

## Spring 2007

# **"David" Honors Bill Hinkley**

by Brian Diessilhorst, Creative Recycling Systems

Creative Recycling System's newly installed, state-of-the-art automated escrap processing system named "David" was dedicated to the memory of Bill Hinkley. As the FDEP's Chief of the Bureau of Solid and Hazardous Waste, Bill was an environmental champion. "David" is the new champion of e-scrap, processing 500,000 pounds of electronics in a single day. At "David's" ribbon cutting held in October 2006 at the CRS Headquarters in Tampa, the Hinkley family and 200 invited guests were on hand to celebrate the future of electronics recycling and to honor a man who dedicated his life to raising awareness and protecting the environment.

### The automated electronic recycling behemoth is affectionately called "David," for its role in defeating the current "Goliath" amount of obsolete electronics that are filling landfills. homes, and businesses across America. A single piece of electronics fed into "David" at the starting point takes less than five minutes to be completely processed. A highly efficient system, all by-products are saleable commodities on the world market. Material will end up sorted and separated into plastic, steel, aluminum, copper, precious metal, and glass. At each stage of the process, a dust and particle control vacuum system directs the air flow through 24 air "scrubbers" and nine

continued on page 7



## Collegiate Committee Off to a Great Start

by Andy Fairbanks, Pinellas County Utilities

Colleges around the country are taking steps to improve the environmental sustainability of their campuses. As this movement gains momentum, it is providing many opportunities and challenges to professionals in our field. In response, RFT has created a Collegiate Committee (CC) to support waste reduction and recycling efforts on campuses throughout the state.

The CC's first meeting was in October 2006 at the University of Florida's Sustainability Conference. The purpose of this preliminary meeting was to give an overview of RFT's mission and seek input from the collegiate community about how RFT can best be of service to them. Many great questions and suggestions were discussed by a group that ranged from students to administrators.

The CC's first official workshop was held at RFT's January 2007 Issues Forum. Attendees crowded the room and overflowed into the hall for the informative

continued on page 8



www.recyclefloridatoday.org



#### **Board of Directors**

Chair Colleen Puglisi 407-518-2507 x2651 City of Kissimmee cpuglisi@kissimmee.org Vice Chair 954-474-1820 Phil Bresee Broward County Office of Integrated IWM pbresee@broward.org Treasurer Steve Lengefeld 321-427-0001 SP Recycling Corporation steve.lengefeld@spnewsprint.com Secretary Daniel Dietch 954-525-6289 Malcolm Pirnie, Inc.

#### Directors

ddietch@pirnie.com

Betsy Dorn R. W. Beck, Inc.	561-337-8929
Steve Crawford Recycle America Alliance	904-753-1482
Louis DiVita <i>C&amp;D Consultant</i>	772-708-1463
Andy Fairbanks Pinellas County Utilities	727-464-7546
Kathlene Hennesey Kessler Consulting, Inc.	813-971-8333
Adam Schlachter Leon County Recycling	850-606-1823
Pam Shoemaker Brevard County SWM	321-633-2043
Chris Snow Hillsborough County SW Mgmt. Dep	813-276-8408 ot.

#### **Ex-Officio Directors**

V. David Baker	727-464-4092
Pinellas County Utilities	
Sally Palmi	352-374-5245
Alachua County Div of WM	

#### **Committee Chairs**

Communicatio	ns Sally Palmi
Newsletter Edit	tor Pat Freed
Conference	Pam Shoemaker/Debbie Sponsler
Education	Colleen Puglisi
Legislative	Adam Schlachter
Membership	Adam Schlachter
Nominations	Phil Bresee
Organics	Chris Snow
Sponsorship	Steve Crawford
Collegiate	Adam Schlachter/Andy Fairbanks

#### Recycle Florida Today, Inc. P. O. Box 15889 Tallahassee, FL 32317 877-867-4RFT (4738) Toll Free Fax: 850-386-4321 Email: rft@recyclefloridatoday.org www.recyclefloridatoday.org

Unless otherwise noted, the opinions expressed in **Renewable News** are those of the author of the respective article and not necessarily the opinions of Recycle Florida Today, Inc. *Printed on recycled paper.* 

## Letter from the Chair



As I was gathering my thoughts for this issue, it dawned on me that this is my last letter as Chair. I can't believe that two years

Colleen Puglisi

have already passed. I have had so many wonderful experiences serving this membership - this incredible group of dedicated, enthusiastic, kindhearted and fun people. When I first assumed the role of Chair, I planned to jump in feet first tackling and overcoming every perceived shortcoming of the organization. Of course. I intended to make these changes overnight! But as is the case of most things in life, change is slow to come. Along the way, I learned so much from my fellow board members and our administrative providers. They mentored, coached and tamed the impatient side of me. With this guidance, I now realize the value in building a strong, solid foundation as opposed to the quick overnight fix.

My biggest goal was and is to increase the value of RFT membership. Through our survey, we first identified what each of you felt was important. Work has been completed and more underway to develop and improve upon all the areas identified. In my opinion, this is an ongoing effort that will never end. It is a dynamic that must change as our membership and industry change.

In terms of building a strong foundation, I am extremely proud of the strong Board of Directors that has evolved over the past two years. Those who currently serve you are active, diverse and creative individuals committed to RFT. I want to thank all past and current board members for contributing their time and talents. Specifically, I thank Pam Shoemaker for the best conferences that I can ever remember RFT hosting. This is a targeted area in which we have made great strides in improving for our membership.

In addition, I must thank Adam Schlachter and Andy Fairbanks for the Collegiate Committee. This little grassroots effort is building momentum like a tidal wave. It is near and dear to my heart, and I am positive it will be a huge success! Last but most importantly, I have to thank Vice Chair Phil Breese for all his support (and for being my sounding board). Without his levelheaded advice. I would not have come this far! Phil will be your new Chair this June, and I am confident he will do an outstanding job leading the organization.

Keep your fingers crossed (or better yet - call your local representative!) that RFT will obtain our state funding request for Recycling Coordinator training. This will be another way in which RFT can add value to its membership. Having the ability to provide current, Florida-specific training will be beneficial to everyone in our industry.

Enough said! I look forward to seeing you all in Orlando at the Annual Conference! We can all welcome our newest board member, Betsy Dorn of RW Beck at the conference. I am certain she will serve you well.

recycl

## Member Spotlight



## **Introducing Adam Schlacter**

by Colleen Puglisi, City of Kissimmee Public Works

Members may have seen this smiling face at the Conference or Issues Forum. He is Adam Schlachter. Adam serves on the Board of Directors and is also the Chair of the Membership and Legislative Committees. Adam was instrumental in developing the member surveys and the inception of the Collegiate Committee.

Starting out as an intern in 1993 working for

the Middlesex County (New Jersey) Division of Solid Waste Management, the road to a "trashy" career was established. Adam worked in the office developing public education pieces, running a litter cleanup program, and serving in a support capacity on numerous other projects.

Adam gradually learned the ins and outs of NJ's solid waste system. During this time period, NJ was thrown into chaos when the courts found the State guilty of stifling interstate commerce with the flow control regulations imposed on the haulers operating there. Turmoil ensued! During his time with Middlesex County, the county successfully won a lawsuit enabling them to collect the only "legal" Solid Waste Service Fee in NJ. This fee was designed to support the programs the county offered to its residents in the post-flow control era.

Additionally, Adam spent time consulting in New York City, working with real estate management companies to reduce the trash and increase recycling programs in the City's office buildings. Adam also worked in San Francisco for a small education company that developed custom shows on environmental topics specific to client needs. After working on several consulting projects in NJ, he once again moved...this time south to Tallahassee becoming Leon County's Recycling Coordinator in March, 2005.

Our industry and RFT have definitely benefited from Adam's move to Florida! He is full of energy, fun, and devotion to recycling. When you see Adam in Orlando this June, be sure to say hello!

"If I am to speak for ten minutes, I need a week for preparation; if fifteen minutes, three days; if half an hour, I am ready now."

Woodrow Wilson quoted by Josephus Daniels in The Wilson Era.





RFT would like to acknowledge and thank our 2007 Sponsors.

Environmental Partners Publix Supermarkets, Inc. WM/Recycle America

### **Recycling Sustainers**

Alachua County Division of Waste Management Creative Recycling Systems, Inc. Pinellas County Utilities Solid Waste Authority of Palm Beach County Southern Waste Information Exchange, Inc. SP Recycling Corporation

#### Patrons

Hands On Recycling Corp. Highlands Board of County Commissioners J Grez Transport, Inc. Kessler Consulting, Inc. Malcolm Pirnie Organic Matters, Inc.

Contributors Florida Refuse Service



Hillsborough County's Solid Waste Management Department received an innovative grant from the Florida Department of Environmental Protection for a project titled Getting to the Heart of Commercial Waste Reduction - "Greening" Property Managers. This project is relevant and important since approximately 60% of the County's solid waste comes from the commercial/institutional sector. It is hoped that increased awareness within the business community will lead many property managers to adopt more "green" waste reduction practices.

The project includes outreach, education, promotion, and training including a "Green Certification" workshop. Pollution prevention, source reduction, reuse of materials, and other environmentally preferable practices will be highlighted and encouraged. These topics will be integrated into a comprehensive waste prevention and reduction program for the commercial sector.

> RECYCLE P OUR

ANS

CLEA

Property managers can take a beneficial leadership role in "greening" their properties. They can:

- Buy cleaning products that are non toxic.
- Use pest control methods and materials that don't pollute indoor or outdoor air quality or compromise human health.
- Introduce strategies that prevent or reduce the generation of solid waste.
- Employ energy-saving and water-saving practices.
- Utilize practical cost-saving and wastereducing purchasing policies.

The significance of this project lies in its ability to offer a different perspective on property management. This change in perspective can lead to environmentally responsible practices that will conserve natural and financial resources and contribute to a cleaner and "greener" quality of life. Please call **813-276-2917** for more information.

# Pasco Art of Recycling ~ 10th Annual Exhibition

Each fall, talented Pasco County high school students prepare for the 10th annual Pasco Art of Recycling exhibition. This unique art exhibition encourages students to create art work using 70% of the materials from recycled content. The winners share over \$4,000 in prize money, making this the best-funded competitive art event in the county! In addition, the Pasco Art of Recycling Committee awards a \$1000 scholarship to one of the Senior entrants who plans on a college major in Art or Environmental Science.

Karen Bryant, the Recycling Coordinator for Pasco Schools, comments, "It's amazing to view the creative art work that our students design. You've got to see the exhibition to truly appreciate it. This is a great way for the students and the community to show that they support both art and recycling."

The art work was on display for the public to enjoy from the end of January through the end of March at various locations throughout the county including the East Pasco County Government Center in Dade City and the District School Board of Pasco County in Land O' Lakes.

In addition to the contributions of the youthful artists, the success of these annual exhibitions is due to the hard work and commitment of a dedicated team of hosts and sponsors. It is hosted by the District School Board of Pasco County (Karen Bryant), Pasco County Utilities (Rachel Surrency), and the Pasco Arts Council (Ann Larsen). The sponsors are Camp, Dresser & McKee, Inc., Covanta Energy, Keep Pasco Beautiful, King Engineering Associates, Inc., Pasco Education Foundation, R.E.S.O.R.C.E. Club, Rossi Ristorante Italiano, Seaside Sanitation, the Tampa Tribune, the Suncoast News, Waste Management of Pasco, and Waste Services of Florida, Inc.

Swim Away by Meghan Perez of Pasco High School



Elementary Winner Luong, Cannella Elementary School

## Tampa's America Recycles Day Poetry and T-shirt Design Contest

by Nina Stokes, Recycling Coordinator City of Tampa Solid Waste Department

September 2006 marked the start of the City of Tampa Department of Solid Waste's new America Recycles Day Poetry and T-Shirt Design Project. This innovative, interdisciplinary, in-school education project was designed to drive home the message that recycling and waste reduction are important, to change attitudes and behaviors, and to educate participants about the necessity of doing their part to protect and preserve our limited natural resources. In addition, the project showcased students' creative and artistic talents and raised awareness of America Recycles Day including the importance of buying recycled products and recycling.

The inaugural project was a resounding success with over 740 students participating from public and private schools around Hillsborough County. The two first place artists and poets in elementary and middle school divisions had their work featured on T-shirts which are being distributed at various educational events and presentations, as well as being given to all project participants and their teachers.

In keeping with the theme of the project, the T-shirts were manufactured from recycled soda bottles and the prizes included

recycled crayons, key chains made from recycled cans, and fish mobiles made from

recycled soda bottles! In addition, first place-winning schools received \$100 and first place artists and poets also received \$100 each. Next year we hope to coordinate a mobile tour of the winning artwork and poetry at various venues around the Tampa Bay area.

If you are interested in learning more about this project, please contact Nina Stokes, Recycling Coordinator, City of Tampa Department of Solid Waste at (813) 348-6515.

continued on page 7

R is for the right thing to do. E is for easy to do. С is for the care of the world. Y ís for you can do ít too. С is for cans, paper and plastic. L is for likely to help the world. Ι is for it is imperative that you do. N is for not much to it. is for gradually changing the world. G First Place Winner, Middle School Poetry: Amber Cooks, McLane Middle School

# **RBRC Donates Over \$50,000 to Boys & Girls Clubs of America**

The Rechargeable Battery Recycling Corporation (RBRC), a non-profit public service organization dedicated to recycling used rechargeable batteries and old cell phones, donated over \$50,000 to Atlanta-based Boys & Girls Clubs of America (BGCA), to fund programming and services for children served by the organization. The check was RBRC's second donation to BGCA within the last year. Since 2004, RBRC has worked with BGCA and made charitable donations to the organization each year.

Through its Call2Recycle program, RBRC collects and recycles used rechargeable batteries and old cell phones, which can be dropped off at one of 50,000 convenient collection locations. The old cell phones are recycled, refurbished and resold when possible, and a portion of the proceeds of the resale goes to Boys & Girls Clubs of America.

"We are grateful for the generous donation RBRC has made to Boys & Girls Clubs of America," said April Anthony, BGCA's Director of Development. "With these donations, we are able to continue providing services and programs to children throughout the country. We hope to use some of this money to educate the children and youth in our programs about the importance of rechargeable battery and cell phone recycling."





Aluminum Cans & Plastic Bottles Only!

Get in the Loop

OKEDON

# Tampa Bay Pirates and Public Got Hooked On Recyclingat Annual Gasparilla Paradeby Miriam Zimms, Kessler Consulting, Inc.

This year the bay area "got hooked on recycling" and Gasparilla went "Green" with the implementation of the event's first-ever recycling program. The community recycled approximately 18,000 pounds (9 tons) of corrugated cardboard boxes and 3,000 pounds (1.5 tons) of commingled containers including plastic and aluminum bottles and cans. In addition, parade float participants reduced packaging by placing beads into reusable bags.

The recycling program was initiated at the Gasparilla Extravaganza and Children's Parade and continued a week later at the annual Gasparilla Pirate Fest. The Gasparilla Pirate Fest Parade is the third largest in the country after the Macy's Thanksgiving Day and the Rose Bowl Parades. The City of Tampa's Department of Solid Waste and Recycling

Operations, in partnership with the Parks and Recreation Department, EventMakers Corporation, Anheuser-Busch Recycling, and Kessler Consulting Inc., provided the opportunity for pirates, vendors, sponsors and parade attendees to recycle during the event by placing receptacles along the parade route.

Volunteers roamed the parade route rewarding anyone "caught recycling" with t-shirts, beads, and other similar incentives. Visual inspections were performed to identify the "Greenest" Krewes. This year's winners were Red Barron Pizza/Schwan's Sales Enterprises Inc., the City of Tampa, St. John's Episcopal School, the Unsinkable Krewe of Molly Brown/Marine Max, Southwest Airlines, Tampa Bay Downs, and the Maverick Krewe.

For additional information regarding Tampa's recycling program, visit the department's website at *www.tampagov.net/solidwaste* or call (813) 348-1111.



#### continued from cover

filters, ensuring a pristine atmosphere. No water is used in the process, and no air is emitted outside of the building. The pulverizing of lead coated glass is done in a controlled environmental enclosure with a negative air pressure, and the output is contained in sealed "super sacks."

Bill Hinkley was dedicated to the belief that reason and good science can solve most environmental problems. "David" is the result of good science and technology, which will benefit the hazardous electronics recycling environment for years to come.

For more information about Bill Hinkley, please visit: *www.billhinkley.com*. For information about Creative Recycling Systems and "David," please visit: *www.crserecycling.com*.

#### continued from page 7

### **RECYCLE NOW**

This is our world, where we all live. To make it better, we must all give.

We need to keep our environment clean. We need to recycle. You know what I mean.

Please don't litter or throw it away. Recycle it, to be used another day.

Recycle your papers, cans and glass. I don't think it's too much to ask.

Protect our world for our children too. And teach them, so they will know what to do.

Recycle, recycle, it's the thing to do, For a cleaner future for me and you.

First Place Winner, Elementary Poetry Christina Pittarelli (Grade 3), Lawton Chiles Elementary School

## **Evaluation and Demo of Equipment that Separates Plastic Bags from Compost and Yard Waste**

This past January 25th & 26th, Sumter County and the Florida Organics Recycling Center for Excellence (FORCE) conducted an evaluation and public demonstration of equipment that separates plastic bags from compost and yard waste. The event was funded by the Florida Department of Transportation (FDOT) as part of a larger project to increase the beneficial use of yard waste and vegetative storm debris.

On the 25th, more than 40 waste industry professionals from the public and private sector were on site at the Seminole County Yard Waste Processing Facility to watch as two different vendors (Airlift and Komptech) demonstrated their equipment:

1. Komptech Multistar L3: Screens ground yard waste in three fractions (fine, medium, and coarse texture) using star screens, and separates plastics using air vacuums from the medium and coarse fraction.

2. Airlift Separator: Mounts on the discharge conveyor of a screening plant and removes plastics using an air vacuum from the screen "overs" or coarse fraction.

As a result of this event, several attendees arranged for further demonstration and evaluation of the equipment at their own sites.

Over the course of two days, equipment performance was measured to determine throughput and separation efficiency. The Airlift handled a screen throughput of approximately 80 cubic yards per hour; and the screen "overs" still contained 2.7% plastic film by weight. The Komptech processed approximately 160 cubic yards per hour and produced fine, medium and coarse fractions with 0.2%, 0.4% and 2.1% plastic film by weight.

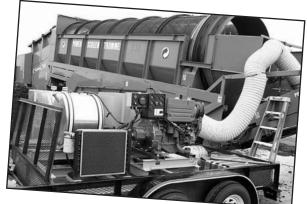


The demonstration event provided an excellent opportunity for many in the Florida organics industry to observe two mechanical systems that have been used elsewhere to effectively remove plastic bag contamination. However, both pieces of equipment were challenged by plastic bag fragments tangled in the coarse and

stringy yard waste, which is typical in Florida.

The character of the material makes plastic film separation extremely difficult and slow, even when being sorted by hand. Future evaluation should focus on (1) the economic and political implications of prohibiting plastic bags from yard waste collection, and (2) more expensive processing systems that may be able to effectively remove plastic bags (e.g. low-speed shear shredder and two-stage screening).

by Miriam Zimms, Kessler Consulting, Inc.



#### continued from cover

presentations and panel discussions. The presentations are available at www.recyclefloridatoday.org/

*publications.cfm*. In addition, it was another excellent opportunity for the group to network and plan.

Developments to date include four Florida colleges participating in Recycle Mania (see *www.recyclemaniacs.org*): Nova Southeastern University, University of Florida, University of Central Florida, and University of Miami. Going in a different direction, the University of North Florida completed a waste sort and campus cleanup, called "Garbage on the Green". They did the waste sort right on the Green in the middle of campus, so it was very public!

Be sure to attend the CC's session on June 5th at RFT's Annual Conference to learn the latest and get involved with this exciting group. For more information, contact Andy Fairbanks, Collegiate Committee Chair, at *afairban@pinellas county.org* or **727-464-7546**.

# Proudly providing recycling services to residential and commercial customers throughout Florida.



www.recycleamerica.com

Fort Lauderdale Pembroke Pines Sarasota Orlando Tampa 954-452-4233 954-436-9500 941-355-9230 407-823-9919 813-621-3051

# Drop Off Hazardous Waste Pecan Logs Next Exit!

by Pat Freed, Pinellas County Utilities

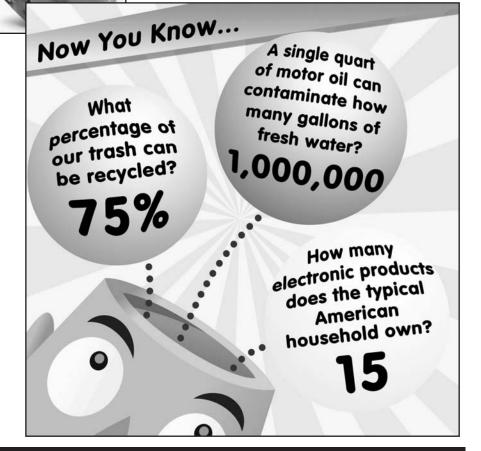
# A Historical Timeline of Solid Waste Management

1896 Waste reduction plants, which compress organic wastes to extract grease, oils, and other by-products, are introduced to the United States from Vienna, Austria.

The first recycling center in the United States is established in New York City.

1899 New York City's Street Cleaning Commissioner organizes the first rubbish sorting plant for recycling in the U.S. How do you keep customers occupied while waiting in their cars to drop off items at the busy Household Electronics & Chemical Mobile Collection events? Just like Disney and Stuckeys, Pinellas County Utilities gives Mobile Collection participants something to attract their attention as they move through the traffic line. Sandwich board signs with entertaining facts about the history of recycling and waste reduction matched with eye-catching graphics were placed at various locations throughout the line.

The popular Saturday Mobile Collection events have been drawing as many as 1,000 participants per event in a five hour time frame. That's over three cars a minute. challenging event organizers to keep the lines moving and avoid participant frustration. Good planning, multiple traffic lines, an efficient collection crew, and interesting signs all work together to keep everybody happy. In fact, residents are pausing to read the signs even when there is no car directly in front of them. Not only do these events keep hazardous waste out of the trash, they also educate participants about waste reduction!



# Get Caught Recycling! by Betty Henderson, Polk County Solid Waste Division

Before last fall, Polk County's curbside recycling program collected a limited variety of plastics, newspapers, clear glass, steel and aluminum cans from only 60 percent of the County's residents who were eligible to participate.

On October 1, 2005, the County's recycling program took on a whole new life when a new contract provided curbside recycling to 100% of the County's populated areas and expanded the types of items collected. Florida Refuse now collects plastic containers #1 - 6, all colored glass, newspaper, paperboard, steel and aluminum cans.

To promote the improved and expanded curbside recycling program, the "Get Caught Recycling!" campaign and its "Recycle Man" mascot targeted areas with low recycling rates. "Recycle Man" drove around low participation areas of the County, caught people recycling, and rewarded them with \$20 Publix gift cards. He also placed "Caught Recycling: Received \$20 Gift Card" signs in their yards to inspire the neighbors to increase their recycling efforts, make better use of their recycling bins, and possibly "Get Caught Recycling!"

During the second phase of the campaign, door hangers distributed in low participation areas surveyed residents about their thoughts on recycling and offered free delivery of recycle bins. Residents who returned the post cards were eligible for a chance to win a 32-inch flat screen television from Florida Refuse, Inc.

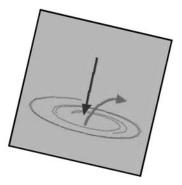


## Kessler Consulting, Inc. Innovative Waste Solutions

Your <u>Florida</u> Specialist in Recycling, Composting, and Solid Waste Planning Since 1988

- Program Planning, Design, & Implementation
- RFP Preparation and Evaluation
- Contract Negotiations
- Optimization Studies & Privatization Analyses
- Waste Composition Studies
- Technology Evaluations & Feasibility Studies
- Composting and Recycling Systems

14620 N. Nebraska Ave., Bldg. D Tampa, FL 33613 Tel: 813.971.8333 Fax: 813.971.8582 www.kesconsult.com



# Did You Know...

...the newest rage is squiggly bulbs? This is the popular nickname for the new compact fluorescent light bulbs (CFLs) that look like a long fluorescent tube twisted into a spiral. The bulbs are widely available, and environmentalists give them a big "thumbs up" for saving energy and money. CFLs are initially more expensive than standard incandescent bulbs but you save \$30 or more over the lifetime of the bulb since they use 66% less energy and last up to 10 times longer. CFLs do contain a small

amount of mercury in the glass tubing that makes them hazardous waste (just like traditional fluorescent tubes), so they should not be disposed in the regular household garbage. Sharing proper disposal information about the squiggly bulbs is a good public outreach

idea for local governments. For more information on CFLs, see *www.energystar.gov* 



The RFT Annual Conference and Exhibition provides the premier forum for informing the public and private sectors of the economic and environmental significance of recycling and waste reduction.

To register for the Conference, visit http://www.recyclefloridatoday.org

## June 3-6, 2007

Disney's Coronado Springs Resort (a Certified Florida Green Lodge) Orlando, Florida

## May 7-10, 2007 Waste Expo 2007

Atlanta, GA Contact Catherine Pickett at 203-358-4128 or visit www.wasteexpo.com

### September 16-19, 2007

National Recycling Coalition 26th Annual Congress Expo Denver, CO Call 202-789-1430 or visit www.nrc-recycling.org

## October 18-20, 2007

Institute of Scrap Recycling Industries 2007 Fall Meeting Boston, MA Contact Robin Wiener at 202-737-1770 or visit www.isri.org

## **Mark Your Calendar!**

Start Planning Now for RFT's Annual Conference



Recycle Florida Today, Inc. Post Office Box 15889 Tallahassee, FL 32317-5889 Phone: 877-867-4738 Presorted First Class U.S. Postage **PAID** Tallahassee, FL Permit #801

Tue