

# Tennessee Recycling Report

SUMMER 2001

## Donations Needed for Auction

TRC is planning another fundraising auction during the Exhibitor's Reception on Wednesday, October 24, 2001 as part of the annual conference in Memphis.

We need items donated for auction - big or small, it makes no difference. If you have items to contribute, contact Christina Treglia at (615) 532-9271 or e-mail [ctreglia@mail.state.tn.us](mailto:ctreglia@mail.state.tn.us).



## Nominations sought for TRC Board of Directors

The Tennessee Recycling Coalition is seeking nominations of individuals interested in serving on its Board of Directors. The current board is a diverse group representing all facets of the waste and recycling community. We are seeking candidates who are committed to providing time and resources towards governing our coalition. Individuals may submit nominations for themselves or they may nominate persons they feel are committed to expanding responsible waste management in our State.

The TRC Board of Directors consists of 17 members, and strives for a balanced distribution in accordance with the following guidelines:

- a) *Geographical; east, middle, west*
- b) *Affiliation; business and industry, government, environmental not-for-profit, civic not-for-profit, and*
- c) *Population density; rural and urban.*

A nominee must be a TRC member in good standing prior to assuming office or must be the designated representative of an organization or business, which is a member in good standing. Service on the board is an excellent opportunity to help further recycling and responsible waste management in our state.

The nomination forms will be mailed shortly. It is important to complete the

nomination form and return it as soon as possible. All nominations must be received by TRC no later than August 15, 2001. Once you receive your nomination form, you may send questions to Gerald Simmons at 900 East 11th St., Chattanooga, TN 37403 or you can email Gerald at [simmons\\_g@mail.chattanooga.gov](mailto:simmons_g@mail.chattanooga.gov).

On August 24, ballots will be mailed out and must be returned to TRC by Sept. 17, 2001. ▼

## Upcoming TRC Board Retreat

Everyone is invited to the TRC fall retreat at Jim Oliver's Smoke House on top of Monteagle Mountain. We will be putting the final touches on the conference, discussing our plan of action for the next six months, and we'll have a great time while we're working. If you would like further information contact Marcia Heath, TRC President, at (423) 209-6480, fax (423) 209-6481 or e-mail [marciah@exch.hamiltontn.gov](mailto:marciah@exch.hamiltontn.gov). ▼

# From The President

BY MARCIA HEATH  
TRC president

## President's Message

I hope everyone had a safe and fun summer. This will be the last newsletter before the conference and the election of new officers so I would like to thank everyone for all their help during my year as president of TRC. I have always enjoyed being a part of TRC and I know that our organization will continue to grow as

we strive to include as much of our great state as possible. We have sent surveys to the 95 Tennessee Counties regarding their recycling efforts and to also let them know about our organization. In future newsletters we will let you know the results and also something about each of the counties that participated in the survey. ▼

## The GRC Connection

Waste reduction and recycling are hot button issues which every community and state in the nation are struggling with. As revenues shrink and the cost of landfilling continues to rise, communities are searching for solutions. TRC is not alone in its efforts to find solutions to these issues and has sought out other organizations who are also facing the same challenges. The Georgia Recycling Coalition shares our goal of promoting the statewide adoption of waste reduction and recycling, providing information and education, and being a partner to address waste issues in the state.

TRC and GRC have come together to explore ways the two organizations might work together. Every coalition takes its own approach to meeting these goals, and a partnership with our southern neighbor will further enhance our ability to serve recycling and waste reduction interests in both states. GRC has developed a number of innovative programs that have increased environmental

awareness within their state. Tony Knick, who currently serves on both coalition boards, feels that "...a cooperative partnership will strengthen both organizations, and will open up new opportunities." TRC is developing a special events program that would center around seminars and outreach programs designed to address special waste issues. This is an area where GRC has considerable experience, and it is our desire to learn from GRC's experiences.

TRC's president, Marcia Heath, is excited about the prospect of working more closely with GRC. Several of our board members have attended GRC board meetings and the two groups have met to discuss the possibility of hosting a joint series of seminars on various waste reduction and recycling issues. According to Ms. Heath, "This is a win-win situation for both groups." With the changing face of solid waste, it will be critical for organizations to work cooperatively to share resources and information. This is TRC's first effort to expand its knowledge base and tap into new and innovative ideas. ▼

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Report

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Chattanooga, TN 37402



PRESIDENT  
Marcia Heath

VICE PRESIDENT  
Karen Birkenstock

SECRETARY  
Christina Treglia

TREASURER  
Lori Munkeboe

## TRC Welcomes New Member

TRC wishes to welcome its newest member, **Ashoke Mukherji**, president of Guy Brown Products. Mr. Mukherji has joined at the Sustaining Level. Guy Brown Products will be exhibiting at the conference, so be sure to go by the booth and welcome the new sponsor. They have a website located at [www.guybrown.com](http://www.guybrown.com). ▼

# Tennessee Recycling Coalition Recycler of the Year Award

The Tennessee Recycling Coalition annual “Recyclers of the Year” awards will be presented at the TRC conference in October 2001. This annual event recognizes individuals, organizations, and businesses in the State of Tennessee that have demonstrated a commitment to waste prevention and recycling. The awards will be presented in five (5) categories: “Recycling Innovator of the Year”; “Government Recycler of the Year”; “Non-Profit Recycler of the Year”; “Business Recycler of the Year”; “Individual Recycler of the Year.”

The TRC is accepting awards applications for all awards categories. A panel of judges will select a winner in each category. To nominate an individual, organization or business, submit a 500-word description of the program (or individual), using the category and judging criteria listed in

the Awards Category and Criteria Table. Supporting documentation, such as photographs, charts and other information may also be submitted. Programs should have been in place for a minimum of one year to be considered for an award.

**Deadline for submittal: September 7, 2001.**

**For more information contact: Karen Birkenstock (901-434-8455 or krbirkenstock@fedex.com)**

**To apply, send your program (or individual) description and any supporting documentation to: TRC Awards Program, P.O. Box 23796, Nashville, TN 37202. Applications must be postmarked no later than September 7, 2001. ▼**

## Awards Category and Criteria Table

AWARD CATEGORY	JUDGING CRITERIA
<p><b><i>Recycling Innovator of the Year Award</i></b> Presented to an individual or business showing creativity and unique use of recovered (recycled) or reused resources to advance recycling.</p>	<ul style="list-style-type: none"> <li>• Demonstrates practical aspects of capturing new and different waste categories through innovative re-manufacturing and reuse technologies</li> <li>• Show end product results and market niche success</li> </ul>
<p><b><i>Government Recycler of the Year Award</i></b> Presented to a local, regional or state governmental agency which has instituted comprehensive waste prevention and recycling efforts.</p>	<ul style="list-style-type: none"> <li>• Involves an extensive or unique population base in the program</li> <li>• Achieves significant waste stream diversion and/or diversion of newly marketable materials</li> <li>• Describes practical and successful program methodologies for collection</li> <li>• Demonstrates ability of program to be modeled in other communities</li> </ul>
<p><b><i>Recycler of the Year Award</i></b> Presented to an individual who practices outstanding leadership in waste prevention and recycling in their region or field.</p>	<ul style="list-style-type: none"> <li>• Demonstrates success of waste prevention/recycling efforts, in terms of numbers of people affected, tonnage diverted, new programs initiated, and other measures</li> <li>• Illustrates positive impact individually has had on his/her community, institution or field</li> </ul>
<p><b><i>Non-Profit Recycler of the Year Award</i></b> Presented to nonprofit organization, such as a civic and environmental group, school, university, church or hospital that has had a significant impact in its community through leadership and program development.</p>	<ul style="list-style-type: none"> <li>• Impacts waste diversion in the community</li> <li>• Describes marketing success of recyclables, material diversion or other unique program attributes to capture recyclable materials</li> <li>• Shows educational success of program</li> <li>• Demonstrates ability of program to be modeled in other communities</li> </ul>
<p><b><i>Business Recycler of the Year Award</i></b> Presented to a company that demonstrates a commitment to waste prevention and recycling as both a leader in the business sector and community</p>	<ul style="list-style-type: none"> <li>• Describes comprehensiveness of recycling and waste prevention</li> <li>• Shows volume of material recycled and types of recyclable waste streams captured</li> </ul>

# Used Computer Recycling Collection Event

## City of Knoxville, Tennessee

**For more  
information,  
please contact:**

**John Homa**

**City of Knoxville,  
Solid Waste  
Reduction  
Specialist**

**P.O. Box 1631**

**Knoxville, TN  
37901**

**865.215.2872**

**[jhoma@ci.knoxville.tn.us](mailto:jhoma@ci.knoxville.tn.us)**

On Saturday, May 12, 2001, from 10:00 a.m.-5:00 p.m., at the CompUSA store located in west Knoxville, a used computer collection event was held for residents of Knoxville and Knox County. The event was sponsored by The City of Knoxville, Solid Waste Office; The Oak Ridge National Recycle Center (TORNRC); CompUSA; Tennessee Valley Authority (TVA); WBIR-TV10; and the Knox County Solid Waste Division.

With more than 300 vehicles dropping off equipment, approximately ten tons of used equipment was collected, including 10,382 pounds of monitors and 9,292 pounds of miscellaneous computer equipment, including CPUs, peripherals and printers.

Residents were encouraged to bring their old computer to be recycled and enter their name into a drawing (one per family) for a chance to win a new Internet-ready computer system donated by CompUSA.

This collection event was open to Knox County and the City of Knoxville residents only. Businesses and institutions were

provided a contact number to call for electronics recycling information. Residents were instructed that no more than three computer systems per family could be accepted; this limit was to keep businesses and organizations (including schools) from dropping off equipment.

The University of Tennessee Energy Environment and Resources Center delivered a survey to participants, which participants were asked to complete while their equipment was off-loaded from their vehicle. Surveys were completed by 271 participants. The primary focus of the participant survey was to gauge people's willingness to pay for future electronic collection events. When asked "Who should pay?", 131 responded "the customer"; 9 responded "the retailer"; 88 responded "the manufacturer"; 28 responded "the government" and 19 responded "other." Participants were then asked if they would be willing to pay for computer recycling; 178 responded "yes" and 92 said "no." When asked, "How much would you be willing to pay?" 147 said "\$5 per item"; 26 said "\$10" and 3 said "More than \$10." ▼



# CONFERENCE INFORMATION

Put on your blue suede shoes and plan now to attend the 12th Annual Tennessee Recycling Coalition Conference and Exhibition to be held in Memphis October 23-26, 2001 at the Downtown Radisson. There will be hands-on sessions, networking opportunities, knowledgeable and exciting speakers, and lots of exhibitors.

The conference opener on Tuesday evening will be a Sock Hop at the Coors Belle. Take a brief tour of the brewery, then get ready to “twist and shout” to some of your favorite oldies. There will be a 50’s dance contest with prizes for the best “swim, mashed potato, and twist.” Memphis BBQ and Coors products will be served to keep you rockin’.

Wednesday morning, make certain to attend the opening session, because Elvis is sure to make an appearance, along with a great motivational speaker. You will have the opportunity to meet the new TRC Board of Directors and tell them what direction you think TRC should take.

Wednesday afternoon you have three options to choose from: the annual golf tournament, a recycling workshop, or a tour of Graceland. The golf tournament will be a four-person scramble at T.O. Fuller State Park Golf Course; boxed lunches and beverages will be provided. While you are at the park, be sure to participate in their new recycling program. The recycling workshop is designed to help you learn techniques for turning around “hard cases,” i.e. people who have no interest in recycling. The presenters all have personal experience with selling management, the public, elected officials, or co-workers on recycling. The tour of Graceland will be a great way to get in the right frame of mind for the Elvis-themed conference. For anyone who has never been to Graceland, this is a must-see.

Our now famous fundraising auction will be held Wednesday evening during the Exhibitors’ Reception. There will be a silent auction on the small items and live auction at the end on the “big stuff.” The food will be catered by TGI Friday’s, and Elvis will provide the entertainment. The Phil Fulmer autographed football was so popular last year, there will be more great autographed University of Tennessee items this year: two mascot dogs, two footballs, one Barbie, and one race car.

Thursday’s sessions will feature speakers from across the state and with widely varying backgrounds and perspectives. You will hear from manufacturers, professional recyclers, non-profit organizations, and educators, as well as rural and urban communities. Some topics to choose from include Electronics Recycling and Disposal, Pay As You Throw, Urban Recycling—Unique Challenges and Solutions, Equipment Discussion, and Care and Feeding of Members. There will also be a session featuring Earth 911 and all the free services and information they can provide for you.

Thursday night will be the social highlight of the conference—a Blue Hawaii Night at the Memphis Zoo. The event begins with social “climbing” with the wildlife in the animal exhibits and the aquarium while you enjoy cocktails and hors d’oeuvres. Later there will be Polynesian food, hula lessons, and a beach band to keep things “swinging” at the Cat House and Patio. Be sure to wear your Hawaiian shirts, Jams, grass skirts, and tropical dresses to win great prizes.

A block of rooms is reserved at the Radisson for conference attendees at the rate of \$84 or \$70 for government plus tax per night, single/double occupancy. Call the Radisson directly at (901) 528-1800 and request the “Tennessee Recycling Coalition” block. ▼

## **12th Annual Tennessee Recycling Coalition Conference & Exhibition**

**October 23-26,  
2001**

**Memphis, TN**



In an effort to streamline the membership renewal process, the Board of Directors has decided to make some changes to membership levels and renewal dates. Henceforth, there will only be **one** standard membership level. The sponsor member levels will remain unchanged, at Sustaining \$250, Patron \$500, and Sponsor \$1000. A one year individual membership will be \$120 and all memberships will expire on September 15 of every year. New memberships will be pro-rated at \$10 per month, with the amount due to be determined by the first day of the following month. All members will soon be receiving a renewal notice. Please note the members paid in full receive a reduced rate on conference registration. If you have questions please contact any board member for further clarification. ▼

**YES!** I want to help TRC promote recycling in Tennessee!



<input type="checkbox"/> Sponsor	\$1,000
<input type="checkbox"/> Patron	\$500
<input type="checkbox"/> Sustaining	\$250
<input type="checkbox"/> Individual *	\$120

NAME	TITLE	
COMPANY OR AFFILIATION		
MAILING ADDRESS		
CITY	STATE	ZIP
TELEPHONE (DAY)	(NIGHT)	

**Mail with payment to TRC, P.O. Box 23796, Nashville TN 37202.**

**TRC thanks the following auction item donors:**

- Alan Ball
- Bubba Winkler
- B.B. King's Blues Club
- Brooks Museum of Art
- Chip Sneed
- Frist Center for the Visual Arts
- MARFAC
- Memphis Recycling Services
- Nashville Shores
- Waste Management



P.O. Box 23796  
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