

Georgia Recycles

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Volume 11 Issue 4

The Georgia Recycling Coalition Newsletter

Summer 2004

Composting Association to Partner With GRC

The Georgia Composting Association will meet in conjunction with the Georgia Recycling Coalition annual conference as the Georgia Organics & Composting Council (GO-CC). This is the beginning of a partnership between the two organizations to combine efforts and reach a larger audience in the organics recycling and composting industry. Through this partnership, both organizations are looking to improve organics recovery in Georgia as a means of furthering progress toward the state 25% reduction goal. GO-CC will discuss this and many other pertinent issues during the council meeting on Monday, September 13, 2004 from 2:00-5:00 PM (see announcement). Among the topics will be the issues addressed in the October 2003 "Compost White Paper" prepared by the University of Georgia for the Pollution Prevention Assistance Division and the Department of Natural Resources. Don't miss this opportunity to get in on the ground floor of a dynamic new partnership; share this information with colleagues and encourage them to get involved as well. Information about registration for the conference is available in the announcement on this page.



GEORGIA COMPOSTING ASSOCIATION
proudly announces the Annual Meeting of
THE GEORGIA ORGANICS & COMPOSTING COUNCIL (GO-CC)
in conjunction with
GEORGIA RECYCLING COALITION ANNUAL CONFERENCE
September 12-15, 2004
Ocean Plaza Beach Resort
Tybee Island, GA

Special Interest/Council Meetings
Monday, September 13, 2004
2:00-5:00 PM

Don't miss this opportunity to network with recycling and organics recycling professionals from throughout the state. Hear about plans to re-name GCA and our partnership with the Georgia Recycling Coalition (GRC). GCA Members may register at the GRC member rate. **Registration deadline: Monday, August 30, 2004**

Conference Registration Information & Forms Available at
www.georgiarecycles.org
For Hotel Reservations call: (800) 215-6370; mention "GRC Room Block"
Hotel Registration Deadline: Thursday, August 19, 2004

"Tricks of the Trade" Revealed at 13th Annual Conference



Dust off your top hat and polish that magic wand as GRC gears up for its 13th Annual Conference, Trade Show and Membership Meeting from **September 12-15, 2004** at the **Ocean Plaza Beach Resort on Tybee Island, GA**. For our lucky 13th year gathering the theme is "**Recycling Magic-Tricks of the Trade**". The agenda will include training sessions, project updates, educational programs, industry vendors, the now infamous "Trash to Treasures" annual auction, and the latest information on markets and technology. There is always fun, recreation, relaxation, history, and great food on Tybee, one of Georgia's most unique beach communities. Registration information on our website at www.georgiarecycles.org. Details page 5.

President's Corner

Opportunities Tell the Story

The recovered fiber industry has been enjoying a strong run in recent months. The growth in 2003 was nearly all explained by export market conditions. While domestic paper and paperboard mills reduced their purchases of recovered fiber, shipment of recovered fiber to foreign consumers skyrocketed more than 20% to 12 million plus tons.

While the recycling industry has done a good job in collecting more recovered fiber, more needs to be done to satisfy orders for 2004. One key reason is that China has entered the market in a large way and is expected to be a major consumer and provide continued growth through 2010. Current predictions are for recovered fiber to hold high value for much of 2004.

In 2003, US ONP (old newsprint) recovery was 73% per America Forest and Paper Association (AF & PA) methodology. By 2008, using the same statistical method, US ONP recovery must grow to 87% to meet the needs of the Asian demands.

Industry information indicates that the paper industry is committed to recovering 55% of all paper consumed in the US by 2012. The opportunity is there; now is the time to increase your recovery efforts and strengthen your programs. If you need assistance, let us know. Start by attending the GRC 13th annual conference this September 12-15 at Tybee Island to meet firsthand with professionals who can help you. See you there!!

Jerry Hawk
GRC 2004 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 2004 Board of Directors

Stephanie Busch

Pollution Prevention Assistance Division

LuAnn Chambers

SP Recycling Corp.

Mary Darby

Recycling Works, LLC

Jerry Hawk

Recycle America Alliance

Suki Janssen

Keep Georgia Beautiful

Lee Judge

Dreamsan, Inc.

Jeff Kibler

Pratt Industries (USA) Recycling Div.

Steve Levetan

Resource Services

Janet Liberman

City of Roswell

Kevin Perry

Georgia Soft Drink Association

Karen Vickers

Athens-Clarke County Recycling Div.

Craig Swier

Fibres International

Scott Vitters

Coca-Cola North America

Gloria Hardegree

Executive Director

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MARK YOUR CALENDAR

Aug 29-Sept 1, '04NRC Annual Congress San Francisco
Sept 12-15, '04 GRC Annual Conference Ocean Plaza, Tybee Island, GA
Sept 27-29, '04 KGBEDA Annual Conf Red Top Mountain State Park
Oct 4, '04 (Mon) GRC Board Meeting TBA
Nov 15, '04 America Recycles Day Nationwide

GEORGIA RECYCLING COALITION BOARD OF DIRECTORS MEETING

May 24, 2004

I. Call to Order/Welcome

The Georgia Recycling Coalition Board of Directors met on May 24, 2004 at the Department of Community Affairs' office in Atlanta, Georgia. President Jerry Hawk called the meeting to order at 10:15 a.m. Board members present included: Karen Sabatini, Stephanie Busch, Kevin Perry, Scott Vitters, Lee Judge, Steve Levetan, and Craig Swier. Also present were Gloria Hardegree, Executive Director; George Elder, Honorary Director; and Karin Zarin, Education Committee Co-Chair.

II. President's Report

No report.

III. Secretary's Report

Stephanie Busch presented the minutes from the January board meeting; the minutes were not presented in March due to the Secretary's leave of absence. Kevin Perry made a motion to approve the minutes; Karen Sabatini seconded the motion. The motion passed unanimously. Following the vote, Mrs. Busch presented the minutes from the March board meeting. Kevin Perry made a motion to approve the minutes; George Elder seconded the motion. The motion passed unanimously.

IV. Treasurer's Report

Gloria Hardegree presented the monthly summary report for April 2004. The reconciled balance as of April 30, 2004 was \$69,434.37. Kevin Perry asked for the total income generated from membership. Ms. Hardegree responded that she could not provide that figure since the total was not reflected in the report. Karen Sabatini made a motion to file the report to audit; Kevin Perry seconded the motion. The motion passed unanimously.

V. Executive Director's Report

Gloria Hardegree submitted copies of her activity report through May 23, 2004 as well as an updated calendar of events.

VI. Committee Reports

Communications

Lee Judge reported that the committee met on April 28, 2004 to discuss messaging. The committee will make a formal presentation on messaging at the annual meeting.

Education

Karin Zarin gave the membership report. She announced that the America Recycles Day (ARD) essay winners had been selected, and that each winner received a U.S. savings bond. Ms. Zarin also reported that she was working with Janet Liberman to review potential calendar designs. The committee has also been reviewing a computer-generated educational tool. Ms. Zarin mentioned that the committee has truly benefited from the experience and hard work of their two newest members – Suki Jansen and Kim Bailey.

Membership

Kevin Perry reported that the current roster lists 168 members in good standing.

Program

Karen Sabatini reported that the Program Committee met on May 20, 2004 to plan for the upcoming annual conference. The committee has developed a list of potential speakers. Mark Your Calendar cards will go out in June.

Special Events

Ms. Hardegree reported on the status of ARD. Due to the loss of the Solid Waste Trust Fund dollars to support the program, future plans for the program are uncertain. Therefore, Janet Foster is investigating other funding sources such as foundations and grants. The initial plan is to focus on low-cost, high-return activities such as locally-coordinated events and recruiting pledge on-line. To further reduce costs, GRC will request that local coordinators print materials.

Ms. Hardegree also mentioned that GRC was asked to participate in several Earth Day events. Instead of exhibiting, GRC supplied educational materials.

Nominations

Ms. Hardegree reported that five positions were open; call for nominations announcement would be mailed to members.

VII. Old Business

Stephanie Busch and Scott Vitters gave a brief update on the recycling efforts planned for the upcoming G-8 Summit. The Coca-Cola Company will be donating containers. Ms. Busch added that P2AD is developing educational materials and will assist with the program during the Summit.

Ms. Hardegree presented the draft GRC value statement for the Board's approval. Kevin Perry made a motion to approve the value statement; Steve Levetan seconded the motion. The motion passed unanimously.

Ms. Hardegree also announced that she had a formal meeting with the Georgia Composting Association (GCA) to discuss the possibility of GCA being one of GRC's councils. Steve Levetan raised the issue about GCA lobbying; Ms. Hardegree acknowledged and agreed with his concern and assured him that it is being addressed in their discussions.

VIII. New Business

President Hawk handed out copies of a proposed new rate structure for membership. Ms. Sabatini suggested adding two additional categories: one for schools and another for students. Mr. Vitters inquired as if they would be voting members. Ms. Hardegree responded that they would not be voting members; they would be associate members. Kevin Perry made a motion to approve the rate structure submitted with one amendment to include the addition of a student rate at \$20. Steve Levetan seconded the motion. The motion passed unanimously.

Stephanie Busch presented information on P2AD's new environmental leadership program and asked GRC to join P2AD in supporting the program and promoting its benefits to GRC's membership.

The Board was also presented with a request by the Executive Committee to increase the Director's salary to the original baseline salary. Mr. Perry explained that the Director's salary had fluctuated due to changes and instability of funding sources; he recommended the salary readjustment take effect immediately. Steve Levetan made a motion to accept the proposed salary increase for the Director's position; Kevin Perry seconded the motion. The motion passed unanimously.

IX. Announcements/Adjourn

Ms. Hardegree handed out a flyer with information about the upcoming computer recycling events. Members were also requested to send auction items for the "Trash to Treasure" auction to Marla Prince, Joan Ellars, or Karen Sabatini.

The next board meeting will be July 30, 2004 in Atlanta. Hearing no additional announcements, Kevin Perry made a motion to adjourn the meeting; Steve Levetan seconded the motion. The motion passed unanimously. President Hawk adjourned the meeting at 11:05 a.m.

Respectfully submitted,
Stephanie Busch, Secretary

Welcome New Members

Business/Trade Association

Atlanta Recycling Coalition - David Loxsom
Laser Life-Jason Brown

Georgia Power-Elise Hare-Patron Level Sponsor
Miller Brewing-Sustainer Level Sponsor

Individual

Kevin Moaveni, KM Concepts USA
Bobby Arnold, Baldwin County
Ricky Arp, Baldwin County

Contact GRC

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www.georgiarecycles.org

GRC Standards

Individuals:

- Of Good Character
- With Reasonable Ability, Ambitious Purpose, & Congenial Dispositions
- Possessed of Good Morals
- Having a High Sense of Honor & a Deep Sense of Personal Responsibility
- With An Abiding Concern for the Environment

Values:

Integrity
Respect for People & the Environment
Entrepreneurial Spirit
Accountability
Teamwork
Communications

Why Computer Recycling Events ?

Discarded consumer electronics are the fastest growing component of municipal garbage with millions of discarded computer terminals ending in landfills each year. According to the Silicon Valley Toxics Coalition, the typical personal computer contains about four pounds of toxic materials. Lead, contained in cathode ray tubes and circuit boards, can damage the central nervous system, kidneys and reproductive system. Mercury, contained in flat panel displays and switches, can cause brain and kidney damage and birth defects. Brominated fire retardants, contained in plastic housings for electronics, may mimic natural hormones, possibly disrupting a body's metabolism. Polyvinyl chloride, contained in soft plastics used in cables and wires, may produce dioxins if burned.

Local governments are struggling to deal with this new waste crisis, and the electronics recovery industry in Georgia is growing. If you need more information or Georgia vendor contacts, go to: www.p2ad.org Pollution Prevention Assistance Division or www.dca.state.ga.us/environmental/electronicrec.html GA Dept of Community Affairs, or contact GRC for assistance at garecycles@mindspring.com. See stories about recent Georgia events on pages 8 & 9.

Think Composting!

Back by popular demand, the "Think Composting" coloring books and activity guides are available on request from GRC. Activity guides are \$2.00 and coloring books \$.20 cents each. For more information or to order, contact us at garecycles@mindspring.com or by phone at (404) 634-3095.



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.

GEORGIA RECYCLING COALITION

13th Annual Conference, Trade Show & Membership Meeting

"RECYCLING MAGIC – TRICKS OF THE TRADE"

September 12-15, 2004
Tybee Island, Georgia
TENTATIVE AGENDA

Sunday September 12, 2004

5:00 – 6:00 Registration
6:00 – 8:00 p.m. Welcoming Reception with Exhibitors
**Sponsored by the Georgia Soft Drink Association
Dinner on Your Own**

Monday September 13, 2004

8:00 – 9:00 a.m. Registration
Breakfast
9:00 – 9:15 a.m. Welcome - GRC President Jerry Hawk
9:15 – 9:30 a.m. GRC "Match Maker"
Karen Vickers, Athens-Clarke County Recycling Division
9:30-10:00 a.m. **Keynote Speaker**
Carol Couch, Ph.D., GA Environmental Protection Division
10:00-10:30 a.m. State Solid Waste Report Updates/Waste Characterization Study Update
Randy Hartmann, GA Department of Community Affairs
10:30 – 11:00 a.m. **BEVERAGE BREAK w/EXHIBITORS**
11:00 - 11:30 a.m. EPA's Resource Conservation Challenge
Pamela Swingle, EPA Region 4
11:30 - 12:30 p.m. Eco-Tour & Special Events Recycling
Scott Vitters, Coca-Cola Company
12:30 – 1:30 p.m. **GRC ANNUAL MEETING LUNCHEON**
1:00 p.m. Business Meeting
2:00- 3:00 p.m. Special Interest Council Meetings
Paper Recycling Coordinators
Military/Institutional
Georgia Composting Association/Organics Recycling
3:00- 3:30 p.m. **BEVERAGE & SNACK BREAK w/EXHIBITORS**
Sponsored by R W Beck
3:30- 5:00 p.m. Special Interest Council Meetings (continued)
Paper Recycling Coordinators
Military/Institutional
Georgia Composting Association/Organics Recycling
Dinner on Your Own

Tuesday September 14, 2004

7:30 - 9:00 a.m. Registration
Breakfast
Sponsored by Harmon Associates - Georgia Pacific
8:00 a.m.-1:00 p.m. Golf Tournament
9:00 a.m.- Noon Keep Georgia Beautiful Special Education Session:
"The Fourth 'R' in Education: Reading, wRiting, aRithmetic, and Recycling"; Suki Janssen, Keep Georgia Beautiful; Elise Hare, GA Power; Jenny Day, Can Manufacturer's Association
Noon - 1:00 p.m. **Lunch**
1:00 - 2:00 p.m. **Plenary Sessions**
-Business and Industry Recycling Initiatives
Kate Krebs, National Recycling Coalition
-Fee Structures & Funding Programs
Abby Goldsmith, R W Beck &
Councilman Paul Wolff, City of Tybee Island
2:00 – 3:00 p.m. Regional Computer and Electronic Materials Collection Events
Ken Clark, 5R; Janet Liberman, Keep Roswell Beautiful;
Sharyn Dickerson, Athens-Clarke County Recycling Division;
Joan Ellars, Keep Marietta Beautiful; Steve Levetan, CEDRC
3:00 - 3:30 p.m. Waste Exchanges; Rick Foote, Hall County Resource Recovery
Marta Turner, Rome Floyd County Recycling
3:30 – 4:00 p.m. **BEVERAGE BREAK w/EXHIBITORS**
4:00 - 4:45p.m. Implementing a "Buy Recycled" Program, Sandy Jones, US GSA
4:45 – 5:30 p.m. Composting Session, Wayne King, Georgia Organics Composting Council
PROGRESSIVE DINNER
6:00 - 7:00 Reception and Silent Auction
7:00 - 8:00 Dinner
8:15 – 10:00 Coffee/Dessert/Cash Bar
Trash to Treasures Auction

Wednesday September 15, 2004

9:00-9:45 **Breakfast**
9:45-10:00 "Match Maker" Final Networking Session
Abby Goldsmith, R W Beck
10:00 -10:30 a.m. Carpet Stewardship-Rising to the Next Challenge
Frank Hurd, Carpet and Rug Industry
10:30 - 11:45 **CLOSING SESSION-Special Guest Speaker**
11:45 – Noon Conference Wrap-Up & Evaluations
Final Announcements & Adjour

GRC Conference Education Session Highlights

Think Globally-Plan Regionally-Act Locally! Scott Vitters of The Coca-Cola Company will take you on a photo journey highlighting a very special Eco-Tour to Antarctica to discover how environmental issues should connect us all in a global effort. Then he'll bring it home to you with updates on local Special Events Recycling initiatives and on-going programs.

The EPA Resource Conservation Challenge (RCC), presented by Pam Swingle of EPA Region 4, will provide updates on the RCC. The challenge is built on the idea of public/private partnerships toward forging solutions to everyday environmental issues. Keeping America moving in a positive direction, the RCC is changing the nation's thinking about waste management from disposal options to beneficial reuses. Data shows that waste trends are headed in the right direction: down for generation and up for recycling, reuse and recovery — but they need a continual push. Come hear how you can get involved.

The Waste Characterization Study Update, presented by Randy Hartmann of the Georgia Department of Community Affairs (DCA), will bring us up to speed on the four-season, nine facility statewide study commissioned by DCA. Specific data from the study will help us determine the quantity of material available for recovery, measure the effectiveness of existing recycling programs, and understand the infrastructure available to handle these materials. See how your program will benefit from the results of the study.

Business & Industry Recycling Incentives, presented by Kate Krebs, Executive Director of the National Recycling Coalition (NRC), will bring us up to date on a May 2004 Recycling Business Issues Forum held in Washington, DC. After more than three years of advocacy work by NRC and others, the Treasury Department and Internal Revenue Service are now ready to change their tax-exempt bond financing regulations to put recycling facilities and landfills on a level playing field. Current regulations, in the opinion of NRC, discriminate against recycling. The May forum was the first opportunity that recycling leaders had to hear directly from federal officials about their new proposed regulations on recycling financing. Now you can hear what happened and where we are headed!!

Carpet Stewardship-Rising to the Next Challenge, presented by Frank Hurd of the Dalton, Georgia based Carpet & Rug Institute, will update you on CARE-Carpet America Recovery Effort. The carpet industry, state governments, and non-governmental organizations have set a 10-year target for diversion of carpet from landfills. The overall target is 40% diversion by 2012. This represents a stretch and optimistic target for the industry and government to achieve; CARE leads the effort to achieve this goal. In order to achieve this goal, they will explore: reuse, recycle and the use of carpet as an alternate fuel. CARE has been in existence for two years and this presentation will discuss the successes and challenges facing the organization as it moves toward accomplishing the goals for landfill diversion.

The Regional Computer Recycling Events session, moderated by Ken Clark of 5R Processors, a Georgia vendor, will explain the difference between recycling by exporting, shredding and de-manufacturing along with benefits/drawbacks of each approach. Then you will get an overview of past recycle events from the vendor's perspective as well as from local governments who have sponsored/participated in these regional collection events. A look at upcoming events and how you can develop a computer/electronics-recycling event for your community will follow.

The Keep Georgia Beautiful Environmental Education session entitled The Fourth "R" in Education: Reading, wRiting, aRithmetic, and Recycling brings together Georgia Power, the Can Manufacturers Institute, and Keep Georgia Beautiful in a hands-on workshop designed to inform participants about the new recycling activities, curriculums and resources available to Georgia educators. Come join this collection of organizations and re-energize your recycling education program. Materials will be provided. No additional cost required, but please pre-register on your form.

Visit www.georgiarecycles.org for more information
and registration brochure.

INDUSTRY NEWS

AF&PA Announces 2003 Paper Recovery Rate

Atlanta — At the Paper Recycling Conference and Trade Show on June 28, the American Forest and Paper Association (AF&PA), Washington, D.C., announced that the United States reached a 50.3 percent paper recovery rate in 2003, equaling approximately 50 million tons of recovered paper. AF&PA, which set a goal in 2002 of reaching a 55 percent recovery rate by 2012, added that of the raw material used to make new paper in the United States, 37 percent is recovered material.

Representatives from the U.S. Environmental Protection Agency, Washington D.C.; Keep America Beautiful, Stamford, Conn.; and SP Newsprint Co., Atlanta, also were present and emphasized the importance of public and private partnerships in recycling education efforts. Fred von Zuben, chairman and CEO of The Newark Group, Cranford, N.J., and a member of the AF&PA Recovered Fiber CEO Committee, said that challenges for the U.S. recovered paper market include contamination caused from single stream collection and increasing demand overseas, especially from China, for recovered paper. He concluded, however, that these obstacles can be overcome with continuing education and increased recovery rates. For more details on the announcement or on AF&PA's new recycling toolkits, visit www.afandpa.org.

HP Ups its Recycling Goal

The nation's largest producer of printers and the second largest maker of computers says it wants to do a better recycling job. Hewlett-Packard (Palo Alto, California) has upped its corporate recycling goal to one billion pounds of electronic products and printing supplies by 2007. Last year the electronics producer recycled more than 100 million pounds of electronic products and printing supplies through its return program. The company plans to extend the return program to additional customers and create new ways for consumers to return products and supplies, such as printer cartridges.

Environmental activists say HP's announcement is fairly good news. Ted Smith of the Silicon Valley Toxics Coalition (San Jose, California) calls it a step in the right direction, saying, "It's encouraging to see that HP has combined recycling goals with concerns about raising social and environmental standards in the supply chain."

Office Depot, Hewlett-Packard To Recycle Electronics For Free

Delray Beach, Fla.-based Office Depot and Palo Alto, Calif.-based Hewlett-Packard have created the first free nationwide electronics recycling program in the United States. Under the terms of the program, **which runs from July 18 through Sept. 6**, customers can drop off any brand of electronics at any of Office Depot's approximately 850 locations. The electronics then will be recycled at Hewlett-Packard's recycling facilities in Roseville, Calif., and near Nashville, Tenn.

Tire Association Report Reveals Recycling Success

A report released by the Rubber Manufacturers Association finds that expanding markets now take in around 80 percent of the scrap tires generated in the United States. Further, the report shows that stockpiled scrap tires have been reduced by about 75 percent over the past 15 years. The report shows that 80 percent or about 233

million of the 290 million scrap tires generated in 2003 went to an end use market, compared to just 11 percent in 1990. Scrap tires are being used in areas such as civil engineering, products made from ground rubber and tire-derived fuel.

"Tire manufacturers have taken the initiative to promote environmentally and economically sound solutions to reduce scrap tire waste," said Michael Blumenthal, RMA senior technical director. "RMA has worked to enact state scrap tire cleanup laws and regulations and to help develop markets that create new uses for scrap tires."

Ground rubber reuse is one of the largest markets for scrap tires, consuming more than 28 million tires in 2003. One of the fastest growing markets for ground rubber is its application in athletic and recreational surfaces. Rubber-modified asphalt is another market that uses ground rubber to produce more durable roads. Ground rubber also is used in carpet underlay, flooring material, dock bumpers and railroad crossing blocks.

The report also shows a 41 percent growth in the use of tire shreds in civil engineering since 2001. Civil engineering projects include road and landfill construction, septic tank leach fields and other construction applications. Tires add positive properties in these applications such as vibration and sound control, lightweight alternatives to prevent erosion and landslides and drainage in leachate systems.

In addition to using more annually generated scrap tires in new applications, cleanup efforts of stockpiled scrap tires continues. Since 1990, the number of scrap tires in stockpiles has been reduced by 73 percent. Of the remaining stockpiles, 91 percent are concentrated in 11 states: Alabama, Colorado, Connecticut, Massachusetts, Michigan, New Jersey, New York, Ohio, Pennsylvania, Texas and Washington.

The Resource Conservation Challenge, created by the EPA, has set a goal of further reducing the scrap tire piles over the next five years. "The RCC's goal is 85 percent for scrap tires reuse and a 55 percent reduction in stockpiles by 2008 from the 2001 baseline of 300 million stockpiled tires. We think that both of these targets are achievable, but the stockpile goal will be dependent on several states initiating an abatement program," Blumenthal said.

Despite major accomplishments, challenges remain in regards to scrap tire reduction efforts. Several financially strapped states shifted fees dedicated to scrap tire programs to general funds. "Effective scrap tire programs need dedicated resources to ensure continued improvement in cleaning up stockpiles," Blumenthal said.

Mixed Paper Overview

Presenters at the Paper Recycling Conference & Trade Show held in Atlanta this summer discussed the opportunities mixed paper offers recyclers and ways to increase the amount of the material collected by considering the roles of the public and private sector and various strategies for opening up new sources for mixed paper. Peter Engle of Moore & Associates, Atlanta, served as moderator for the session. He presented figures detailing the increase in mixed paper relative to OCC on the domestic and export markets, saying that mixed paper is 62 percent of OCC on the domestic market and from 60 percent to 70 percent of OCC on the export markets. Engle said the high price of mixed paper relative to OCC creates new recovery opportunities for the grade, adding that a number of challenges exist, however. Recyclers must overcome collection economies, as it is currently too expensive to collect mixed

Industry News continued page 10

Spotlight on Programs

Georgia City Cuts Recycling Program

In July, the city of Macon, Ga. discontinued collection of metals, glass and plastics for recycling at residents' curbs. Newspapers and magazines can still be placed in recycling bins for pickup. The city is cutting back on its recycling program to save money during a budget crunch. Recycling trucks will stop running, leaving garbage trucks to pick up the recyclable papers in specially attached bins. This allows the city to cut the recycling department's entire \$465,000 budget, which was expected to rise to almost \$500,000 this year. However, the majority of those costs will continue as staff salaries in other departments because workers are being transferred, not laid off. The new bins to be attached to garbage trucks for carrying the recyclable newspaper and additional recycling bins will add up to a one-time cost of about \$37,000.

Laura Jackson, Macon recycling coordinator, said the city is maintaining the program's largest component: newspaper and magazine recycling, which makes up about 70 percent of what the city collects now. Without the cuts to the city recycling program, garbage fees would have increased, Jackson said. Currently, no private companies offer curbside recycling in Macon. Neither companies nor local governments offer drop-off sites for recyclables besides paper products. People who want to keep recycling soup cans, milk jugs and other items will have to take the goods to a recycling company like Macon Iron on Seventh Street.

Roughly 40 percent of homeowners have recycling, Jackson said, and many of those people are upset. "The people who don't like it are very emotional about it," she said, noting that she is receiving 15 to 20 phone calls a day about the decision. Jackson said the city is hoping to partner with a private company to offer drop-off points for some recyclables at no cost to the city. In addition, the city is interested in finding a company to set up recycling cans with garbage cans in public places. Jackson said the cans may be used as advertising space, creating revenue for the city. For both partnerships, the City Council's Engineering and Public Works Committee would need to issue a request for bids. "The worst thing we could do for the environment is a program poorly planned in the face of financial adversity," Jackson said.

Why Is Recycling Important to YOU?

The GRC Communications Committee continues to address the question of *Why Is Recycling Important?* in order to prepare a PowerPoint presentation for GRC members. The presentation, part of a larger campaign, will be designed to impart a consistent and strong message for delivery to many audiences in Georgia. At their recent meeting, the committee brainstormed ideas of how to personalize the issues while providing impact statements about the industry. Below are some examples of their ideas. **If you have ideas or input about this campaign, please contact committee co-chairs Rick Foote of Hall County Resource Recovery (rfoote@hallcounty.org), or Lee Judge of Dreamsan, Inc. (aljudge@dreamsan.com).**

[Person at Gas Pump]

"Because I don't like high gas prices."

Recycling plastic bottles saves x million barrels of oil each year.

[Plant Worker]

"Because my children need to eat."

Recycling provides x thousand jobs in the state of Georgia alone.

[CEO e.g., at End User Factory]

"Because recycling provides raw material to American industry."

Half of all polyester carpeting is made from recycled plastic.

[Person in their yard/split screen with landfill picture]

"Because I don't want a landfill in my backyard."

Recycling has slowed landfill growth by as much as 30% in some Georgia communities

[Jogger]

"Because I like to breathe clean air."

Recycling helps save energy, resulting in less burning of fossil fuels & reduced emissions

[Elderly person/young person]

"Because that's the way we've always done it."

Recycling has been relied upon heavily to provide raw materials during WWII and has been embraced by a new generation.

[Woman and child]

"Because by recycling, I'm helping preserve my child's future."

Recycling results in conservation of natural resources, many of which are non-renewable, and reduced land disturbance

[Mayor]

"Because it's what my constituents want."

Recycling is looked to as a service that many residents request and expect to be provided.

[Scout]

"Because my scout troop needs money."

Aluminum beverage cans are a staple in recycling and highly valued by scrap recyclers. The aluminum beverage can returns to the grocer's shelf in as few as 90 days after collection.

[Lady in Grocery store]

"Because I want to keep my grocery bill low."

Recycled content packaging costs less and may also weigh less.

[Dude buying new car]

"Because it helps keep the cost of new cars down."

A new auto battery contains nearly 100% recycled materials. Cars also contain recycled steel and plastic in increasing amounts.

Spotlight on Programs

Georgia's First Regional E-Scrap Event Deemed Success

This first regional recycling collection event for post consumer computers, televisions, and electronic equipment held on Saturday, June 19, 2004 at the Athens-Clarke County Recycling Division. The project was sponsored by Marc5R, the Athens-Clarke County Solid Waste Department's Recycling Division, Keep Jackson County Beautiful, Keep Madison County Beautiful, Oconee County Clean & Beautiful Commission, Oglethorpe County, and Keep Walton Beautiful. The purpose of the event was to collect computers, computer peripherals, televisions, and miscellaneous electronics from residents and businesses in Northeast Georgia who would otherwise dispose of these materials in area landfills. The primary reason for this project was to target for diversion from the waste stream the more hazardous Cathode Ray Tubes (CRTs) that contain large amounts of lead (7 to 11 pounds per unit); CRTs are found in computer monitors and television sets.

Residents and businesses throughout Northeast Georgia were invited to participate in the event. Unlike previous events, registration was not required. Materials accepted for the event included computer monitors, computer peripherals (eg: CPUs, modems, printers, keyboards, scanners, floppy, hard, and zip drives, etc.), television sets, radios, cell phones, DVD players, VCRs, typewriters, cameras, pagers, telephones, stereos, and speakers.

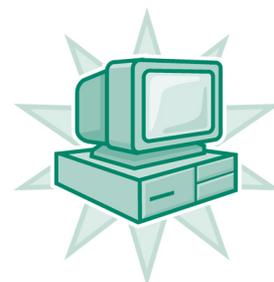
Marc5R provided labor to unload equipment from vehicles, stack and shrink wrap equipment on pallets, load palletized equipment into trailers for shipment to Marc5R, and recycle and/or demanufacture the equipment collected from the one-day event. Staff and/or volunteers from the above noted Northeast Georgia counties handled traffic flow, greeted participants, handed out additional recycling information, and/or assisted Marc5R's staff with the unloading of equipment from vehicles.

Each County participating was responsible for publicizing the event locally. **Athens-Clarke County** publicized the recycling collection event through a number of media for a total cost of \$1,990.59. Publicity included two print ads in the Athens Banner-Herald newspaper, 22 radio commercials/spots, announcement on the www.acc-recycle.org web site, a direct mail insert in the Athens-Clarke County water utility bill, an article in the April issue of "One Man's Trash" (a quarterly newsletter distributed to subscribers of the Athens Banner-Herald newspaper that is part of existing educational efforts for no additional cost), and posters mailed to local electronic retailers to place in their stores (\$62). **Keep Jackson County Beautiful** spent \$314 on publicity. Two weekly ads were placed in the Jackson Herald and Commerce News, and 300 fliers were printed and distributed to civic clubs and school field trips. A total of \$275 in public relations activities was spent by **Keep Madison County Beautiful**. These activities included the purchase of in car litter bags and a printout of Keep Madison County Beautiful's plan of work. The litter bag packet was provided to event participants from Madison County. In addition to the informational packets, a total of four newspaper

ads ran in the Madison County Journal, the Comer News, and the Danielsville Monitor. The **Oconee County Clean & Beautiful Commission** spent \$356.50 to promote the event to their businesses and residents. Promotional items purchased included 300 ballpoint pens, one ad in the Oconee Enterprise newspaper, and 3,000 fliers distributed through drive-thru restaurants and Oconee County's Tag and Water offices. **Oglethorpe County** was able to publicize the event without spending any money. Publicity included an article in the Oglethorpe Echo newspaper, announcements at Oglethorpe County Commission meetings, notification to the Oglethorpe County School District, and fliers posted around the community announcing the event to the public. Although **Keep Walton Beautiful** did not have monies available in their budget to publicize the event, they were able to notify the public through a local access television spot, Walton World, and hand out fliers to residents dropping off items at their recycling center. Also, they contacted the Walton County Board of Education, Walton E.M.C., and Mike Cash Companies to make them aware of the event and encourage their support and participation.



A total of 608 vehicles were processed during the one-day event. Twenty of these vehicles were businesses that arranged with Marc5R a specific drop-off time for their materials. A total of 81,062 pounds (40.53 tons) of electronics were collected for recycling and diverted from area landfills. These electronics were shipped in five collection vehicles (2 - 20 foot box trucks and 3 - 53 foot trailers) to Marc5R's facility in Lithonia, Georgia.



Quick Takes

Keep Marietta Beautiful, the Cobb County Chamber of Commerce and SP Recycling-Marietta Division held an electronics collection event in June. The processor, 5R Processors of Lithonia, reported 60,654 pounds in 2 ½ trailers was collected at the one-day event. An estimated 300 vehicles visited the site.

P2AD Holds Visions of a Sustainable Georgia: Partnering for a Prosperous Future

What does Georgia's environmental future hold? How can we create an environment for business to thrive - today and over the next 25 years - while protecting our natural environment and strengthening our communities? Who are Georgia's leading sustainable companies and organizations, and what are they doing to protect the environment and gain a strategic advantage at the same time? Join the Pollution Prevention Assistance Division (P²AD) on September 30, 2004 at the Loudermilk Center in Atlanta as they convene local, state and national leaders for a discussion of these and other questions, and introduce a new resource for organizations and businesses looking to become an environmental leader, the P²AD Partnership Program. For more information and registration, go to www.p2ad-sustainablegeorgia.com.

E-Scrap 2004, the North America Electronics Recycling Conference will be held October 19-20, 2004 in Minneapolis, MN. Sponsored by Resource Recycling, publisher of *E-Scrap News* and *Resource Recycling* magazine, the meeting will include seminar sessions and an exhibition targeting all key issues in electronics product stewardship, including current recovery efforts, e scrap market dynamics, processing trends, and political and policy considerations. For more information, go to www.e-scrapnews.com.

The **Atlanta Community ToolBank** (www.toolbank.org) is holding its 5th Annual *Super Duper Garage Sale* on Saturday, September 11 from 7:00 AM to 2:00 PM. The ToolBank opens its Rescue and Reuse Inventory to the public one day each year to raise awareness about the agency, raise funds, and simply clean house!! An assortment of treasures, including toolboxes, antiques, furniture, and hardware have been accumulated to make this year's event a super success. For driving directions, call 404. 808-0054, dial extension 12 or visit the website.

Weyerhaeuser to Fund 2004 Excellence in School Recycling Awards

The Weyerhaeuser Company mill managers have approved a seventh year of funding for the Excellence in School Recycling Awards for Georgia schools in 2004. GRC will once again be facilitating the ten \$1000 grants awarded to schools based on competitive applications. Schools may request funding for start up of recycling programs, improvement of existing programs, or for recognition of exemplary existing programs. The GRC Education Committee will be mailing out applications to Georgia schools during August, and the application will be posted on our website by September. Visit www.georgiarecycles.org for more information.

ATTENTION GRC LISTSERVE SUBSCRIBERS

As a GRC member, you may subscribe to the GRC Listserve in order to share information and request assistance from fellow members. The address to post messages is:

GA-RECYCLERS@HOME.EASE.LSOFT.COM

Please remember that when you reply to a listserv message that you have received, that reply goes to the entire list of subscribers, not just to the sender. Sometimes that is good in order to share information with everyone; sometimes it is more information than most of us want to know or have time to look at. To reply to the original sender only, you must change the e-mail address to the sender's in the line that says TO:

SO, think before you click that send button!

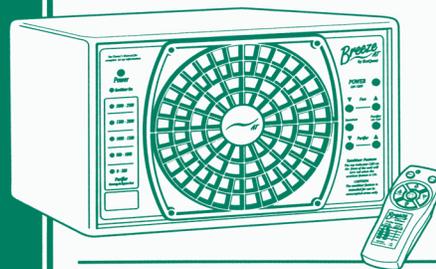
If you are a member and want to subscribe, email GRC at garecycles@mindspring.com.

GRC Listserv Policies

Purpose: To Disseminate information that furthers the goals of GRC.

1. The listserv is a GRC membership benefit for members only.
2. Rules of Conduct:
 - A. No slamming, i.e., bad mouthing someone
 - B. Professional conduct only
 - C. No inappropriate material, i.e., anything that does not further the goals of GRC or does not benefit the membership.
 - D. No political advertising or opinions relative to political issues. Factual information only.
 - E. No spam (junk e mail)

The Board will monitor conduct on the listserv and address infractions of policies appropriately.



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paper from small to medium companies, Engle said. Additionally, single-stream collections, the traditional private collector/packer business model and the involvement of the public sector in the form of recycling mandates and landfill bans also offer challenges to increased recovery of mixed paper. Engle added that the impetus to increase the supply of mixed paper is demand driven, unlike with old newspapers (ONP) in the 1980s. Another factor that distinguishes the mixed paper boom from the ONP boom of the '80s is that the grade contains fiber of higher value.

Sharyn Dickerson of Athens-Clarke County addressed mixed paper from a municipal viewpoint. The community employs a pay-as-you-throw system with a two-tiered fee structure and has seen a 17 percent decrease in trash since 1999. The program involves a dual-stream system that segregates mixed paper from bottles and cans. The area's recycling rates for mixed paper, however, have declined in the last fiscal year from 655 tons in 2002 to 619 tons in 2003. The program recovered the most mixed paper in fiscal year 2001 with 700 tons.

Allen Stein of Gulf Coast Recycling, Beaumont, Texas, offered the view of a private-sector recycler. He said that domestic demand for mixed paper has not grown a lot since 1997. Export demand is the primary driver behind the growth of the grade, having increased from 1.5 million tons to 4.7 million tons from 1997 to 2003. Stein said that the recovery rate for mixed paper currently stands at 30 percent, while OCC is at 70 percent, adding that the best opportunities to increase recovery for mixed paper are in areas with high tipping fees. He suggested that roll-off containers enable recyclers to set up a collection route most quickly, while containers involve a higher degree of customer maintenance. Additionally, customer education plays an important role in improving the quality of the grade.

Jeff Kibler of Pratt Industries, Conyers, Ga., offered comments on the mixed paper boom as a collector/packer and end user of the grade. Kibler said that if the market is there and the price is right for mixed paper, the processing technology will follow in time. "Mills must embrace new technology to accept varied fiber sources," he said. He added that he believes that the supply of mixed paper can be expanded without denigrating the quality of the material. The contamination Pratt sees in its mixed paper grades are similar to those that it sees in its typical OCC supplies—glass, plastic and wax. Kibler suggested addressing contaminants at the source, with sales reps and drivers serving as an integral part of Pratt's quality program. "Collection of commercial mixed paper can be economically viable for both the supplier and procurer," Kibler said. "One can collect varied mixed tons as long as the mill is willing to try new fiber sources."

The Paper Recycling Conference & Trade Show took place in Atlanta in late June. Recycling Today Media Group, a division of GIE Media Inc., Cleveland produces the conference.

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2004 GRC Newsletter Copy Deadlines

Winter	January 15	Distribute February 1
Spring	April 15	Distribute May 1
Summer	July 15	Distribute August 1
Fall	October 15	Distribute November 1

If the date falls on a weekend, deadline is the following Monday.

Request for Press Releases

Georgia Recycles is a quarterly publication of the Georgia Recycling Coalition, Inc. Releases are welcome and should be sent to: Georgia Recycling Coalition, P.O. Box 550667, Atlanta, Georgia 30355 or emailed to: 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:

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|---|-------------------|
| <input type="checkbox"/> Partner | (\$3,000 or more) |
| <input type="checkbox"/> Sustainer | (\$1,500 or more) |
| <input type="checkbox"/> Patron | (\$750 or more) |
| <input type="checkbox"/> Business/Trade Association | (\$350) |
| <input type="checkbox"/> Government/Non-Profit | (\$150) |
| <input type="checkbox"/> Individual | (\$50) |

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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

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