling by volume, Shaw currently recycles enough nylon fiber to wrap the earth more than 2,000 times each year. Since Shaw opened up the Evergreen plant in 2007, the company has recycled more than 220 million pounds of post-consumer Nylon 6 carpet and more than 36 million pounds of post-consumer carpet filler. In addition to its current reclamation operations, Shaw continues to research opportunities for ways to utilize waste carpet.



### Dr Pepper-Snapple Aims for 80% Recycling Rate

The Dr Pepper-Snapple Group said it wants to achieve an 80% recycling rate for its beverage production processes by 2015, according to the company's new Environmental Sustainability Report. The company, which produces Dr Pepper, Snapple, Hawaiian Punch, Squirt and other non-cola soft drinks, has set numerous environmental goals that it wants to meet by 2015. These include reduction of fuel during product shipments, reducing water and energy consumption and greenhouse gas emissions from the manufacturing process, and replacing 60,000 vending machines with units that are more energy efficient. The company is also hoping to conserve 60 million pounds of plastic used in its packaging through redesigns and increased use of rPET. "Our evolution into an integrated beverage business has strengthened our ability to serve our customers and consumers while maintaining our responsibility to serve the needs of society and the planet we all share," said Larry Young, company President and CEO. "Setting and achieving long-term goals to improve our environmental and social performance is a vital part of achieving sustainable growth, because these goals reflect the best interests of the people who make, sell, buy, invest in, and enjoy our brands every day." More information on the environmental goals is located at <http://www.drpeppersnapplegroup.com/sustainability/>



GOT NEWS??

Submit articles & photos to us  
for our next edition  
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:

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



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GRC Annual Conference  
August 22-25, 2010

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