

Renewable news



Winter 2000

ISSUES!

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RecycleFlorida Today, Inc. presents

Legislative Issues Forum 2001

- **Senator KEN PRUITT to make the keynote address at upcoming Issues Forum!**
Senator Ken Pruitt has agreed to open our 2001 Issues Forum with the keynote speech. Senator Pruitt was instrumental in the legislative issues surrounding the rewrite of the innovative grants criteria and is a big supporter of RFT.
- **Do you know what's up with C&D Landfills and C&D Recycling in Florida?**
Come talk to the experts at the upcoming Legislative Issues Forum 2001. Hear from such distinguished speakers as Dr. Timothy Townsend from the University of Florida, Rebecca O'Harra with the legislative perspective, Ken Resor with a City's perspective, Harold Carter with the haulers point of view and Tom Roberts from the recyclers view. Our honored colleagues will offer their opinions, advice and expertise on the "hot topic" of what to do with C&D.
- **FDEP Issues** are of growing concern to all of us in the recycling industry. Don't miss the opportunity to hear from DEP about certified recyclers, Innovative grants, legislative budget request, legislative issues and more. This is our town meeting so let your voice be heard!
- **Everything you ever wanted to know about Electronics Recycling!** As if the Issues Forum wasn't enough, SWIX is sponsoring a half-day electronics workshop the day following the forum. If your business or organization is challenged with disposal of electronics, this is a must attend workshop!

Date: January 22-24, 2001

Location: Ramada Inn North, 2900 North Monroe Street, Tallahassee, FL 32303

Agenda Overview - Dates/Times

January 22nd

Noon - 2:00 pm Committee Meetings
2:30 pm - 5:00 pm RFT Board of Directors Meeting
6:30 pm - 7:30 pm **Opening Reception**

January 23rd

8:30 am - 4:30 pm **All day Issues Forum Session**

January 24th

8:00 am - 12:30 pm **Electronic Equipment Recycling Workshop**

Hotel Accommodations:

The Ramada Inn North is conveniently located just off Interstate 10, Exit 29, north of Tallahassee.

To make reservations contact the Ramada direct at 850/386-1027.

Information and Registration:

Web site: www.recyclefloridatoday.org

Email: rft@recyclefloridatoday.org

Tel: 1-877-867-4RFT (4738) toll free

Fax: 1-850-386-4321

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Printed on Recycled Paper



Letter from the Chair



This fall has been an active time for several segments of our broad-based RFT membership:

Planning for the Annual Conference, to be held at the Tradewinds Resort in St. Petersburg Beach, June 5-7, 2001, is well underway. Member input is welcome – please contact

Gaylene Stanley, Donald Freedland or Gene Jones if you have ideas or if you'd like to volunteer to serve on the planning committee.

Your Membership Committee is actively pursuing prospective members. A mailing went out a few weeks ago to prospective members in all segments of the recycling and organics industries – public and private sector. If you know of someone who is not yet a member of RFT, please contact Ray Moreau or Gaylene Stanley.

The FORA Division recently held a very successful Organic Recycling Facility Operator Training Course in Punta Gorda. For details, see the article on page 10.

Your Board has begun a dialog with the Pollution Prevention organization, and it is hoped that our two associations can begin a relationship of teamwork that will benefit both organizations and promote our mutual goals.

DEP has published its shortlist of proposed projects for Year 4 of the Innovative Recycling and Waste Reduction Grants. A number of exciting and truly innovative topics have been proposed. Congratulations to the counties who will now be submitting their full proposals to DEP.

The next Issues Forum is scheduled for Jan. 22 & 23 in Tallahassee. An Electronics Recycling Workshop will be presented in Tallahassee on Jan. 24. As I write this, the presidential election is still undecided. Let's hope it's been resolved by that time so that the international media can return home and give us some breathing room in Tallahassee hotels.

I would like to take this opportunity to thank Lynn Thompson, who picked up the newsletter editor "baton" and ran to the finish line with it. Thank you, Lynn, for a superb job.

May I extend, from myself and the RFT Board, best wishes for a happy and healthy holiday season to all our members and their families.

Mark Your Calendar

January 22-24

RFT Issues Forum, Tallahassee, FL. See more information on the front page of this newsletter.

February 12-17

SWANA's Waste Reduction, Recycling and Composting Annual Symposium & 5th Annual Collection/Transfer Symposium, Denver, CO. 800-467-9262 for more information.

March 4-7

Southeast Recycling Conference & Trade Show, Orange Beach, AL.
www.southeastrecycling.com for more information.

March 11-12

Paper Stock Industries of ISRI Spring Meeting & Reception, New York, NY.

March 20-24

ISRI Annual Convention and Exposition, "2001: A Scrap Odyssey", San Antonio, TX.
Call Evelyn Haught at 202-662-8527 or David Krohne at 202-662-8525 for more information.

April 2-5

Waste Expo 2001, Chicago, IL. Call 770-618-0198 for more information.

June 5-8

RFT Annual Conference & Exhibition, St. Petersburg Beach, FL. Call RFT at 877-867-4RFT(4738) toll free or check the website at www.recyclefloridatoday.org for more information.

County Connection

Amp Debuts in Alachua County

By Sally Palmi, Alachua County Office of Waste Alternatives

Amp is Alachua County's first hybrid vehicle and the world's first mass-produced hybrid car with both a highly efficient gas engine AND an advanced electric motor! !!

Amp's new technology offers something wonderful to Alachua County and to you too. . . . Benefits include lower costs of operation and less pollutants added to the environment.

Amp is powered by a small, highly efficient gas engine and an advanced electric motor. Depending on the driving conditions, the **Advanced Control System (ACS)** uses one or both to maximize fuel efficiency and minimize emissions. During initial acceleration, the electric motor is the primary source of power. The gas engine starts up under heavy acceleration or to turn the generator, which in turn charges the battery. At high speeds, the gas engine is the primary source of power. The electric motor will assist to varying degrees.

Amp's batteries never need to be plugged in; ACS diverts output from the generator to recharge the batteries whenever the batteries are low. Braking energy is captured and used to recharge the batteries when the driver slows down and engages the brakes.

At just over \$20K, Amp saves Alachua County at the gas pump. Unlike typical gas-powered vehicles, Amp actually gets better mileage in city driving than highway driving!

52 mpg city* 45 mpg highway*

Compare those impressive numbers with a comparably-sized car, at:

28 mpg city 32 mpg highway

That means that Amp can go up to **600 miles** between fill-ups in city driving!

*Preliminary EPA mileage estimates determined by Toyota.

Why do we need clean cars?

In the US, 1/3 of the smog-forming

pollution & 1/4 of the global-warming gases come from motor vehicles.** The number of motor vehicles on the road & the number of miles traveled by those vehicles are expected to double in the next few decades.**

What can Amp do?

Because of the Amp's fuel economy, greenhouse CO₂ emissions from the Amp are estimated to be about **half** as much as an economy car that gets 35 mpg and **three quarters** less than a sports car that gets 17 mpg.

**Clean Car Campaign

Look for **Amp** at the RFT Annual Conference!



Wipe Out Waste (WOW) in Deerfield Beach

"It's only the beginning"! That's the recycling motto that resounds at the Public Works Department of the City of Deerfield Beach. For residents, recycling is more than just a habit; it is a responsible mindset.

As part of the expansive pro-active *W.O. W.* waste reduction/recycling program of Deerfield Beach, the Solid Waste/Recycling Division began collecting mixed paper and yard trimmings curbside early this year. Residents received a third green curbside recycling bin, with a lid for their mixed paper items. The bin is imprinted with graphics and a written description of mixed paper.

"Residents will have no confusion about what exactly mixed paper means",

says Cheryl Miller, Solid Waste/Recycling Specialist for the City. A new full color brochure was mailed explaining the entire 3 sort curbside recycling program. Also, **Deerfield Dude** (our Recycling Costume Character) and the **Mix It Up Patrol**, wearing a cloak of Mixed Paper, is popping in at Civic Organizations, Schools, and Homeowners Associations distributing handouts. A mixed paper recycling display stands at City Hall as well.

"The city is expecting a minimum of 150 tons per month tonnage increase with the mixed paper collection alone avoiding the \$82.24 per ton tipping fee" says Donald Freedland, Director of Public Works. An Evo will collect all 3

sorts curbside, however the mixed paper will be compacted allowing for additional time on the route.

The second new curbside program to begin at the New Year, is the Yard Trimmings collection, which is being collected separately from bulk trash or garbage. Bags of grass, leaves and weeds along with branches and palm fronds are collected for chipping to be returned to medians and parks. Graphics on bulk trash trucks in Deerfield Beach depict how to separate the yard trimmings from other collections on the side of the trucks. Door hangers and handouts promoting the program were distributed to the residents in December.

COUNTY (continued on page 4)

Recycled Art Show in Alachua County

By Sue Blythe, Alachua County Office of Waste Alternatives

“Trashformations: The Art of Recycling” is a juried art competition for Alachua County high school and college students. It is sponsored by the Alachua County Public Works Department, Office of Waste Alternatives, and the Florida Museum of Natural History. Trashformations 2000 brought in nine high school and five college entries. Judging was based on at least 70% recycled materials, creativity, and size restrictions (16 square feet floor space, 9 feet high).

Nearly 50 people attended the awards ceremony and catered reception. Ribbons and cash prizes in the amount of \$1,800 were distributed to five high school and

four college students. The Museum provided two additional prizes. Central Florida Office Plus provided gift certificates for each of the five participating high schools.

TV 20’s Jason Bronis filmed the artwork and interviewed Sally Palmi. His report on the importance of creative recycling aired on the 11:00 pm and morning news. A goal for next year’s event is to have a larger space so we can accommodate more entries. The Florida Museum of Natural History is considering use of a 5,000 square foot area, which may be available between major exhibits. Students from middle schools could be invited to provide art

for the classroom hall and to visit the Museum during the two-week exhibit, thus generating interest in participating when they get to high school.

Next year, in an effort to increase participation, a poster will highlight the cash awards; information will be included in public school art teachers’ pre-planning packets; the School Board’s Fine Arts Coordinator will encourage teachers to have their students participate; targeted University of Florida art teachers will be encouraged to offer credit for participation; and ads will be placed in newspapers.

Recycling Education Gets a New Look in Volusia County

By Margaret Hodge, Volusia County Recycling Department

Two of the Recycling Department’s major educational tools have recently undergone renovations.

Each year approximately 2,000 Volusia County students visit the “Solution Revolution” exhibit hall at the West Volusia Transfer Station. They are treated to an interesting program about recycling, combating litter and composting. In October the exhibit hall was renovated with updated displays and a fresh new look. Among other improvements, when students enter the hall they are now greeted by **Garbo, the Recycling Raccoon**, the Recycling Department’s new mascot.

In addition to the work done on the permanent display, the “**Recycler Too**”, the Mobile Education Unit (M.E.U.), a 20’ long step van, has been updated. The education unit travels to special events around Volusia County to spread the word about recycling, composting, and litter prevention. The exterior of the

van’s more “kid friendly” design features **Garbo, the Recycling Raccoon**. The inside displays also have been updated to be more attractive and are packed with good information. The cost of the updates was \$6,000 and was paid through State grants. The “new” van was open to the public at the Volusia County Fair in November. For more information call 904-943-4905.



Pasco School District Sponsors Youth Summit

By Mary Miller, District School Board of Pasco County

Every once in a while, an opportunity presents itself that is just too good to pass up. Such was the case when the Recycling Department of the Pasco School District was asked to provide recycling operations for the recent Jane Goodall North American Roots and Shoots Youth Summit. “When I was asked to coordinate recycling efforts for the summit, I jumped at the opportunity, not only to help out, but to be able to meet Jane Goodall who has always been an inspiration to me,” said Mary Miller, Pasco School District recycling coordinator.

Roots and Shoots is a youth organization founded by world-renowned primatologist, Dr. Jane Goodall, and promotes the idea that one person can make a difference. Groups must participate in ongoing projects to help wildlife, people and the environment. It has grown from one group in Tanzania in 1991, to 2,500 groups worldwide in 57 countries. Pasco Middle School science teacher and Roots and Shoots Regional Coordinator, Johnell Hankins, agreed to host the 2000 Roots and Shoots North American Youth Summit in Pasco County.

During the summit, the host was responsible for providing all activities and accommodations, including, transportation, food, field trips and lodging. The District Recycling Department was asked to help participants minimize their waste as much as possible. To reduce the number of disposable containers being thrown out, each of the 120 summit participants was given a recycled plastic bottle that they used for all drinks during the 4-day summit. Recycling containers were available for all plastic bottles, aluminum cans, and office paper. Only paper products and biodegradable flatware was used at meals, then collected in a compost bin along with food waste. Very little disposable was generated during the summit.

PASCO YOUTH SUMMIT (continued on page 10)

Greetings from the Committee Chair

By Chris Snow, Hillsborough County Solid Waste Management

At the end of the year we can look back with pride on the following major accomplishments that the FORA Division achieved in the Year 2000:

- Food Waste Recycling Workshop held at RFT's January Issues Forum that was attended by more than 50 people,
- FORA Division and industry input into the revisions to Chapter 62-709, and the maintaining of the permit exemption for yard waste processing facilities
- Creation of a separate organics recycling track for the Annual RFT Conference held in May, 2000
- A workshop in Immokalee Florida attended by over 100 participants interested in University of Florida research in the area of Utilization of Organics in Horticulture,
- The development of a Directory of Organic Recycling Facilities with 75 facilities,
- The development of a public and private sector industry reviewed outline for a Organics Recycling Facility Operators Training Course
- The many *Renewable News* articles that are full of substance and are of true value to the organics recycling industry

Many FORA Division members are responsible for the major efforts listed above that have been done primarily by volunteers. In particular; I would like to thank Joan Bradshaw for her efforts with the newsletter, the directory of Organics Recycling Facilities and the Organics Recycling Facility Operators Course Outline, Shelly Crofut for the 62-709 Revisions, Jeff Rogers and Monica Ozores-Hampton for the Immokalee Workshop, Holly Johnson for the directory of Organic Recycling Facilities, and Jesse White and Lisa Whalley for the workshop for the Course Outline. Without their help this work would not have been done. Thank you and please thank them personally as you see them.

And now on to the new year. Volunteer help is the backbone of the FORA Division accomplishments. We would like to get you involved. If you are interested please contact Chris Snow at (813) 276-8408. Do you have a workshop topic that you believe would be interesting to the organics recycling industry and you would like to help organize with assistance from the FORA Division? Let me know and let's plan it.

A Happy and Successful New Year to all of you.

RFT/FORA Goes to Y2K Composting in the Southeast Conference

By Dr. Aziz Shiralipour, University of Florida

The Fifth Composting in the Southeast Conference, (Y2K Composting in the Southeast Conference and Expo) was held during October 9-11, 2000 in Charlottesville, VA. It is a biennial event providing individuals and entities involved in composting industry with practical information on the science of composting, facility planning and design, operations, regulations, economics, marketing and utilization, and other relevant and timely issues. Florida was represented by Mitch Kessler, Dr. Monica Ozares Hampton, Tom Lehmann, and Dr. Aziz Shiralipour.

The Planning Committee for Composting in the Southeast Conference suggested that the next event be held in Tampa, Florida in 2002. In November 11-15, 2000 the Planning Committee met with the Composting Council in Cleveland, Ohio to discuss the possibility of combining the Composting in the Southeast Conference with Composting Council's Annual Meeting. This topic will be under further discussion at Composting Council's Board of Directors meeting in January 2001. For more information, please contact Dr. Aziz Shiralipour at shirali@gnv.ifas.gnv.edu.

Organic Recycling Facility Directory Completed

In the Spring of 2000, efforts were made by RFT/FORA to address marketing and promotional needs of the industry, via the development of an organic recycling facility directory. This project was funded by the Florida Department of Environmental Protection. They are in the process of printing the directory, as well as making it available on their web site.

The purpose of the publication is to:

- Assist in the marketing of recycled organic products
- Provide a single source product information guide for potential users of organic products
- Provide a source of producer information for product and equipment vendors and the regulators.

A survey was developed and forwarded to more than 500 potential information sources. resulting in a compilation of information on 75 organic recycling facilities. The resulting directory includes organic recycling facilities receiving one or more of the following feedstocks for processing into organic products: yard waste, manures, food waste, land clearing debris, clean wood waste, municipal solid waste and biosolids.

Other pertinent information included in the directory is number of years in business, annual tonnage, and annual volume. End product use was also reported in the directory according to mulch, fuel, soil mixes, compost and others. Facilities also provided information on other services they provide: grinding, mulch coloring, marketing, screening, trucking and/or installation. The Florida Organic Recycling Facility Directory has an alphabetical listing of facilities, and a listing of facilities by County.

UF Professor Wins Prestigious Kellogg Award

By Joan Bradshaw, City of St. Petersburg

The Hi Kellogg Award for Outstanding Service to the Composting Industry is awarded by the US Composting Council to an individual who has displayed outstanding service to the US composting industry over a period of many years. This award recognizes an individual who has left a lasting and positive impact on the composting industry for a minimum of ten years. Dr. Aziz Shiralipour of the University of Florida was the recipient of this award and was recognized November 11-15, 2000 in Cleveland Ohio at the annual meeting and tenth anniversary of the US Composting Council. Dr. Shiralipour was recognized for outstanding compost related activities during the past decade. Some of these activities include:

- Co-author of six books/manuals
- Author or co-author of 31 papers
- Co-editor of the *Florida Biomass* newsletter
- Member of the Editorial Board of *Compost Science And Utilization* Journal
- PI or Co-PI of 15 grants for the sum of over \$1,430,000
- Twenty five International, National, Regional and State presentations
- Member of the US Composting Council's Marketing and Standard & Practice Committees
- Member of the California Integrated Waste Management Board's Advisory Panel

RFT/FORA would like to congratulate Dr. Shiralipour for being the recipient of this prestigious award. Great job, Aziz!



Equipment Rodeo A BIG Success

Over 75 people traded cowboy hats for hard hats and joined RFT/FORA division and Charlotte County Department of Environmental Services for an equipment rodeo held October 31 and November 1, 2000 in Punta Gorda. The event corralled an impressive herd of tub grinders, horizontal grinders, and trail blazing equipment, as well as a maverick soil screener.

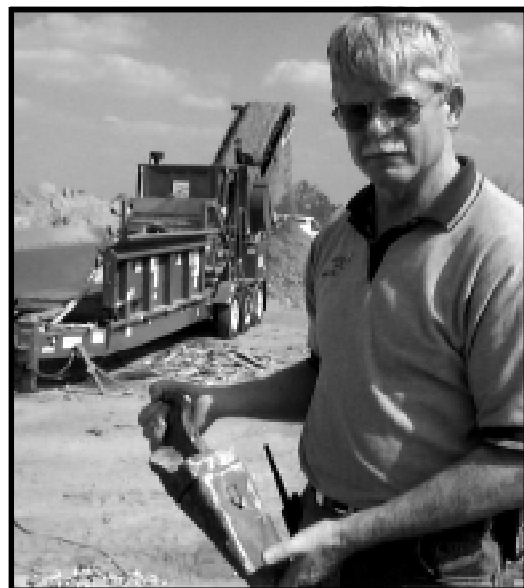
The event began with a networking session attended by approximately thirty people. Equipment operators shared their stories from the dusty trail of Organics Recycling and Roofing Shingle Grinding (yard waste and land clearing debris). Tuesday began with a workshop titled *Review of Organic Recycling Facility Operator Training Course Outline*. Chris Snow, Hillsborough County, was happy to report that "attendance was great and the workshop participants' feedback was lively."

The rodeo began with the recycling pioneers team circling their equipment at the Southwest Land Developers C & D landfill. The first event was pallet grinding by Bandit and Morbark in horizontal grinders. SLD's cowboys, using a rake on a loader, had a hard time keeping up with the hungry "bucking bronco" machines. The machine swallowed a landfill compactor tooth, which was accidentally mixed in with the pallets. Despite minor damage, the machine finished the demo. It gave the group an awareness of how a "worst case" scenario can be handled. Grinding yard waste and land clearing dominated the second event. From a vantage point atop the C&D landfill, participants had a bird's eye view of yard waste grinding, screening and mulching organic debris "in place". It looked like a true "barrel race". The third event included a demonstration of the latest technologies in roofing shingle grinding. This portion of the rodeo was in conjunction with Charlotte County's 2000 Innovative Recycling Project, titled "Roofs to Roads". Roofing shingles processed in this pilot grinding project will be used in top-coat applications for building roads. This was a display of "sharp shooting" at it's best. It will take a little "trail blazing" for shingle recycling to get from processing to successful marketing.

The rodeo ended with a Q&A session on shingle recycling. "This was a great event," said one participant, "we walked away with 16 leads. When is RFT doing this again?"

RFT/FORA would like to thank Jesse White and Lisa Whalley of Resource Management Group and Charlotte County for assisting in the coordination and hosting this event. Also, thanks to KIC, Packer, Powerscreen and Delta for their involvement in sponsorship and demonstrations.

For more information, contact Chris Snow at Snowc@hillsboroughcounty.org 813-276-8400.



Dump & Run, Inc: Turning the Cycle from Trash to Cash in Universities and Colleges Across the Country.

Every semester, college residence halls empty out and the dumpsters fill up. Some schools have tight move-out deadlines and inevitably, some things won't fit in the car. Clothes, lamps, dressers, couches, futons, bed linens, bathroom/kitchen items, and even computers get left behind.

Out of this chaos was born an opportunity. Dump & Run, Inc. specializes in garage sales with a twist: students returning in the fall buy back items that might otherwise have been thrown out by their classmates only a few months before.

Student groups and volunteers rescue "would-be" discards from the landfill each spring, then sell them to students and community members in massive "recycle sales." Cycling usable goods back into the market raises trash awareness while also raising money for non-profit causes. During the past 2 years, they have raised over \$6000 for organizations.

Lisa Heller, founder, was inspired to start the nonprofit when she was an instructor of Rhetoric and Communication Studies at the University of Richmond. She was amazed by the wealth of items that were destined for the landfill simply because students had no idea where else to turn. Thus began the Dump & Run movement to turn massive amounts of "trash" into "cash." The success of the sales is due the tendency amongst students to throw away items that have plenty of life. "What really surprised me, said Heller, is the appliances in working condition that get tossed — toaster ovens, blenders, TVs." Items that date this generation include a framed portrait of Kramer from Seinfeld and several blow-up chairs.

Heller has found that as the word spreads amongst students, donations of sale items grow. She says the students are incredibly generous - they now bring their goods right to the boxes and trucks. **The result: dumpster trash cut in half between 1999 to 2000.** The main agenda is to make sure that the landfills are not overtaxed with usable discards.

For information on how to start a Dump & Run at your school, or to "dump" a donation, visit www.dumpandrunk.org or contact Lisa Heller at (508) 579-7188, try lheller@bates.edu first, and then lisakheller@aol.com.

Florida's Pollution Prevention Program – Involving the Public as well as Industries

By Betsy Galocy, Florida Department of Environmental Protection

One of the challenges facing pollution prevention advocates is making the concepts relevant so the public will change their daily behavior. False perceptions...that big industry is solely responsible for our environmental problems; that atmospheric degradation is inevitable; and that there is little the average citizen can do to reduce pollution...seem to prevail as chronic urban myths.

National Pollution Prevention Week gives educators a valuable opportunity to showcase principles like finding alternatives to toxic materials, eliminating or reducing hazardous waste, and minimizing use of natural resources. In searching for a project to make P2 "real" to citizens, the Department of Environmental Protection's Pollution Prevention Program staff met with several local government proponents in 1999 and developed a statewide medical mercury thermometer exchange. Sponsored and organized by the P2 Program, the exchange included 29 local governments, and was so successful it was repeated for National Pollution Prevention Week 2000.

Results exceeded all expectations, almost doubling 1999's efforts. For the second year in a row, Florida set a record for the largest medical mercury thermometer exchange in the US. Organized by the Florida Pollution Prevention Roundtable and co-sponsored by the P2 Program, 21 local governments participated. 11,906 medical mercury thermometers were reclaimed, and 10,752 digital ones were distributed. Many also accepted other mercury-containing products.

Participants agree this type of project offers the kind of multi-faceted results desired. It increases public awareness of health and environmental problems with mercury, which has been found in high levels in Florida's wildlife. By targeting a household hazardous waste, it emphasizes that everyone (not just industry) contributes to these problems. It empowers the public with knowledge that there are safe alternatives to almost all mercury-containing products. And it modifies their buying habits by providing them proof in hand.

The P2 Program helps businesses to become more competitive, safeguard workers, and avert potential liabilities. All services are non-regulatory and free of charge, including on-site technical assistance, research, phone consultations, and workshop speakers.

Fact sheets and other technical publications may be obtained from the P2 Program's Resource Center. Several are available electronically at <http://www.dep.state.fl.us/dwm/programs/p2/>. Requests may also be entered electronically. Businesses may call directly at 1-850-488-0300, or leave a message at the voice mail toll-free number, 1-800-741-4337 (press "8").

America Recycles Day Around Florida

America Recycles Day A Success in Florida

By *Tara Smith, State ARD Coordinator*

The fourth annual America Recycles Day was celebrated by over a dozen counties across the state on November 15th. Libraries, schools, post offices, universities, and individuals collaborated to promote the importance of buying recycled. Thousands of pledge cards have been collected across the state through this very successful awareness campaign.

In Gainesville, 14 year old Will Vinson spoke to students about America Recycles Day. Will was featured earlier this year in *Time* magazine's Earth Day issue for his efforts to create a recycling program at his own school. Will worked together with the Alachua County Public Works Department, which featured the recycling float at the University of Florida homecoming parade.

The City of South Miami's mayor, Julio Robaina, signed a proclamation of America Recycles Day as Nov. 15th. The mayor was

very eager to promote the campaign and made an important statement about the City of South Miami's commitment to a cleaner earth. The Board of City Commissioners invited local ARD coordinators to speak at the commission meeting, which was broadcast on local television and newspaper.

In the state's capitol, TriEagle Sales and Anheuser-Busch worked together for Tallahassee Recycles! With three media partners present, and \$1000 Home Depot shopping spree giveaways, this event definitely drew a crowd.

Sarasota County Resource Conservation joined forces with the

Reading Festival this year to promote America Recycles Day. The Reading Festival reached over 2500 children with the Buy-Recycled message, and hundreds of pledge cards were collected.

Thanks to so many people across the state for their exhaustive efforts to promote America Recycles Day in Florida.

Note from RFT Chair: A special "thank you" to you, **Tara Smith**, for stepping up to the plate and giving your time and hard work to coordinate America Recycles Day for Florida. We take this opportunity to recognize you for your outstanding effort and tireless energy in making ARD a success in Florida!

America Recycles Day in Deerfield Beach

Students from Deerfield Beach High School glided and twirled across the stage modeling clothes made from recycled content material while Mike Calhoun from WRMF 97.9 narrated the fashion show. This was just one of the many features on stage and that lined the streets on the beach November 18th in Deerfield Beach promoting "Buy Recycled" and emphasizing the recyclable materials.

Prior to the fashion show, the City's High School students introduced the new waste reduction/ recycling theme: W.O.W. =- Wipe Out Waste by parading posters across stage and drawing the crowd in a rhythmic chant of Wipe Out Waste.

"I didn't know that! Is that for real?!" exclaimed several visitors and residents picking up examples of products made from several different recycled content materials on display at the Public Works table. Mario Raboa, superintendent of Recycling for the City, along with volunteers explained the City's expanding recycling program and discussed the myriad of recycling opportunities and products.

(continued on page 11)

Okaloosa County celebrates America Recycles Day!

By *Karen Spence*

It's been said that children are our future and no one can argue that. But it's important to give children the tools they need to become the custodians of our world and environment when they grow up.

That's why Okaloosa County in northwest Florida, chose to celebrate America Recycles Day in a big way. During the week of Nov. 13-17, Steve Trash, world-renowned master illusionist who takes his eco-message to audiences in the far corners of the earth, performed his magic before children in nine of Okaloosa's elementary schools. But these were no ordinary magic shows.

"It's so important that children get

the message early on that the earth's resources are finite and how important it is to preserve what we have today," said Trash, a schooled thespian who brings high energy and fun to every performance. My show encourages the youngest children to recycle and the lesson is learned through the second universal language—magic."

More than 3,000 of Okaloosa's children in grades 1 through 5 were treated to performances during the week. Principals, teachers and students were delighted with the shows and requested repeat performances in coming months.

Jim Reece, Okaloosa County's Recycling Office director, said the money spent to bring Trash's show to the local area paid off. "I attended the final show of this circuit and was astounded how he captured the children's imaginations with his slight of hand and the recycling lesson that's entrenched in his performance.

Steve Trash not only performs to youngsters; he's a fixture on the college performance circuit. He said that while the recycling message remains the same for all ages, the level of magic and illusion is enhanced to keep older audiences transfixed on his performance



Board Retreat Highlights

RFT's Board of Directors met in Orlando in August to discuss the organization's objectives, current status, and future direction. Chair, Mitch Kessler, asked each board member to share their thoughts and visions for RFT. A snapshot of their visions include:

James Croft: More county participation, work with issues that will impact small counties, work on getting certification education credits (CEU's)

Jackie Eldridge: Ad Hoc Outreach Committee issues, legislative issues

Donald Freedland: Share Board meeting information with others, put together a small business coalition, promote organic marketing and involve more RFT members through networking

Gene Jones: Continue to be a support system for RFT, Conference Chair, work with the State on various issues

Mitch Kessler: Continue to work with DEP on items affecting RFT members, legislative issues, promote current & new programs of benefit to members, continue to oversee all issues as RFT Chair

Steve Lengefeld: Protect private industry by protecting raw materials,

increase private membership in RFT, promote more outside conferences

Suzette Miller-Thomason: Get more private industry people involved in RFT, maintain momentum (currently in growth pattern), keep national attention momentum

Ray Moreau: Growing RFT membership, put together computer "list serve" for membership, legislative issues

Sally Palmi: Education, Issues Forum and mini workshops, more training

Stephanie Ragans: Encourage private industry membership, Issues Forum promotion, newsletter

Chris Snow: Continue to focus on Organics part of RFT, continue to promote organics programs and education

Victor Storelli: Focus on commercial entities, help grow membership

Lynn Thompson: Outreach to companies NOT in recycling business, encourage membership of non-recycling companies, newsletter, liaison for RFT to other organizations.

Many great ideas were expressed for the betterment and growth of the organization. It is shaping up to be a good year for membership in RFT!

The entire membership says a huge "Thank you" to all the Board Members for their many hours given "for the benefit and growth of RFT"! Let them know how much you appreciate their efforts – the best way to do that is "VOLUNTEER your time and expertise". Join a committee! Participate! RFT is "members helping members".

RFT Membership - "Growth Pattern"!

By Ray Moreau, SWIX

Just a reminder to all RFT members that the lifeblood of our organization is YOU — the membership of RFT! Your Membership Committee, Colin Cassidy of Palm Beach SWA, Steve Lengefeld of SP Recycling Company, Russ Ketchem of FPL, and myself have been busy since the start of the new fiscal year, trying to grow our ranks. Four separate mailings have been completed by the Membership Committee. In addition, the Membership Committee is working again this year for RFT to exhibit at the Florida League of Cities annual conference in August, 2001.

I am pleased to announce that since September of 2000, we have added over 20 new RFT members! Thank you to all of you that have made this possible.

Your Membership Committee has a goal of 85 new members in the fiscal year 2000-2001. As you can see from our new membership numbers, we're on our way to meeting that goal! Your Membership Committee cannot accomplish this goal by itself. Please make use of the new Membership Application each of you has been sent recently — become one of our RFT "membership ambassadors" and help us sign up a new member today!

RFT Among the Best, Says National Journal

By Lynn M. Thompson, *BellSouth Advertising & Publishing*

Recycle Florida Today was listed among the top state recycling organizations in 2000 in a poll conducted by Resource Recycling. The magazine asked 50 recycling leaders to rank state and regional associations in six key areas: newsletter, conference, policy formulation, legislation, governance, and cost-effectiveness.

RFT was a winner in the policy formulation area, cited for its "broad-based approach to formulating organizational policies." Seeking input from a variety of sources and encouraging informed debate were

seen as strengths by the group of experts polled.

Another category in which RFT came out on top was legislation.

Again, the strength of seeking input from a variety of viewpoints was seen as crucial. RFT received honorable mention for the quality of our newsletter and the strength of our conference. Florida was cited as one

example of successful member offerings such as policy and issues forums.

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RFT NEWS (continued)

Join the New Outreach Ad Hoc Committee!

By Jackie Eldridge, City of Jacksonville

The RFT Board has created a new ad hoc committee under Education called Outreach.

Due to the decline in funding for the recycling and education grant, the committee's goal is to create a new statewide awareness effort. The group felt other options should be investigated to continue educating Florida consumers on recycling and related issues. Initially, the group looked at a three-prong

approach, including celebrity ads, newspaper inserts, and school recycling coordinators to operate local and/or regional programs.

The Florida Department of Environmental Protection staff is supportive of this type of a campaign; however, their budget proposals have already been submitted to the Governor. Consequently, we are looking for not

only members to the committee, but also those who have contacts with the Legislature, to help make this plan a reality. This is a necessary component for Florida's quality of life!

For more information, or to sign up for the committee, contact Jackie Eldridge, Recycling Coordinator, City of Jacksonville, 904-665-4732, e-mail: jackiee@coj.net.

FORA (continued)

Organic Recycling Facility Operators Training Course History

A cooperative-funded project was begun this summer with the Florida Department of Environmental Protection (FDEP) and RFT/FORA to develop a Florida Organic Recycling Facility Operator Training Course Outline. The effort was a result of FDEP's desire to provide training for operators of these facilities through the State of Florida.

Training programs being started around the United States were first reviewed. Chris Snow attended the US Composting Council's meeting on Compost Operators Course in November of 1999, and met with 12 state representatives on training programs currently in place or being planned. Following the review, 15 private and public sector representatives, University of Florida faculty and FDEP staff met to

identify relevant topics for inclusion in the course. The committee developed a course outline that would be a maximum of two days, in the event the State required an Operators Training Course. An extended course of three to four days was suggested as an option to incorporate hands-on training and site tours to address the specifics of composting and other specialty materials.

In late October, the public and private sectors of the organic recycling industry were invited to a half-day workshop at the Charlotte Harbor Environmental Center in Punta Gorda to provide comments and recommendations on the proposed course outline. The outline includes instruction on virtually all

aspects of operating an organics recycling facility.

Comments were received from the 50 workshop participants. The final outline of the course has been submitted to FDEP. RFT/FORA will continue to work with FDEP in its future efforts to develop the course and implement a state-wide training program for operators of organic recycling facilities.

Many thanks to Chris Snow of Hillsborough County Solid Waste Management Department and Joan Bradshaw of the City of St. Petersburg Utilities Department for all their assistance in managing this project, the many RFT/FORA members who provided input into the development of the outline.

PASCO YOUTH SUMMIT (from page 4)

Miller coordinated the community project that was carried out at Girl Scout Camp Indian Echo, where the group stayed. The Southwest Florida Water Management District funded signage and plants for the creation of two gardens using drought-tolerant native plants. The group honored Jane Goodall by planting a southern magnolia at the camp in memory of her mother. "Participating in this summit and meeting Jane Goodall was one of the highlights of my life," said Miller. "Roots and Shoots gives today's youth the opportunity to organize and carry out projects that do make a difference in their communities."

Advertising Opportunities

The RFT Renewable News reaches a wide range of professionals whose primary interest is in one of the many facets of recycling. Distribution includes governmental agencies, industry, non-profits and individuals that are interested in recycling "as a way of life". Make your advertising dollars count – advertise in the RFT newsletter. For information, call 1-877-867-4RFT (4738) toll free or email to: rft@recyclefloridatoday.org

America Recycles Day Around Florida (continued)

AMERICA (from page 8)

The County Agricultural Extension Service demonstrated 3 different methods of composting by showing residents not only what to put in the compost bin but what not to as well.

"Our focus and commitment is to waste reduction and recycling and a new look at energy efficiency. This show introduced vendors, who can give residents practical environmental

information and products for use in the home," said Cheryl Miller, Solid Waste Recycling Specialist for the City of Deerfield Beach.

This year, we want to give a special thanks to Broward County for assisting us with the Childrens Fair, which entertained hundreds of children with games made of recycled materials and

included many give-aways. The County was instrumental in distributing advertising, posters and the student contests.

A busy, fun filled and educational event took place for America Recycles Day and it will only be bigger and better next year.

A NEW YEAR, A NEW LOCATION, A NEW NAME.....



Same great people, same excellent service.

Shortly after the first of the year, **TIA** Solid Waste Management Consultants, Inc. will change its name to :

Kessler Consulting, Inc.
Innovative Waste Solutions

Watch for more information soon.

Tampa Artist Exhibits Work

by *Michael Murphy, Recycling Task Force of Hillsborough County*

Hoang Van Bui, an internationally recognized Tampa artist has a one-man exhibit at the University of Tampa Scarfone Gallery. The Recycling Task Force facilitated the donation of many of the recycled materials used by Van in the creation of his artwork. More than four tons of shredded tire rubber was donated by American Rubber Technology of

Jacksonville, 100 used innertubes were collected by Hillsborough County staff at the Southeast Landfill Tire Processing Facility and part of a gym floor from the H B Plant High School Gym demolition was recovered by the staff of the Recycling Task Force. Wooden gun stocks from the City of Tampa and Cease

Fire Tampa Bay gun buy back were used in another piece of art as well as a 30-foot American flag from Tropical Sportswear. A catalogue of the exhibit is being produced and is available through the Recycling Task Force by calling 813-276-2931 or by e-mail murphym@gte.net.

MEMBERSHIP APPLICATION

Join RecycleFlorida Today!

To join RecycleFlorida Today, Inc. (RFT) please complete this form and send it along with a \$125 check (payable to RFT, Inc.) to: **RecycleFlorida Today, Inc.** PO Box 15889, Tallahassee, FL 32317-5889

Your membership entitles you to receive RFT's newsletter "Renewable News", recycling information & updates, discounts on RFT hosted events and much more!

Name: _____

Title: _____

Organization: _____

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City: _____ State: _____ Zip: _____

Phone: (_____) _____ E-Mail: _____

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For Further information contact RecycleFlorida Today at 1-877-867-4RFT (4738) toll free or visit our website at: www.recyclefloridatoday.org

COMMITTEE INVOLVEMENT

Please indicate your interest in any of the following RFT Committees by placing a check mark beside the committee or contacting the Chairperson(s) directly:

___ **Communications:** Responsible for producing the organization's newsletter "Renewable News" for distribution to membership. **Co-Chairs: Stephanie Ragans, 334-625-6444, skgonoles@aol.com and Lynn Thompson, 904-996-6772, thompson.lynn@bapco.bls.com.**

___ **Conference:** This Committee is responsible for all aspects of planning the annual conference including program and speaker selection, location, events, socials, exhibitions, sponsorships, and entertainment. **Co-Chairs: Gene Jones, 800/441-7949 gjones@mailier.fsu.edu and Donald Freedland, 954-480-4390, dfreed@deerfiledbch.com.**

___ **Development:** This Committee is charged with developing a strategic plan that will enable RFT to sustain long-term statewide and national leadership as a State Recycling Organization. Membership categories targeted to work towards this goal are Government and Industry. The Committee works to gain stronger recycling support in these sectors. **Chair: Gene Jones, 800/441-7949 gjones@mailier.fsu.edu**

___ **Education:** This Committee is responsible for putting together the Issues Forums each year. It also works to foster relationships and co-sponsorships with other recycling groups and help members release articles for publication in national and local periodicals. **Chair: Sally Palmi 352/374-5213, spalmi@alachua.co.fl.us**

___ **Education (Ad-Hoc Committee-Outreach):** This Committee's goal is to create a new statewide awareness effort for recycling and related issues. **Chair: Jackie Eldridge, 904-665-4732, jackiee@coj.net.**

___ **Legislative:** This Committee tracks legislation affecting the public & private sectors. It informs or alerts members of any threat of proposed Legislative change in law or funding which would adversely effect recycling or waste reduction in Florida. **Chair: Steven Lengefeld, 321/427-2001, steven.lengefeld@spnewsprint.com**

___ **Membership:** This Committee works to recruit and maintain private and public sector members for RFT association development. Conducts surveys of RFT member needs. **Chair: Raymond Moreau, 800/441-7949 or 850/386-6280, rlm6369@mailier.fsu.edu**

___ **Nominations:** This committee surveys membership for good candidates to serve on the RFT Board of Directors and conducts board elections each year. **Chair: Dave Baker, 813/264-7240, tia@kcii.com**



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