



T E N N E S S E E

Recycling

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**Tennessee Recycling
Coalition (TRC)
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The deadline for submissions for
the next newsletter is November
22, 2005. Please send your
submissions and photos by email
to news@trconline.net

*The articles and opinions
expressed in this newsletter are not
necessarily the expressed opinions of
the Tennessee Recycling Coalition
or RecycleNet Corporation.*

TRC EXHIBITS AT TML

By Carol Fulmer

The Tennessee Recycling Coalition's Board of Directors decided at their annual board retreat that this year TRC needed to "Think Outside of the Box" thus the name of this years conference.

One way of doing this was to take our recycling message outside of its usual venue by exhibiting at the Tennessee Municipal League Conference. Carol Fulmer, board Vice President and Director of Interlocal Solid Waste Authority, and John Homa, Solid Waste Specialist for the City of Knoxville represented TRC at the conference. Carol and John were both very pleased with the way



they were received by the conference attendees which was made up mostly of city mayors, elected officials and other city personnel. John said, "We were able to address their many questions on curbside and drop off recycling programs for cities of various sizes." Carol stated that thanks to John Homa who provided the recycling bins, we were able to provide a recycling service for plastic bottles and aluminum cans in the exhibit hall. She was pleased to report that the bins were definitely used and appreciated.

We had a drawing for a free conference registration for our Annual Conference to be held October 10 -13, 2005, and the winner was Ms. Proffitt, a member of the Board of Directors for Keep McMinn Beautiful. Congratulations and we hope to see her in Chattanooga.

We would like to take this opportunity to thank all our members who sent recycling and waste reduction information and other items for us to use at our booth. It greatly added to the quality and diversity of the information we were able to offer to the conference attendees.

Board of Directors

It is the goal of the Tennessee Recycling Coalition to be governed by a Board of Directors that reflects the diversity of the Coalition. TRC Board members come from business, government, nonprofit and for-profit organizations. We strive to represent the geographic diversity of the state, rural and urban.

Our 2005 Board is listed below along with their contact information.

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The Tennessee Recycling Coalition Announces its Call for Nominations For the 2006 - 2007 Board of Directors

The Tennessee Recycling Coalition (TRC) is calling for nominations for its 2006 - 2007 Board of Directors.

We are seeking candidates committed to providing time and resources toward governing our Coalition.

If you would like more information or to be considered for the 2006 - 2007 Board of Directors, please contact Karen Birkenstock at (901)546-0088 (email: kbirkenstock@5rltd.com).

A copy of the nomination form is available on line on the TRC website: www.trc-online.org/bod.html

All nominations must be received by TRC no later than 5:00 pm EDT on September 23, 2005.

TRC Message from the President

By Christina Treglia

There has been quite a bit of fallout from the last TRC newsletter, and rightly so. I would like to take this opportunity to address some concerns and clarify the organization's position. Firstly, TRC respects and admires the hard work that Keep TN Beautiful and the local Keep America Beautiful affiliates do to abate litter and promote recycling and apologizes for the negative statements. Further, I would like to reassure the membership and other TRC supporters that we do not have a lobbying position on any topic including container deposit legislation

Container legislation is a hot topic all across the nation and an issue that our members are often asked to take a position on. Speakers for and against are on the agendas of both the NRC Congress and the SWANA WasteCon. TRC was hoping to create a dialogue to present the pros and cons of the issue. The article certainly did generate a well thought out and well presented dialogue from many interested parties.

The newsletter unfortunately did not present both sides. This was a newsletter editing matter rather than a desire by the organization to persuade the membership on the topic. We should have clearly stated that the article was submitted as an editorial, especially considering the rhetoric and persuasive tone. Additionally, a statement should have been included indicating that this would be a serial topic and that subsequent editions of the Tennessee Recycling Report would present other view points on the legislation. The Tennessee Soft Drink Association was contacted to submit an article but they did not respond to the request. Subsequently, the National Beverage Association was contacted and they indicated that they could not meet the print deadline and would submit an article at a later time.

The Board of Directors revised the editing policy to ensure that all printed documents accurately reflect the organization's positions. Further, the Board is researching an electronic medium that may be appropriate to allowing members and other interested groups to share information and argue points without TRC "owning" or guiding the discussion.

University of Tennessee at Knoxville Receives 2005 Green Schools Higher Education Awards

Knoxville, Tenn. — The Tennessee Department of Environment and Conservation presented three environmental awards to the University of Tennessee at Knoxville today. The university received Green Schools Awards of Excellence in the categories of energy reduction and product reuse and an Honorable Mention for recycling.

Energy reduction successes at UT Knoxville were created through the *Make Orange Green* challenge in which 12 participating dormitories reduced power consumption from January through March 2005 by more than 500,000 kilowatts over the previous year.

Major reuse achievements included the annual comprehensive *Spring Cleaning* program, which included UT Recycles and UT Cares events in coordination with University Housing and Goodwill. During one week in May, this partnership found a second home for over 12,600 pounds of material – ranging from clothing and household goods to unused food.

UT Knoxville received recycling honorable mention this year for its *Good Sports Always Recycle* activities, including participation in *Cash for Cans: City Recycling Challenge* and a university community pledge campaign in which more than 1,000 members people pledged to increase their own personal recycling rates and purchase more products with recycled content.

Environment and Conservation Commissioner Jim Fyke presented the awards to UT Knoxville Chancellor Loren Crabtree and representatives from Facilities Services during a celebration event at Andy Holt Tower.

"We are pleased to recognize the conservation achievements of the University of Tennessee and the many partners who were instrumental in these successes," said Fyke. "Congratulations to the university's administration, faculty, staff and most importantly, its students, for the team effort that produced positive results for their community."

The Green Schools program is sponsored by the Tennessee Pollution Prevention Partnership (TP3). The Tennessee Pollution Prevention Partnership is a statewide network of households, schools, government agencies, organizations, businesses and industries working together to prevent pollution. The TP3 Green Schools program supports and rewards pollution prevention activities in Tennessee's schools. Annual Green Schools awards are presented for projects and achievements in the following areas: clean air, energy conservation, hazardous materials reduction, recycling, land and water conservation and solid waste reduction.

For more information on the Tennessee Pollution Prevention Partnership or the Green Schools program, please visit <http://www.state.tn.us/environment/bac/tp3/>.

TRC member Sarah Surak is the recycling coordinator at UT Knoxville. She can be reached at 865-974-5107 or by email at ssurak@utk.edu.



Tennessee Recycling Coalition
16th Annual Conference and Exhibition
Clarion Hotel, Chattanooga, TN
October 10 – 13, 2005

"Thinking Outside the Box"

Register Early! All registrants confirmed by September 15, 2005 will receive a complimentary \$15.00 voucher to use at the auction. Call the Clarion hotel at (423) 752-6977 to reserve a room. The TRC block closes on September 26, 2005.

Highlights of Conference:

Networking	Auction
Speed Dating meets Commodity Marketing	Recycler of the Year Awards Luncheon
Green Construction	Golf Tournament

For further details or to print a conference agenda please visit our web site www.trc-online.org

Registration:

	Quantity	Price/Per	Sub-Total
Member Registration		\$275.00	
Non-Member Registration		\$350.00	
Member Exhibitor		\$350.00	
Non-Member Exhibitor		\$525.00	
Extra Booth Representatives		\$175.00	
Golf Outing		\$ 60.00	
Extra Aquarium Ticket		\$ 40.00	
Extra Auction Ticket		\$ 40.00	
Companion Pass		\$100.00	
GRAND TOTAL			

Company Name:	
Attendee Name:	
Attendee Name:	
Street:	
City, State, Zip	
Telephone:	
Fax:	
Email Address:	

Send Payment to:
Tennessee Recycling Coalition
P.O. Box 23796
Nashville, TN 37202
Phone: (615) 214 8899
Fax: (801) 531 0707

The Importance of Comprehensive Litter Prevention:

Why the Bottle Bill Won't Keep Tennessee Roadsides Clean

Editorial By Kristi Kell Falco
Keep Blount Beautiful

Passage of a Bottle Bill as a litter prevention tool has been tossed around the state of Tennessee for over 20 years. A Bottle Bill is state legislation that requires a deposit on soft drink and alcoholic beverage containers at the point of sale - usually a few cents per container. Consumers may redeem this deposit at redemption centers where the containers are collected and recycled. In Tennessee, this bill is being marketed as a tool to clean up litter. Keep Blount Beautiful, Inc, an affiliate of Keep America Beautiful, Inc. (KAB), has not seen evidence that passage of these bills will provide the results claimed by legislators or others.

In editorial response to Marge Davis's article in the TN Recycling Coalition, June 2005, newsletter, some issues need clarification regarding the KAB system and the relationship among the national, state, and local affiliates; and the existing relationship among the KAB affiliates, the Tennessee Department of Transportation's (TDOT) Litter Grant Program, and the state's malt beverage and soft drink industries. These relationships have been misconstrued in Ms. Davis' article and other recent materials related to the legislation. Second, I will address reasons a Bottle Bill will not work as the litter prevention tool, as its supporters have marketed it.

First, KAB is the nation's leading community improvement and environmental organization devoted to litter prevention, beautification, and waste reduction. The KAB system of affiliates is 540 certified local organizations and twenty state organizations in the United States sharing educational vision and mission. Across Tennessee, there are 25 KAB affiliates improving the quality of life for over 50% of the state's population. Five of these are city programs and 20 are county programs. Each affiliate is different in its organization and funding. Each affiliate is a sovereign, independent, and locally governed organization. In terms of the Bottle Bill, this means that the affiliates' governing councils or Board of Directors could choose to support these bills if they believed it was the best thing for their communities. If Keep Blount Beautiful made this decision, the national KAB office or the state Keep TN Beautiful (KTnB) office could do nothing to stop us, nor would it affect our KAB or KTnB resources. It is erroneous to draw broad conclusions about the affiliate network because of its diversity.

Ms. Davis' article in the last TRC newsletter claimed that KAB was the "public-relations branch" for the beverage industry, which is why the organization does not support the Bottle Bill. Nothing could be further from the truth. While, it is true that some of KAB's national sponsors represent the beverage industry, they also include a host of other industries such as lawn care, food service, tire manufacturers, banks, chewing gum, forestry, paint, the recycling industry, and more. KAB partners with companies and organizations that have a common interest in the overall mission of litter prevention, beautification and waste reduction. I feel confident that if research demonstrated that Bottle Bill legislation prevented litter, KAB would support such a bill.

With that in mind, consider the relationships among KAB affiliates in Tennessee, TDOT's Litter Grant Program and the state's malt beverage and soft drink industries. Since 1981, there has been a self-imposed tax on these industries. This tax is based on sales of product and can vary from year to year. The money generated from this tax, about 4.5 million dollars, is distributed by TDOT to all 95 counties in Tennessee based on county road mileage and population. So, larger counties like Knox get more money than smaller counties like Sequatchie. The money is mandated by law to be used in counties for two purposes: prevention and collection of litter. Each county chooses how to spend its money depending on local needs and resources. In fact, only 68% of the TN KAB affiliates receive any of the Litter Grant Program funds. In Blount County the Litter Grant money funds the inmate litter crew and the education portion goes to Keep Blount Beautiful. One way Keep Blount Beautiful uses its education money is hosting schools at our local landfill and teaching students about litter prevention. Because the money is used for both pickup and education, the Tennessee Litter Grant Program is a comprehensive litter program. If a Bottle Bill were to pass in Tennessee, the current legislated tax would cease, the comprehensive Litter Grant Program would disappear and with it would go the only state-legislated litter prevention education and funding source.

Research is proving that Bottle Bills do not work well as litter prevention tools. Please go spend a Saturday morning on the roadside and pickup a couple of miles of litter if you are passionately convinced that having a Bottle Bill would clean the state highways. Litter in Tennessee is many things: car parts, plastic film, bottles, cans, fast food waste, wrappers, hubcaps, tire shreds, cigarette butts, couches, CDs, and many odd items that one would never expect to find along highways. Bottle Bills address only drink container litter. If a Bottle Bill were passed, there are no guarantees that litter, other than individuals collecting bottles and cans, would be removed from the roadside. With the current Litter Grant Program *everything* is removed during the litter pickup.

(continued on Page 6)

The Importance of Comprehensive Litter Prevention (continued from Page 5)

The most recent professional, statistical study on the content of litter was done by Steven Stein, a Senior Project Manager with Gershman, Brickner & Bratton, Inc. This study was published in an article, "Sweating the Litter Things," in the May 2005 issue of *Resource Recycling*. His research suggests that the national's percentile average of beer and soft drink containers in litter is 6.37%. Stein admits there is no doubt that Bottle Bills are effective at recovering beverage containers. However, bottle bills do not appear to have a significant effect in reducing non-container litter. According to Stein's research, the largest volume of litter is take-out food packaging at 20 percent. When we look at the big picture of litter, Bottle Bills only affect a very small piece of the pie.

Stein also examines the economics behind bottle bills as litter pickup tools. He argues that economically the bills do not make good sense – noting the average cost to collect a piece of litter with beverage container deposit is \$4.25 compared to a paid litter pickup of \$1.29. The best practices for litter pickup price are comprehensive litter control programs (like the TN Litter Grant) at \$0.23, Adopt-a-Highway programs at \$0.18, and paid targeted advertising at \$0.02. All three of these methods are currently incorporated into Tennessee's approach to litter pickup, prevention, and education.

Keep Blount Beautiful wants what is best for Tennessee and Blount County, period. The KAB affiliates in Tennessee are taking action each day to keep our state beautiful, involving citizens in our grass-roots programs, and being accountable to our local government, business and civic supporters. We are behavioral change professionals addressing littering behaviors in a productive manner. Ms. Davis would better promote her Bottle Bill as a mandated recycling bill, rather than a litter control bill, as it is not!

Kristi Falco is the Coordinator of Keep Blount Beautiful and can be reached at 865-681-4809 or keepblo@earthlink.net.



*Paying to recycle that cell phone and
the battery within?*

*No matter what size or shape,
5R recycles cell phones for FREE
including that battery!!!*

5R Processors, Ltd. recently announced a "FREE" cell phone recycling program. 5R, a WI based electronics recycling, asset management and end-of-life processing company has two facilities located in the state of TN, East and West - Memphis and Clinton. The program is a win win for all as the cell phones are collected through 5R's "box program". Once received at the 5R plant the batteries are removed and collected for shipment and processing through the Rechargeable Battery Recycling Corporation's (RBRC) program. The customer or consumer does not have to worry about the "regulated" battery contained within the cell phone. As a member of RBRC 5R is able to offer the service to customers at no cost. Several 5R clients ask that their cell phones be donated to battered women's shelters. Again, a win win for all.

5R PROCESSORS, LTD

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Recycler of the Year Awards

Submitted by Lori Munkeboe

The 2005 Recycler of the Years Awards will be presented on October 12 at the TRC Annual Conference. The deadline to submit a nomination is September 15, 2005. For more information on the awards program, please contact Abby Blackburn at 865-522-6129. A complete nomination packet can be downloaded from the TRC website.



Nashville Mayor Bill Purcell delivered a heartfelt keynote speech at last year's Awards Luncheon. The 2004 Recycler of the Year Winners recognized leaders in recycling in four areas, Government, Non-Profit, Business, and Individual.

Croft Middle School Government Recycler of the Year 2004

Recycling efforts at this school range from waste audits of lunchroom compostables to paper recycling. Students took kitchen wastes such as unwanted food and milk cartons and mixed them with leaves and straw, making a product good enough to use on school gardens. Over 1,100 pounds of food and paper items were composted. In addition, seventh graders collected and recycled over 1,000 pounds of paper. To find out more about the recycling and waste reduction efforts as well as pollution prevention strategies at Croft go to www.croftms.mnps.org/Programs/greensch.htm.

Clovernook Center for the Blind and Visually Impaired Non-Profit Recycler of the Year 2004

Employees at this facility manufacture file folders and traditional biodegradable and compostable paper cups. Products that don't meet q.a. standards are offered to non-profits such as KAB, Salvation Army, Memphis City Beautiful Commission, and the YMCA. In addition to reusing paper products through these donations, employees recycled over 40,000 pounds of paper as well as laser cartridges, aluminum, glass, plastic within the facility. They are on the web at www.clovernook.org.

Tennessee Koyo Steering Systems Business Recycler of the Year 2004

TKS is a member of the TP3 Partnership, volunteers for Monroe County Beautiful, and is a new member of TRC. In 2004, TKS set a goal of recycling 120% over their 2003 totals of non-metals. TKS met this goal, and constantly looks for addition opportunities to recycle and reduce waste, including energy conservation and elimination of grinder waste going to the landfill. In a four month period, TKS increased the recycling of non-metals to over 20 tons per month while decreasing landfill waste by 30 tons. To learn about TKS's commitment to the environment go to www.tdec.net/ea/tp3/tp3koyo.php.

Edith Gholson Individual Recycler of the Year 2004

Her dedication to the environment is well known in environmental circles in Tennessee. She has cultivated a green way of life in her home and her business. She composts at home; recycles bottles, cans, and milk jugs from her office, and writes for her neighborhood newspaper about the importance of recycling and waste reduction. Edith never tires of teaching others about the environment and the importance of recycling whether its on an individual basis, at work, or in her community.

Calendar of Events

Sep 18, 2005 to Sep 23, 2005

North American Hazardous Materials Management Association
20th Annual Hazardous Materials Management Conference on Household & Small Business Waste
Tacoma, WA
www.nahmma.org/2005conference

Sep 21, 2005 to Sep 24, 2005

Automotive Recyclers Association
Annual Convention and Exposition
Tucson, Arizona
www.a-r-a.org

Sep 23, 2005 to Sep 24, 2005

Oregon Refuse & Recycling Association
Fall Convention
Sunriver, Oregon
www.orra.net

Sep 25, 2005 to Sep 27, 2005

New York State Association for Solid Waste Management
Fall Conference
Lake Placid New York

Sep 27, 2005 to Sep 29, 2005

Solid Waste Association of North America (SWANA)
WASTECON 2005
Austin, Texas
www.swana.org

Oct 10, 2005 to Oct 13, 2005

Tennessee Recycling Coalition
Annual Conference & Exhibition
Chattanooga, Tennessee
www.trc-online.org

Oct 18, 2005 to Oct 20, 2005

Plastics Encounter Trade Shows
Plastics Encounter Southeast
Charlotte, North Carolina
www.plasticsencounter.com

Oct 21, 2005 to Oct 22, 2005

Automotive Recyclers Association of NY
2005 Convention & Trade Show
Albany, New York
www.arany.com

Nov 06, 2005 to Nov 08, 2005

Building Materials Reuse Association
Deconstruction '05 Conference
Atlanta, Georgia
www.decon05.com

With TRC/NRC membership you have the option to join any of the following councils:

The College and University Recycling Council (CURC)

- CURC is a network of campus-based recycling professionals who facilitate information exchange on operating recycling and waste reduction programs at North American institutions of higher learning.

<http://www.nrc-recycle.org/councils/CURC/default.htm>

Minorities Recycling Council (MRC)

- The Minorities Recycling Council (MRC) was established by the NRC in October 1991 to foster dialogue and action concerning environmental issues in minority communities and to develop the full participation and leadership of minorities in the recycling and waste management industry.

<http://www.nrc-recycle.org/councils/MRC/MRC.htm>

Nonprofit Recyclers Council (NpRC)

- The NpRC is a national network of mission-driven, community-based nonprofit organizations whose work includes: waste reduction, reuse, recycling, and composting operations; research and public education; community and economic development; and environmental advocacy.

<http://www.nrc-recycle.org/councils/NPRC/npDefault.htm>

Recycling Organization Council (ROC)

- The Recycling Organization Council provides recycling organizations a forum to benefit from information sharing, group deliberation of common issues, mutual support and assistance.

Rural Recycling Council (RRC)

- Rural members of NRC organized the Rural Recycling Council (RRC) in 1989 to address the cultural, socioeconomic, solid waste and recycling market conditions unique to rural regions.

<http://www.nrc-recycle.org/councils/RRC/RRC.htm>

Tennessee Recycling Coalition Membership Levels

Benefactor \$5000.00 per year

- Includes Premier sponsorship benefits for TN America Recycles Day
- Recognition as Awards Luncheon sponsor at annual conference
- Press release announcing sponsorship

Partner \$3000.00 per year

- Includes Supporting sponsorship benefits for TN America Recycles Day
- Recognition as evening event sponsor at annual conference
- Includes complimentary foursome for annual golf tournament

Sponsor \$2000.00 per year

- Premier listing on TRC website
- One Free exhibit booth at TRC Annual Conference and Exhibition (including two booth registrants)
- Five additional tickets to Annual Auction
- Business contact list for all TRC Conference Attendees
- Recognition as Refreshment Break sponsor at annual conference

Patron \$1000.00 per year

- One feature story in TRC newsletter and special mention in every newsletter
- One free registration for TRC Conference
- Two Additional Tickets to the TRC Annual Auction

Organizational \$400.00

- One Individual Membership to TRC and the National Recycling Coalition
- Reduced Rate to TRC's Annual Conference and Exhibition for all employees
- One reduced rate to NRC Congress
- Special listing on TRC website

Individual \$120.00

- One Individual Membership to TRC and the National Recycling Coalition
- Subscription to TRC Newsletter and NRC Report
- Reduced Rate to TRC's Annual Conference and Exhibition and NRC Congress

Individual Non-NRC \$75.00

- One Individual Membership to TRC
- Subscription to TRC Newsletter
- Reduced Rate to TRC's Annual Conference and Exhibition
- Complimentary Professional Development Classes at Center for Non-Profit Management

**** Membership levels include specified benefits and benefits of lower levels**

_____		_____
First and Last Name		Title

Company or Affiliation		

Mailing Address		

City	State	Zip

Telephone (Day)	Telephone (Evening)	Email Address

Mail with payment to:
 Tennessee Recycling Coalition
 PO Box 23796
 Nashville, TN 37202

Tel: (615) 214 8899 Fax: (801) 531 0707

www.trc-online.org