

Aluminum Partner's with Nickelodeon

A recent partnership between The Tennessee Aluminum Association and Nickelodeon, the children's cable TV channel, will work to encourage young children to recycle aluminum cans. Animated national public service announcements started appearing in June featuring Jimmy Neutron and his dog, Goddard. Jimmy and Goddard are from a series titled, "The Adventures of Jimmy Neutron, Boy Genius." The public service announcement directs viewers to a website, www.recycleyourcans.org, where kids can play a game to test their recycling knowledge. The site also provides them with their local recycling information.

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



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

Tennessee Recycling Coalition
P.O. Box 23796
Nashville, TN 37202



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From the President

*by Marcia Heath
TRC President*

I hope everyone is having a great summer so far. Things at TRC are really moving along. I hope everyone was able to take advantage of TRC's summer workshops. We tried to make it as convenient as possible for each of you to be able to attend. If you missed this round of workshops, hopefully you will be able to make plans to attend future workshops that we will make available to our members.

If you have an interest in serving on TRC's Board of Directors, please be sure to contact John Homa for your nomination packet as soon as possible. We need your input to continue to make TRC one of the best organizations in the state.

In the next month or so you will be receiving a revised copy of the TRC By-laws for your review. Please take the time to read them carefully because we will be voting on them at the annual meeting during the conference in October.

Staples Launches In-Store Recycling Program for Mobile Electronics and Rechargeable Batteries

Submitted by: Christina Treglia

Staples began a new program on April 27 that allows customers to bring in their used cell phones, PDAs, pagers and rechargeable batteries for recycling. They accept these materials year round at all of their locations. Recycling these types of electronics prevents hazardous materials, such as mercury, cadmium, and lead from contaminating the soil and water supplies through landfill disposal. There are an estimated 250-300 million used cell phones in the U.S. alone and that doesn't include the millions of other mobile devices that people no longer use or the batteries they used to power them. Staples has partnered with two organizations to help eliminate these products from our waste stream. CollectiveGood, a mobile electronics recycling company, will refurbish the mobile devices for resale, usually in the developing world, or recycle them according to federal and local standards. The Rechargeable Battery Recycling Corporation (RBRC), a non-profit organization, will collect all rechargeable batteries for recycling. A portion of the proceeds Staples earns from mobile electronics that they collect will be donated to the Sierra Club.

Legislation to Ban Mercury Introduced

U.S. Senators, Susan Collins and James Jeffords have introduced comprehensive legislation that has passed unanimously out of the Committee on Environment and Public Works. This bill would ban the sale of fever thermometers that contain mercury. An exchange program would be organized nationwide to replace mercury thermometers with digital ones. This bill would also establish a federal task force to investigate ways in which mercury could safely and permanently be stored and into reducing its global mining and use. The EPA estimates that 17 tons of mercury, contained within thermometers, is disposed of each year. Ten states and thirty individual cities have already banned the sale of mercury thermometers and many local municipalities currently offer exchange programs.

TRC Summer Workshop

This year's summer workshops have come to a close. Kristen Deitrick and Sharon Smith, recycling coordinators for Metro-Nashville Public Works hosted all three workshops, titled "Motivating the Masses: Using Social Marketing to Reinvigorate Recycling Programs." Social Change Marketing is a method for marketing your recycling program focusing on changing the behavior of non-recyclers. Most residents of a city have been educated to know that recycling is the right things to do, but very few of them actually participate in recycling programs. Social Change Marketing explores the rationale that keep this group from recycling, works to address the reasons behind it, and hopes to eventually change the person's attitude toward recycling. This change occurs by providing residents with the knowledge, desire, skills, facilitation, optimism, stimulation, and reinforcement needed to change their behavior and make recycling part of their daily routine. This informative workshop was very helpful in teaching new methods for increasing the participation rates of recycling programs. TRC would like to thank Kristen Deitrick and Sharon Smith for all of their hard work and all of you who were able to attend and make this year's workshops a success. If anyone has any recommendations for future workshop topics that would be interesting to you please let us know by contacting Amanda Thomas at (615) 668-9174 or by email at amandatrc@comcast.net.



Knox County School Recycling Success

Submitted by: Megan Brown

Several attempts were made in the past to sustain a paper recycling program in the Knox County school system, but they all failed. The Knox County Solid Waste Department decided to give this program another try last year. The school system had recently hired a private consultant come in to evaluate their waste stream and to make recommendations. When the consultant recommended a paper and cardboard recycling program the most schools agreed to give the program another chance. Knox County took full control of the program and assured the schools that the program would last. The county purchased a front loader truck and placed a 8 yard slotted dumpster, for cardboard, and a bright yellow 6 yard dumpster for mixed paper at each school. Each school was also supplied with at least one 44-gallon roll-cart to use inside the building for collection.

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Southeast Paper (SP): Recycling Yesterday's News Into Tomorrow's Headlines

Southeast Paper was founded in 1977 by three national media companies, Cox Enterprises Inc., Knight-Ridder Inc, and Media General Inc. The group came together to start up a newsprint mill in Dublin, GA that was designed to consume old newsprint. The mill started out producing 450 tons of recycled newsprint a day. Today, the operation has grown to support over 600 workers in seven states and the mill produces 1,350 tons of newsprint a day. The operation now consists of three separate entities, Southeast Paper Manufacturing Company, which is the mill, Southeast Paper Recycling Company, which purchase the raw materials to feed the mill, and Southeast Paper Newsprint Sales, which focuses on the sale of the end product. Southeast Paper Recycling Company is made up of 22 different facilities spanning seven states, Alabama, Florida, Georgia, Louisiana, Maryland, Tennessee, and Virginia. SP Recycling purchases old newspaper through independent dealers, municipal programs and nonprofit groups. Most tonnage has traditionally come from voluntary paper drives held by schools, churches and civic organizations. Even though the mill was built in 1977, expansions and the development of new technologies have helped the mill to continually improve their product. The brightness and pressroom performance of SP's paper has enabled it to successfully compete with virgin fiber newsprint. SP Newsprint Sales markets the mill's product throughout the southeast, selling to over 300 newspapers across the country. Through all of these efforts Southeast Paper has become the nation's largest producer of 100%-recycled newspaper. The Tennessee Recycling Coalition would like to thank SP Recycling Corporation for their continued support. Their sponsorships have enabled TRC to continue to grow and provide more services to its members. Their support of America Recycles Day (ARD) has also helped that program to promote itself as well as continue to educate the public about recycling. For any further information about SP Recycling, please contact Becky Ford, Knoxville Division, (865) 523-6397, or Jeff Holmes, Nashville Division, (615) 793-4580.

N.A.S.A. - 1st Federal Agency to Use Landfill Gas as On-Site Energy Source

N.A.S.A. has recently begun using landfill gas to heat buildings at the Goddard Space Flight Center in Greenbelt, MD. The E.P.A. notes that this decision will result in both economic and environmental benefits to the public. Taxpayers will save millions of dollars over the next 10 years because of the reduction in the use of fossil fuels. Also the switch to a renewable energy source will prevent as much pollution in the atmosphere annually as planting 47,000 acres of trees or removing 35,000 cars from the roads. The success of this project relies on a partnership between Prince George's County, MD., Sandy Hill Landfill, Toro Energy, N.A.S.A. and the E.P.A.'s Landfill Methane Outreach Program. This program has assisted more than 340 landfills nationwide to harness their methane for energy.

Methane as an Alternative Energy Source in Delaware

Delaware has not traditionally been known for its alternative energy sources. While the nation depends on fossil fuels for 84% of its energy use, Delaware is 90% dependent on them. In 1996, Delaware's Cherry Island Landfill began piping its methane gas to a local power generator, which currently produces enough electricity to replace 15,000 tons of coal every year. While this accounts for less than one percent of Delaware's total power usage, officials see it as a step in the right direction. Because of the success of the program, are two other landfills will begin using their methane to produce energy in the next two years. A statewide panel has been meeting to discuss ways to increase Delaware's use of alternative fuels and one of the proposals is to require electric companies to produce a certain amount of their energy using alternative energy sources. Methane is not seen as the best long-term solution to Delaware's search for energy alternatives, but when used along with other methods, such as wind power, it can be quite successful in easing the dependence on fossil fuels.

TRC Membership Levels

Sponsorship = \$1,000 and up

Plaque recognizing your support
Feature story in the TRC Newsletter
Press release announcement in your home area
Receive TRC quarterly newsletter and NRC reports
Reduced rates to TRC and NRC Conferences
1 year membership to TRC and NRC

Patron = \$500 to \$999

Certificate recognizing your support
Feature story in the TRC Newsletter
Receive TRC quarterly newsletter and NRC reports
Reduced rates to TRC and NRC Conferences
1 year membership to TRC and NRC

Sustaining = \$250 to \$499

Certificate recognizing your support
Receive TRC quarterly newsletter and NRC reports
Reduced rates to TRC and NRC Conferences
1 year membership to TRC and NRC

Organizational = \$350

Each representative from your organization may attend the TRC conference at the reduced member rate
Receive quarterly TRC Newsletter and NRC reports
Reduced rates to TRC and NRC Conferences
1 year membership to TRC and NRC

Individual = \$120

Receive quarterly TRC newsletter and NRC reports
Reduced rates to TRC and NRC Conferences
1 year membership to TRC and NRC

TRC Call for Nominations for Board Members

TRC is calling for nominations for its 2004-2005 Board of Directors. We are seeking candidates that are committed to providing time and resources toward governing our Coalition. For more information, please contact John Homa at (865) 215-2872 or by email at jhoma@ci.knoxville.tn.us

TRC Conference Update October 22-24, 2003, Knoxville, TN

Plan now to attend the 14th Annual Tennessee Recycling Coalition Conference and Exhibition. This year's conference is packed with exciting speakers, great exhibits, lots of networking opportunities, and more fun with our annual auction/exhibitor reception.

This year's conference will be held at the Knoxville Marriott where room rates will be \$60 per night. Call (865) 637-1234 and ask for the TRC block to make your reservation.

Kick the conference off Tuesday night with an informal get-together at Barley's in the Old City. New technical tours will be offered this year and the Annual Golf Tournament will be held at Three Ridges Golf Course on Wednesday. **New this year:** dinner and entertainment, along with the fun of our annual fundraising auction. Local band, Jodie Manross will be on stage and back by popular demand, Recycling Elvis will be in the building. Two new workshops: Elevating Your Program Through Safety, driver's safety workshop and Reaching New Heights for the Future, environmental stewardship at our colleges and institutions. TRC will also be giving away a "Huge Boulder of a Door Prize" on Friday morning that you won't want to miss.

So, make your plans to join us for our educational workshops, informative sessions, networking opportunities, and a whole lot of fun.

For information about sponsoring the conference, please contact Cat Wilt at: (865) 974-1915. For information about exhibiting, please contact Amanda Thomas at: (615) 668-9174. To be a speaker, please contact Athena Bradley at Athena@lcs.net or (423) 586-6514. To donate auction items, please contact Lori Munkeboe at (615) 532-0705.

National Recycling Coalition's 22nd Annual Congress & Exposition

NRC's Annual Congress & Exposition is the largest gathering of its kind for recycling professionals in the public, private, and nonprofit sectors. From local recycling coordinators and state and federal policymakers, to corporate leaders and environmental activists, the Congress & Exposition provides educational and networking opportunities for everyone committed to maintaining and expanding successful waste prevention, recycling, reuse, and composting programs.

Attend the 22nd Annual Congress & Exposition to Take Advantage of These Exciting Opportunities:

- Scores of Educational Sessions and Workshops on All Aspects of Our Field
- Tours of Cutting-Edge Facilities and Programs
- Networking Opportunities and Social Events to Make Those Important Connections
- Plenary Sessions with Engaging Speakers and Thought-Provoking Discussions
- Exposition Hall Filled with the Latest Recycling Equipment, Technology, Services, and Products.

For more information on the Annual Congress & Exposition, including a registration form, program information, and travel tips, visit NRC's website at www.nrc-recycle.org and click on the Annual Congress & Expo button. You can also request information by calling (202) 347-0450.

Calendar of Events

July 22-24

ASTSWMO State Solid Waste Managers Conf.
Salt Lake City, UT
Kerry Callahan (202) 624-7884
or swmkerry@sso.org

Aug. 12-15

2003 Resource Conservation and Recovery Act (RCRA) National Meeting
Washington, D.C.
www.epa.gov/osw/meeting/

Sept. 14-17

NRC 22nd Annual Congress and Expo
Baltimore MD
www.nrc-recycle.org/

Sept. 23-25

Southern States Env'tal. Conf. and Exhibition
Biloxi, MS
www.ce.msstate.edu/ssec/

Oct. 6-12

Annual North American Hazardous Material Management Assoc. (NAHMMA) Conf.
Kansas City, MI
www.NAHMMA.org

Oct. 14-16

SWANA WasteCon 2003
St. Louis, MI
(800) 467-9262

Oct. 21-24

TRC Annual Conf. and Exhibition
Knoxville, TN
(615) 668-9174 or trc-online.org

Recycler of the Year Awards

The Tennessee Recycling Coalition's Annual Recycler of the Year Awards will be presented at the TRC Conference this October. This annual event recognizes individuals, organizations, and businesses in the State of Tennessee that have demonstrated a commitment to waste prevention and recycling. To nominate someone for one of these awards, submit a 500-word description of the program (or individual), using the category and judging criteria listed below. 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 3, 2003

To apply, send your program description and any supporting documentation to: TRC Awards Program, P.O. Box 23796, Nashville, TN 37202 (**Applications must be postmarked no later than: August 27, 2003**).

For more information contact: Marcia Heath (423) 209-6480 or MarciaH@mail.HamiltonTN.gov

Award Category	Judging Criteria
<p>Recycling Innovator of the Year Award 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"> • Demonstrates practical aspects of capturing new and different waste categories through innovative re-manufacturing and reuse technologies. • Show end product results and market niche success.
<p>Government Recycler of the Year Award 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"> • Involves and extensive or unique population base in the program. • Achieves significant waste stream diversion and/or diversion of newly marketable materials. • Describes practical and successful program methodologies for collection. • Demonstrates ability of program to be modeled in other communities.
<p>Individual Recycler of the Year Award Presented to an individual that practices outstanding leadership in waste prevention and recycling in their region or field.</p>	<ul style="list-style-type: none"> • Demonstrates success of waste prevention/recycling efforts, in terms of numbers of people affected, tonnage diverted, new programs initiated and other measures. • Illustrates positive impact individually has had on his/her community, institution or field.
<p>Non-Profit Recycler of the Year Award 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"> • Impacts waste diversion in the community. • Describes marketing success of recyclables, material diversion or other unique program attributes to capture recyclable materials. • Shows educational success of program. • Demonstrates ability of program to be modeled in other communities.
<p>Business Recycler of the Year Award 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"> • Describes comprehensiveness of recycling and waste prevention. • Shows volume of material recycled and types of recyclable waste streams captured.

(Knox Schools, continued from pg. 2)

cardboard boxes for the schools to use in each classroom and workroom and offered a fair price for the recyclables.

After the infrastructure was in place for the program 59 out of 88 schools had requested to participate in the program.

The summer of 2002 was spent ordering and placing dumpsters at the individual schools as well as meeting with custodians, principals, and school officials. The program kicked off in September. Unsure of how quickly the dumpsters would fill up, Knox County requested that the school call when the box was full. The truck driver then took the call list and made a route. The county weighs each of the dumpsters and records it. At the end of each semester, the county sends each school a revenue check. In the first semester of the program, 100 tons of mixed paper and cardboard were recycled from the schools. The schools also earned \$3,100 in revenue from the sale of the material. Some schools received no money back, while other received as much as \$190. In addition, the reduced volume of the waste in the regular dumpsters led many schools to cut the number of garbage pickups, saving them thousands of dollars. The 2nd semester numbers have not been compiled, yet, but Knox County expects them to be almost double the first semester. After word got out that the schools could get money back, fifteen more schools signed up to participate.

Knox County is now working to get the school board to mandate the program, so that all schools would be required to participate in the program. This should create at least \$100,000 in disposal cost savings. There are still some kinks that need to be worked out of the program, but the county will continue to work with school representatives to make it a bigger and better success next year. If you would like anymore information on this program, please contact Megan Brown, Knox County Solid Waste, at (865) 215-5821.

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. The 2002-2003 Board is listed below:

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