



# TENNESSEE Recycling REPORT

## FALL 2007

Fall 2007  
Vol. 18 No. 5

**Tennessee Recycling  
Coalition (TRC)  
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**Tennessee Recycling  
Report  
is produced &  
published quarterly by  
The Tennessee  
Recycling Coalition  
and  
RecycleNet Corporation**

Please send your submissions  
and photos by email to  
tonya@trc-online.org

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

# TRC Fall Workshop

The TRC Fall Workshop was held in Jackson, Tennessee on September 13, 2007. It was a great day of networking and learning in west Tennessee.

The speakers were very informative and insightful. They covered a variety of topics, including the struggles of a small recycling business in Mckenzie, TN; usage of grinding plastic and the pay off for the end product; the values and cost of trucking in the recycling industry; a corporate perspective of manufacturing recycling in Jackson, TN; and market trends and how overseas affects the southeast paper prices.

The exhibitors for the workshop were 5R Processors, Pratt Industries and RecycleNet Corporation.

The TRC would like to thank all who participated in making this workshop a success!



*John Nelson - Absolute Green Recycling*



*Rad Ellington - Southeast Recycling*



*Tim Blackman - U.I.S. Plastics*



*Angela Poindexter - Owens Corning*

## 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 2006 - 2007 Board is listed below along with their contact information.

**Christina Treglia, President**

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*“Working together to promote reuse  
and recycling activities in Tennessee”*



*"Working Together to Promote Reuse and Recycling Activities in Tennessee."*



## **2008 Tennessee Recycling Coalition Annual Conference**

**January 16-18, 2008**

Franklin Marriott Cool Springs  
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**Mark your calendars!  
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**To sign up online go to:**

**<http://www.trc-online.org/TRCCConference.html>**

For More Information  
Call : 615 214-8899

## Waste Reduction Task Force has First Meeting

Submitted by: Mimi Keisling, Environmental Education Coordinator, Rutherford County

In response to recent legislation (SB1779/hb1345 and HB2289/sb2267), the Tennessee Department of Environment and Conservation (TDEC) has sought advice from the Municipal Solid Waste Advisory Committee (SWAC) on solid waste disposal practices and waste reduction efforts. In order to comply with this request SWAC appointed a twenty-three member committee, known as the Waste Reduction Task Force (Task Force). The committee is comprised of municipal, county, and industry representatives, environmental representatives, and solid waste professionals.

The first meeting of the Task Force was held on September 27, 2007. The Task Force has a three part mission.

- Develop recommendations for SWAC to update, change, and/or revise the waste reduction goal for the state
- Define methodology to measure the new waste reduction goal
- Develop alternatives to reduce waste going to Class I and Class III/IV landfills

The meeting opened with an overview of the recent legislation that prompted the SWAC to form the Task Force to study municipal solid waste disposal and reduction. After that, the Task Force was further divided into four work group categories: Waste Reduction Goal and Methodology, Public and Private Participation, Government Organization Roles, and Financial and Infrastructure Development.

The Task Force is expected to meet monthly over the next nine to twelve months before making final suggestions to SWAC. It is hoped that the Task Force will find new and improved methods to reduce, reuse, and recycle the over 13 million tons of solid waste that is produced in Tennessee each year.

For more information about the task force, including meeting notes, a list of members, and future meeting dates, please go to [www.tdec.net/swm/prwr/taskforce.shtml](http://www.tdec.net/swm/prwr/taskforce.shtml).

### **Keep Tennessee Beautiful First in America to Achieve 100% County Participation in 2007 Great American Cleanup™ Impacts 694,174 Tennessee Residents, 12% of the State's Population**

**Nashville, Tenn. (July 24, 2007)** - Keep Tennessee Beautiful (KTnB) is pleased to announce a major milestone in the effort to Stop Litter™ in Tennessee. Tennessee is the first state in the nation to achieve 100% participation during this spring's Great American Cleanup™ (GAC). Tennessee volunteers from all 95 counties lived up to the state's moniker by pitching in to clean up unsightly litter.

This is the first time in the history of the Great American Cleanup™ that a state has achieved 100% participation from all of its counties. The Great American Cleanup™ is sponsored in all 50 states by Keep America Beautiful, Inc™. GAC is the largest annual community improvement campaign in the nation, held annually March 1-May 31. It began in 1985, and routinely has mobilized community leaders and volunteers nationwide to take action to improve their local environments. Last year 2.5 million volunteers participated in 30,000 events in all 50 states.

"Tennessee truly is the volunteer state. I appreciate the many participants across our 95 counties who volunteered to help Tennessee become the first state in history to have all its counties participate in the Great American Cleanup™," said Governor Phil Bredesen. "Congratulations to Keep Tennessee Beautiful on obtaining this distinction."

"This is a great achievement for Tennessee's litter program," added Tennessee Department of Transportation Commissioner Gerald Nicely. "Tennessee is a beautiful state and it is up to all of us to keep it clean, by putting litter in its place and reporting those who don't. Congratulations

to all of the volunteers and organizers on achieving this goal."

KTnB State Leader Edith Heller said she felt both "awed and proud of our beloved Tennessee, The Volunteer State, yet humbled by the dedication of 102 GAC coordinators building local action into a state synergy for America to model."



The 152,034 volunteers donated time valued at \$1.5 million to clean up and beautify over 50,000 acres of Tennessee landscapes. Volunteers picked up almost five million pounds of litter and collected and recycled 2,052,033 pounds of material.

Results from the 2007 GAC in TN reflect a wide range of improvement activities, ranging from roadside cleanup, dumpsite removals, lake and park restorations, to the removal of graffiti, junked cars and tires. Beautification was monumental this year with volunteers enhancing their communities by planting 22,440 trees and 47,291 flowers.

The majority of TN counties tied their annual GAC in TN plans into the new state StopLitter™ Campaign. The Tennessee Department of Transportation's (TDOT) and KTnB's StopLitter™ Campaign, an ongoing program in its second year, was heavily featured this year with materials and signage.

Education is the mission for Keep TN Beautiful, so the 70% increase in GAC Community Education Workshops, reaching 52,866 people, was noteworthy growth for 2007. A total of 276

awareness events, such as Litter-Free Events, GAC parades and informational booths at local festivals, were attended by 490,271 Tennessee residents.

"While Keep America Beautiful touches all 50 states through its annual Great American Cleanup, getting full participation from every county in the state of Tennessee is a remarkable achievement," said G. Raymond Empson, president of Keep America Beautiful. "Keep America Beautiful's spirit of volunteerism in action is in full bloom in Tennessee. This mobilization of volunteers across the state is further demonstration of how our Keep Tennessee Beautiful affiliate is delivering a sense of pride and ownership to all communities across the state, making each community safer, cleaner and more beautiful for all to enjoy."

Keep TN Beautiful Advisory Council chair, Judge Larry Potter reported "Tennessee has strong state and local government support for community environmental improvement. This 100% milestone of GAC participation illustrates the public movement to action. The Litter Reform Law of 2007 has just been passed. Our dreams of proper environmental ethics and action are coming true."

Tennesseans can do their part to Stop Litter by reporting litter bugs to the state. People who witness littering can call 1-877-8-LITTER or fill out an online report at [www.tennessee.gov/tdot/environment/beautification/litter.asp](http://www.tennessee.gov/tdot/environment/beautification/litter.asp). The state will send the offending individual information on the negative effects of littering along with a trash bag and portable ash tray.

For further information:

[www.KTnB.org](http://www.KTnB.org)

[www.stoplitter.org](http://www.stoplitter.org)

[www.KAB.orgwww.tdot.state.tn.us](http://www.KAB.orgwww.tdot.state.tn.us)

## COCA-COLA AND NATIONAL RECYCLING COALITION LAUNCH RECYCLE BIN GRANT PROGRAM

### Innovative Program to Provide Recycling Bins and Expertise

Atlanta, October 4, 2007 -- Coca-Cola and the National Recycling Coalition (NRC) today announced a new recycling bin grant program designed to promote and support community recycling in the U.S. Through this innovative grant, recipients will have the benefit of both the donated recycle bins and the expertise on how to set up recycling programs from the National Recycling Coalition. Grants will be provided for recycle bins at sporting events, music venues, schools and commercial locations. The grant program is part of Coca-Cola's \$60 million investment in recycling programs and initiatives in the U.S.

"We are excited to partner with Coca-Cola to offer a recycling bin grant program to communities and businesses," said Kate Krebs, executive director of the National Recycling Coalition. "The program is designed to increase recycling rates across the country by helping to off-set the initial costs of recycling bins."

The bin grant program leverages the purchasing power and expertise of the NRC and Coca-Cola to provide more recycling bins than would be possible if grant recipients were to purchase bins independently. The NRC also will contact grantees to offer guidance and consultation on setting up a recycling program, assess recycling bin needs and determine bin selection. NRC bin suppliers will then deliver bins directly to the recipients.

The grant program is open to city, government and school organizations as well as non-profit groups and for-profit companies. Interested parties may apply for the grant at NRC's website: <http://bingrant.org/register.asp>. Eligible grant activities include establishing a recycling program at schools, universities, sporting or recreation venues, parks, cultural events or business and commercial locations. Grant recipients will be selected and awarded recycling bins throughout 2008.

"Coca-Cola has a long history of designing packages that are recyclable and resource efficient," said Scott Vitters, director of sustainable packaging, The Coca-Cola Company. "We also are focused on ensuring strong end-markets for our packages through investments in commercial recycling and community collection programs like RecycleBank and the bin grant program. We hope this new program will further encourage communities to make recycling available as we continue to close the loop for our products as well as other valuable recyclables,"



#### **Coca-Cola's Support for Recycling in the U.S.**

Coca-Cola recently announced a series of initiatives designed to enable the Company to achieve its long term goal to recycle or reuse all of its plastic bottles in the U.S. marketplace. In partnership with the United Resource Recovery Corporation (URRC), Coca-Cola will build the world's largest bottle-to-bottle plastic recycling plant in Spartanburg, S.C. When fully operational in 2009, the plant will have the capacity to produce approximately 100 million pounds of food-grade recycled PET (polyethylene terephthalate) plastic for reuse each year – the equivalent of producing nearly two billion 20-ounce Coca-Cola bottles.

Coca-Cola also has expanded its partnership and investment in RecycleBank, a successful community curbside recycling program. RecycleBank currently operates in southern New Jersey, Delaware and Pennsylvania and will be launching service in upstate New York, Vermont and Massachusetts in the fall of 2007. The additional investment from Coca-Cola will support a national rollout of the RecycleBank program by 2009.

Coca-Cola and its largest bottler, Coca-Cola Enterprises also announced the creation of Coca-Cola Recycling, a new subsidiary dedicated to recovering and recycling Coca-Cola packaging materials used within the Coca-Cola system in the U.S.

For more information about Coca-Cola recycling programs and initiatives, please visit <http://www.cokecce.com>.

For more information about The Coca-Cola Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

For more information about the NRC please visit <http://www.nrc-recycle.org/>.

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**www.tva.gov**

trc-online.org

**SP** SP Recycling Corp.  
  
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(865)523-6397

## Sears Joins EPA to Help Protect the Planet - One Old Ice Box at a Time

Contact: Margot Perez-Sullivan  
(202) 564-4355 / [perezsullivan.margot@epa.gov](mailto:perezsullivan.margot@epa.gov)

(Chicago, Ill. - Oct. 18, 2007) What do your old refrigerator and freezer have to do with the stratospheric ozone layer and climate change?

Plenty. That's why Sears Home Services is taking the lead among retailers to join the U.S.



Environmental Protection Agency's voluntary Responsible Appliance Disposal (RAD) Program. The program promotes environmentally responsible disposal of household appliances, and will significantly reduce emissions of ozone depleting substances and greenhouse gases.

"Retailers play a vital role in environmental progress as well as economic progress," said EPA Administrator Stephen L. Johnson. "When consumers buy new fridges and freezers from Sears, they can rest assured that the ozone-depleting chemicals in their old appliances will be disposed of properly."

"Sears Home Services is excited about being the first Retailer to partner with the EPA in its Responsible Appliance Disposal Program, making our company the leader in the retail industry," said Mark Good, executive vice president/general manager, Sears Home Services. "Sears has been a leader for years in the development of energy-efficient appliances and this is a natural extension of that. Our customers have come to know Sears as the place to go for information, services and products related to green living."

Each year, Americans dispose of roughly 10 million refrigerators and freezers that contain ozone-destroying and heat-trapping chlorofluorocarbons (CFCs) or hydrofluorocarbons (HFCs). The new partnership will result in the proper disposal of more than 1 million residential refrigerators and freezers per year. The annual greenhouse gas emissions savings resulting from Sears' efforts will be equivalent to preventing the emissions from 650,000 cars.

Through the program, the refrigerants and appliance insulating foam that contain CFCs and HFCs are captured and destroyed or

recycled. The program will also include the recovery and proper disposal of other appliance waste streams, such as Polychlorinated biphenyls\* \*(PCBs), mercury switches, and used oil.

If not properly handled at the end of an appliance's lifecycle, CFC releases lead to a diminished ozone layer, which allows more ultraviolet (UV) radiation to reach the Earth's surface. Overexposure to UV rays can lead to skin cancer, cataracts, and weakened immune systems. Increased UV can also lead to reduced crop yield and disruptions in the marine food chain.

In addition to appliance retailers, EPA is working with a variety of industry sectors to quantify and reduce emissions and promote efficient technologies that are safer for the ozone layer and Earth's climate.

For more information about the RAD program: <http://www.epa.gov/ozone/partnerships/rad/index.html>

To become a partner: <http://www.epa.gov/ozone/partnerships/rad/radpartners.html>



### GUY BROWN PRODUCTS

Contact: Phoukhaothong "Pooh" Vichidvongsa

9003 Overlook Blvd.  
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Tel: (615) 777-1500 Toll Free: (877) 794-5906  
Fax: (615) 777-1501

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[www.guybrown.com](http://www.guybrown.com)



### LP Wire Tie Systems

Mark Schlicht, Manager  
Packaging Products and Customer Service  
Phone: (800) 621-6141

[www.lpwiretie.com](http://www.lpwiretie.com)

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## CALENDAR OF EVENTS

### November 7 - 10, 2007

The Association of Water Technologies  
2007 Water Technologies Convention & Exposition  
Colorado Springs, CO  
<http://www.awt.org/>

### November 7, 2007

SMART Regional Meeting  
Houston, TX

### November 7 - 9, 2007

U.S. Green Building Council  
2007 Greenbuild International Conference & Expo  
Chicago, IL  
<http://www.greenbuildexpo.org/>

### November 9, 2007

Virginia Recycling Association  
Annual Meeting  
Charlottesville, VA  
[http://www.vrarecycles.org/online\\_form\\_annual.htm](http://www.vrarecycles.org/online_form_annual.htm)

### November 12, 2007

Alabama Recycling Coalition  
Association Fall Forum Meeting  
Orange Beach, AL

### November 12 - 14, 2007

American Metal Market  
NEW Scrap Conference  
Scottsdale, AZ  
[http://www.vrarecycles.org/online\\_form\\_annual.htm](http://www.vrarecycles.org/online_form_annual.htm)

### November 14 - 16, 2007

(PSI) Paper Stock Industries / ISRI  
46th Annual PSI Fall Conference  
Scottsdale, AZ  
<https://iguana191.securesites.net/paperstock/>

### November 15, 2007

America Recycles Day  
<http://www.americarecyclesday.com>

### November 15 - 16, 2007

New York State Association (NYSAR3)  
18th Annual NYS Recycling Conference  
Cooperstown, NY  
<http://www.nysar3.org/events/arc.htm>

### November 28 - 30, 2007

TRC Board of Directors Retreat  
Monteagle, TN  
<http://www.trc-online.org/Events.html>

### January 16 - 18, 2008

2008 TRC Annual Conference  
Franklin, TN  
<http://www.trc-online.org/TRCConference.html>

### February 4 - 9, 2008

SWANA's 2008 Thinking Outside the Blue Box Conference  
Corpus Christit, TX  
<http://thinkingoutsidethebluebox.org/>

### March 25 - 28, 2008

Carolina Recycling Association  
18th Annual Conference and Trade Show  
Raleigh, NC  
<http://www.cra-recycle.org>



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## Rock-Tenn Recycling

1323 Proctor Street  
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Tel: (865) 522-6129

Fax: (865) 522-8996



[www.rocktenn.com](http://www.rocktenn.com)

November 15, 2007

# AMERICA RECYCLES DAY

[www.americarecyclesday.com](http://www.americarecyclesday.com)



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200 West Springdale Ave  
Knoxville, Tennessee 37917

Tel. 865 521-5094

Toll Free Fax. 865 521-5096

**Edward Bales**

Email: [ebales\\_apr@bellsouth.net](mailto:ebales_apr@bellsouth.net)

**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>

**Non-profit Recyclers Council (NpRC)**

- The NpRC is a national network of mission-driven, community-based non-profit 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

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

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_____		
Company or Affiliation		
_____		
Mailing Address		
_____		
City	State	Zip
_____		
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