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Winter 2003



Do you remember to recycle?

Special curbside recycling promotion under way



With funding from a Georgia Environmental Facilities Authority (GEFA) grant, the Recycling Center is working with the City of Rome Solid Waste Collections Department to increase curbside recycling participation rates. Although many tons of recyclables are collected through the curbside program, there are many citizens who are not recycling as often as they could be.

Sometimes residents head off to work or school—and forget to put

their curbside bins out on recycling day. To help residents remember when it's time to recycle, we've designed attractive yard signs. Neighborhood volunteers will place these signs in their front yards the day before each neighborhood's scheduled recycling date. As adults run errands or return from work, or as children come home from school, they'll see the signs—and be reminded to carry their bins to the curb for the next day's pickup. We thank all of the neighbors who have volunteered to help make this program possible!

Our goal is to have 100 percent participation in the program. Other communities have undertaken similar curbside recycling promotions—and seen a dramatic increase in participation. We hope to see comparable increases in curbside recycling in our City. The City of Rome's curbside pro-

- Aluminum and steel cans
- Glass bottles and jars
- #1 and #2 plastic bottles and jars
- Newspapers and magazines
- Paperboard packaging, such as cereal boxes (put in PAPER bag)
- Junk mail, catalogs, mixed paper (put in plastic bag and tie shut)
- Corrugated boxes (once a month only; wet boxes are OK)



gram was designed to make it as easy as possible for citizens to recycle—just put it at the curb and it gets picked up.

The more that goes into your recycling bin, the less goes to the landfill. Landfills are necessary for disposing of materials that cannot be reused or recycled, but to fill them up with materials that can be used again or made into new products is like throwing money down a hole. So, as "ReRe" says, "Recycling is smart—please do your part!"

If you have any questions about the City of Rome curbside recycling program, or if you would like to be one of our neighborhood sign volunteers, please contact the City Solid Waste Collections Department at 236-4580.

Businesses recognized at Third Annual Recycling and Waste Reduction Awards Program

For the third year in a row, the Rome/Floyd Recycling Center recognized organizations in our community that have made a commitment to environmental responsibility through recycling and other waste reduction activities. The organizations acknowledged this year reduced their waste by a combined total of 800,000 pounds (that's 400 tons!) between January and September of 2002. In the process, they avoided \$13,000 in disposal fees for sending that same material to the landfill, saving money and resources.

Each of these has a different story to tell; however, they share the same commitment to environmental responsibility by dedicating the time and energy to appropriate waste disposal practices. These companies and groups have not only reduced the amount of stuff they send to the landfill, but they also serve as excellent role models to other organizations.

For all of these businesses and organizations, recycling has become an everyday occurrence. As Kelly Lewallen, Administrative Assistant at Suzuki Manufacturing of America Corporation, said, "Recycling is a way of life and habit in my personal life, so it made sense to continue it in the workplace. The management at Suzuki was very supportive of starting a program in our temporary offices and now that we are in our permanent facility, new employees are simply indoctrinated into our full recycling program from their first day."

We want to acknowledge and thank those organizations that have made that extra effort to recycle. This year's organizations are:

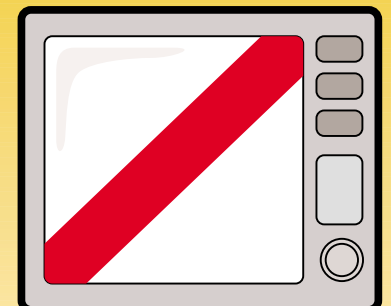


Representatives of organizations and businesses recognized at the third annual Recycling and Waste Reduction Awards Program. Photo courtesy of Rome News Tribune.

- AMR
- Armuchee Baptist Church Youth Group
- Bagby Transfer
- The Barron Building Group (Frank Barron, CRT Properties, Jones & Gauthreaux Architects, Community Care Services, Sims-Cross & Assoc., and Traditions of Rome)
- Boys & Girls Club
- Bulk Mail Plus
- Christie's Office Supply
- Church Chair Industries
- Clyde Collier Photography
- Coosa Valley Signs
- Dowling Textiles
- First Baptist Church Soup Kitchen
- Floyd Medical Center
- Floyd Training & Service Center
- Inland Corp.
- K98 — WKCX Radio
- Maxway
- Mount Berry Square Mall
- North Georgia Distributing

- Oostanaula Lodge # 113
- Redmond Regional Medical Center
- Rome Shrine Club
- Suzuki Mfg. of America Corp.
- Universal Tax
- Vend Rite

- Special recognition for "going the extra mile" goes to these organizations:
- **Coosa Valley Signs** for delivering old fluorescent bulbs and ballasts to the Recycling Center instead of throwing them away. Since January, the company has paid almost \$300 to have over 700 bulbs recycled.
 - **Christie's Office Supply** sends a van full of corrugated to the Recycling Center two to three times a week and doesn't ask to be paid. The business donates the material to the Recycling Center, helping reduce our costs.
 - **Suzuki Mfg. of America Corp.**, which is a new company to Floyd County, sent



Due to budget constraints, we are no longer accepting televisions for recycling. If you have questions about proper handling or disposal of old televisions, please call our office for suggestions.

a representative to the Recycling Center before the production line was even up and running to determine what could be recycled. Since opening in April 2002, the plant has recycled almost 200,000 pounds of corrugated cardboard.

- **North Georgia Distributing Company** brings a truck full of recyclables to the Center approximately once a month. The company recycles aluminum cans, glass bottles, plastic bottles, corrugated cardboard, and office paper—and has been doing so since 1997.
- **Mount Berry Square Mall** management has worked diligently with its retail stores to not only increase their recycling rates, but also to keep the material they collect free from contaminants. The mall has also worked with the Recycling Center on numerous occasions by providing space, personnel, and equipment to help us with special events designed to educate the public on the importance of recycling.

Where did we get all this STUFF?

Have you ever asked a young child where milk comes from? Did that child answer, "The store"? We chuckle at this misunderstanding. However, we might hold some similar misunderstandings ourselves.

For instance, where do T-shirts and shoes come from? What about computers? Or, the fast food meal of burger, fries, and a cola? Tempted to answer as that young child did?

Find the real answers in John C. Ryan and Alan Their Durning's book, *Stuff: The Secret Lives of Everyday Things* (Northwest Environment Watch, 1997).

Ryan and Durning set out to look at a typical day in the life of a consumer from the standpoint of resource consumption. Each day, the average American adult consumes about 120 pounds of resources—most of it indirectly. This includes all of the resources—from fuel to wood to farm products—that go into making the things that we use and eat every day.

In traveling through the consumer's day, Ryan and Durning trace the history and whereabouts of the components needed to make these common products: coffee, newspaper, T-shirts, shoes, bikes and cars, computers, a hamburger, fries, and a cola.

For instance, the T-shirt pulled on in the morning, made from half polyester and half cotton, weighs about 4 ounces. Here's where it might have come from:

The polyester portion of the T-shirt probably began its life as a few tablespoons of petroleum. The drilling operation used diesel fuel, heavy metals, and water to flush away rocks and debris and get to the oil. The crude oil was



then transported by ship to a refinery, made primarily from steel, where it was processed into various products. Some of this processed oil went by truck or rail to a chemical factory where, through a long process involving several more chemicals, it was turned into long plastic fibers.

The 2 ounces of cotton in the T-shirt came from 14 square feet of cropland somewhere in the southern U.S. Tractors, irrigation systems, and various pesticides were used as the cotton was grown. A cotton gin separated the fibers from the seeds. The fibers were sent to another southern state to a textile mill where they were blended with the polyester fibers.

A knitting machine at a different textile mill created the fabric, which was then shipped to a foreign country where it was cut and sewn on a sewing machine to make the shirt. The shirt came back to the U.S. on a ship.

The example of the T-shirt points out that most of our products are better traveled than we are—and illustrates that fuel, transportation, machinery, human labor, and a host of other inputs go into every item that we handle throughout the day.

Look around you. Give some thought to how many resources were used just to build the walls standing in the room where you're seated reading this.

Intrigued? Check out a copy of *Stuff*. Not only will you have a new respect for the complexity of the items you use every day, but you'll also have a desire to purchase new products with care and consideration, to make them last as long as possible, and to reuse and recycle all you can before you dispose of anything.

Creative Design with CDs

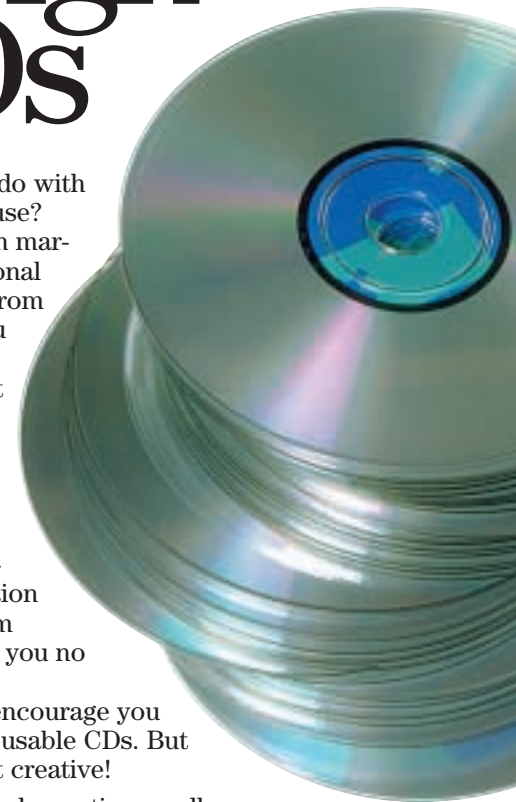
Wondering what to do with CDs that you can't use? Maybe you've gotten marketing and promotional CDs in the mail or from a store. Perhaps you have scratched or unusable CDs. What about those promotional CDs in the mail or from a store. Perhaps you have scratched or unusable CDs. What about those promotional games that never really seemed to play or games someone in your family has outgrown? Not to mention the host of CDs from computer programs you no longer use.

We, of course, encourage you to give away or sell usable CDs. But for those others, get creative!

- Don't buy shiny, decorative candle holders at the store. Put a CD shiny side up and center a candle on it. You've made your own beautiful candle base.
- Instead of buying reflective driveway markers, attach the shiny side of a CD to a small post, dowel, or stake. Place them at the edge of your driveway. You'll keep visitors off the grass—and folks backing up away from the mailbox.
- Using felt, cover one side of the CD. Cut the felt so that it's the same size and shape as the CD and glue it on. Now, place your new drink coaster felt side down.
- Does your house have a computer or media room? Create a clever window valance or wall hanging by suspending CDs with twine or fishing line. String the twine through a hole that you drill in the disc or run it through the existing hole in the middle.
- Provide CDs to a local artist or classroom that will use them to create art.

You can also recycle CDs. Search for "Compact Disc Recycling" or "CD Recycling" on the Internet. Or, visit these websites for details:

- www.greendisk.com
- www.lacerta.com
- www.sdm.sony.com/, click on "Services" and then on "CD Recycling"



Turning up the heat on thermostats

About 10 tons of mercury in solid waste each year come from thermostats. This results when used thermostats, many of which contain mercury, are improperly disposed with household or commercial waste.

During normal operation, the mercury in a thermostat is sealed within a glass bulb. The bulb is durable and attached to a metal strip that absorbs shock. The outer casing further protects the mercury bulb. Hanging on the wall, the mercury within the thermostat works as a switch and poses no harm to humans.

However, if thermostats are not handled carefully when they are removed, the glass bulb can break. This is especially likely if the thermostat is thrown into a box or bin with other items. Thermostats should always be handled with care.

The Thermostat Recycling Corporation (TRC), a non-profit corporation that was formed in 1998 by members of the National Electrical Manufacturers



Association, was established with the goal of recycling every used, wall-mounted, mercury-containing thermostat. By 2001, TRC offered recycling in all of the lower 48 states. During the first six months of 2002, TRC collected more than 28,000 thermostats and processed 231 pounds of mercury, an increase of 15 percent over the same period the previous year. Since 1998, TRC has recovered the mercury from 150,000 used thermostats. For information about TRC, visit www.nema.org/trc, or call 703-841-3249.

Manufacturers have begun to phase out mercury-containing thermostats in favor of electronic and other types that do not contain mercury. If you need to replace a thermostat, ask your retailer about recycling or ask your contractor to remove and recycle the old thermostat. Be sure to select a new thermostat that does not use a mercury switch. And, never place a mercury-containing thermostat in your trash.

Recycling and reduction continue to grow

The U.S. Environmental Protection Agency (EPA) recently released its snapshot of how Americans handled their waste in the year 2000. There was some very good news in this report. Americans could have created and disposed nearly 300 million tons of trash in 2000—and didn't. More than 125 million tons of what might have become waste either wasn't created, or was reused, composted, or recycled.

First, waste generation appears to be stabilizing—at least for now. The average American generated 4.5 pounds of waste each day in 2000, down

from 4.62 pounds per day in 1999.

Second, recovery, including recycling and community-wide composting efforts, reached an all-time high—with 30.2 percent of all materials recovered!

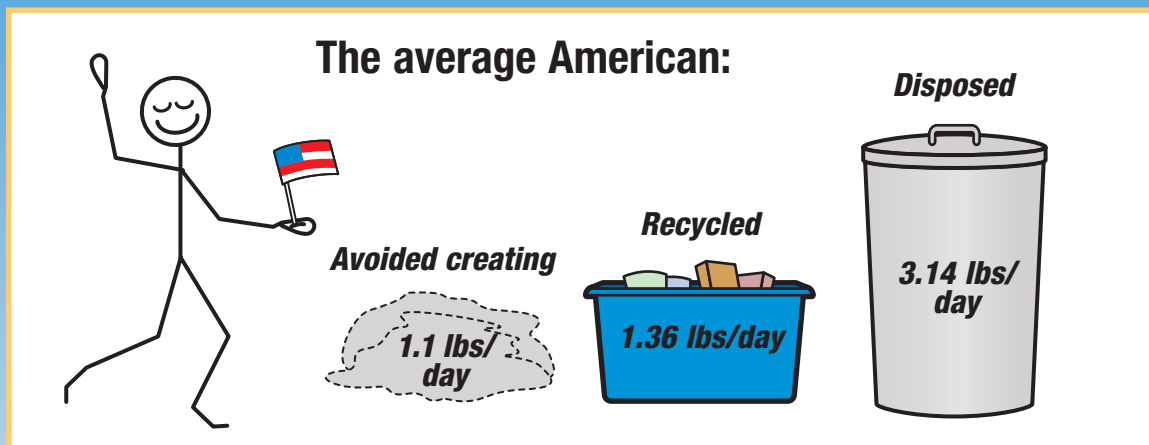
Third, reduction of waste at its source also reached a new height. While 231.9 million tons of solid waste were created—55.1 million tons weren't. Nearly half of this reduction resulted from residents, businesses, and schools practicing grasscycling (mulching) and backyard composting. Much of the remainder came from a variety of products, such as

containers, packaging, and papers, getting lighter and thinner.

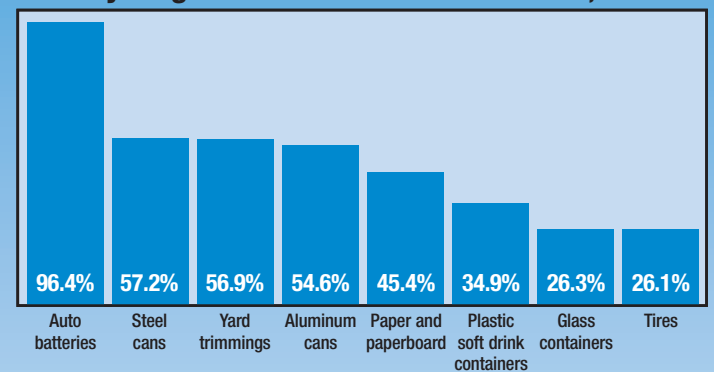
This is all good news as Americans strive to achieve the new goal set by the U.S. EPA—to recycle 35 percent of the waste created by the year 2005. Many communities have already achieved goals much higher than this, so we know it can be done nationwide.

To view a copy of the report, visit this website: www.epa.gov/epaoswer/non-hw/muncpl and click on "Basic Facts."

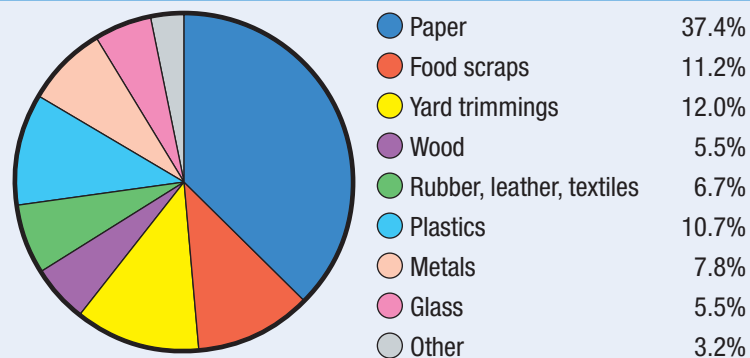
Here's how and what Americans are doing with waste



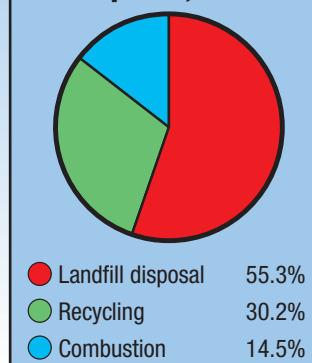
Recycling Rates for Selected Materials, 2000



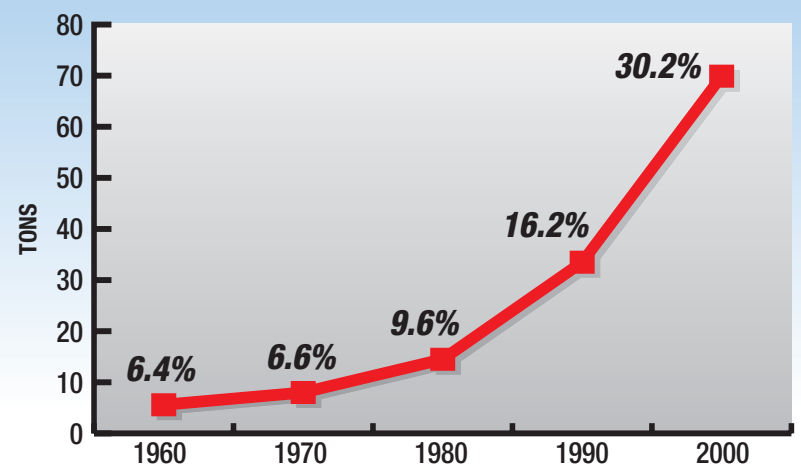
Materials Generated (before recycling), 2000



Recycling and Disposal, 2000



Recycling Rates, 1960-2000



Source: U.S. EPA's *Municipal Solid Waste in the United States: 2000 Facts and Figures*

Put another log on the



If you have a wood-burning fireplace, consider purchasing "logs" made from old, waxed corrugated containers.

Wax-coated corrugated cardboard boxes are used to transport a variety of items, including a great deal of produce. Unfortunately, these boxes cannot be recycled with other non-coated cardboard because the wax is a contaminant in the recycling process. As a result, wax-coated corrugated is disposed at a much higher rate than its non-coated counterpart, which enjoys a recycling rate of about 75 percent.

While the wax-coated cardboard can't be recycled with other boxes, it does have other potential uses. Several companies are using this material to create fireplace logs. Look for these "wax box" recycled logs at your fireplace supply retailer. If they aren't in stock, tell the manager about these logs and ask that the store stock them in the future.

For more information about these logs, visit:

- www.ciwm.ca.gov/recyclestore, and search for "logs" and "starters"
- www.waxboxfirelogs.com

Posting progress

New postal regulations are making it easier for post offices to donate undelivered samples to organizations that will get them to people in need.

The Postal Services estimates that post offices get stuck with about 164,000 tons of undelivered product samples every year. These samples include food, toothpaste, shampoo, diapers, soap, aspirin, and much more.

Under the new regulations, these items won't have to go in the trash. Post offices will be able to donate undelivered, unopened products to food banks, homeless shelters, and other non-profit organizations.

Helping post offices donate these materials will be the Reuse Development Organization (ReDO), a national non-profit devoted to all types of reuse, and America's Second Harvest, which provides emergency food assistance to more than 23 million hungry Americans each year, as well as local affiliates.

Food banks, shelters, and other interested non-profits should contact their nearest post office to ask to be placed on the list of organizations that will receive donated products. The receiving organization will be required to sign a release and provide the post office with some other information.

For more information about this and other exciting reuse projects, visit the ReDO website at www.redo.org or call 317-631-5395. Or, contact America's Second Harvest at 312-263-2303, or visit www.secondharvest.org.

To read the new postal regulations, go to www.usps.com/cpim/ftp/bulletin/2002/html/pb22088 and read the "Domestic Mail" section.

Samples to stay out of trash and help needy families

WHAT'S UP?

Coming soon—the Earth Day art projects

This spring, we'll sponsor our third annual Earth Day art projects. Elementary students will once again be invited to decorate paper grocery bags with Earth Day themes. We'll display these bags at the mall during the week of Earth Day, April 20 to 27. Afterward, we'll return the decorated bags to grocery stores. The stores will use the bags for customers' groceries, sending home the students' Earth Day messages! High school students are being invited to design posters that will be on display at the mall the same week.



Household Hazardous Waste Collection set

We will be having our fourth annual Household Hazardous Waste Collection on April 26 at the Coosa Valley Fairgrounds. Watch for more information in advertisements during March and April.



Cell phones and more being recycled

The Recycling Center has begun collecting cell phones year-round. Phones, along with their batteries, adapters, chargers, and instructions, may be dropped off during all open hours. Local businesses that would like to sponsor special collections or become a collection center should contact the Recycling Center for more information.

We are also collecting ink jet cartridges and copier toner cartridges for recycling. Save these and drop them off the next time you're at the center.

We want your suggestions, questions, and comments!

We are also available to speak to clubs and organizations about solid waste, waste reduction, recycling, and composting.

Rome/Floyd Recycling

405 Watters Street

Rome, GA 30161

706-291-5266

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70% POST-CONSUMER NEWS CONTENT, USING SOY INKS

Please recycle this publication after you have read it!

Waste reduction is our business

You have a lot of things to take care of at work. Whether it's purchasing, human resources, manufacturing, or something else, your job is to keep your business running smoothly and profitably. As a result, waste might not be a high priority for you. But maybe it should be. Your business waste can impact your supply needs, purchasing costs, employee health and safety, regulatory compliance, customer relations, and the bottom line.

While you may not have time to concentrate on how waste affects your job or your business, we do. And we're available to help you. Why not add a waste expert from our team to your team?

We know how to help—beginning with teaching the finer points of "Dumpster Diving." Although not a clean job, waste audits are interesting and informative. In doing such an audit, many organizations are amazed to see just how much is "going out the back door." We can assist you with this process or provide you with forms for good waste audit measurements that organize the information gathered into logical order for decision making. This



simple step can highlight opportunities for reducing waste, increasing recycling, and lowering expenses. Contact Marta Turner at the Recycling Center for further information.

If you're already recycling or want to get started, we are available to any organization to help establish or expand a recycling program. We can advise you on materials to target and methods of collection, as well as pro-

vide educational literature to promote the program with employees and/or customers.

The Recycling Center also offers a free pickup service for corrugated cardboard and office paper to any business or institution in Floyd County. We will be glad to go to any company meeting or other function to discuss recycling options. We offer confidential shredding of documents at no charge.

Remember—all of our services are available at no charge to Rome/Floyd County businesses, institutions, and organizations. For more information about any of these programs, contact us at 291-5266.

Recycling Center

405 Watters Street, Rome

Open: Tuesday—Friday, 8:30 a.m.—5 p.m.;
Saturday, 8 a.m.—2 p.m.

We **pay** for these materials, if they are **clean and sorted**:

- Aluminum cans, foil, baking dishes
- #1 and #2 plastic bottles and jugs
- Newspapers, including inserts
- Office paper, including letters, folders, copy paper, and envelopes (shredding for confidential paper available by appointment at no charge)
- Corrugated boxes

We **accept** the following materials:

- Steel cans
- Glass bottles and jars
- Paperboard packaging, such as cereal and snack cracker boxes
- Junk mail, mixed paper, catalogs, phone books, magazines
- Hard- and soft-backed books
- Appliances
- Household and automotive batteries
- Motor oil and antifreeze
- Paper and plastic bags

Additional items accepted:

- Scrap steel and aluminum
- Fluorescent bulbs and ballasts
- Cellular/mobile phones
- #6 plastic foam, such as egg cartons and foam cups
- Plate glass, such as window panes
- Paint (from residents only, 10-gallon limit)

Please drain and rinse containers. All paper items (except corrugated boxes) must be dry.

Remote Recycling Sites

All Remote Recycling Sites accept household garbage and these **recyclables**:

- Aluminum and steel cans
- Glass bottles and jars
- Newspapers and magazines (keep dry)
- Corrugated boxes
- Paperboard packaging, such as cereal and snack cracker boxes
- Automotive batteries

The Remote Recycling Sites are located as follows:

- Cave Spring, 101 Kings Bridge Road
- Hatfield, 488 Jones Mill Road
- Silver Creek, 774 Old Rockmart Highway
- Potts, 182 Potts Road, off Wayside Road
- Shannon, Todd Street, next to Fire Station
- Berryhill, 434 Berryhill Road

Please note: The Berryhill site accepts all of the materials listed above, plus junk mail, catalogs, mixed paper, phone books, paperback books, and #1 and #2 plastic bottles and jars.

For information and hours of operation, please call 236-2495.

All City and County Residents may drop off materials at the Walker Mountain Landfill Recycling site, 433 Walker Mountain Road. This site is open Monday through Saturday, 7:30 a.m. to 4:30 p.m. Call 291-4512 for materials accepted and other details.

Recycling reminder!

At the Recycling Center, we also have a 24-hour drop-off area to provide convenient recycling for all of the recyclables listed above **except** motor oil, antifreeze, paint, and fluorescent bulbs.

These items need to be brought during open hours. This area is intended for the listed recyclables **ONLY**.

Many times, in an effort not to throw away "stuff," residents leave inappropriate and non-recyclable items in this drop-

off area. Particularly troublesome are items left over from yard sales and from basement and garage clean-outs, as well as other miscellaneous junk. These are not items that the Recycling Center can ship for recycling.

Inappropriate materials must be thrown away, and the Recycling Center ends up footing the bill for the landfill charges. These costs are considerable and affect our ability to run an efficient and cost-effective program. Please confine your use of this drop-off area to the recyclable items listed.

Mark your calendar now for the Great American Cleanup

Each spring, Keep America Beautiful and its local affiliates sponsor the Great American Cleanup. This effort is designed to focus attention on the problems of litter, graffiti, and illegal dumping—and to do something about them. Throughout the nationwide cleanup, thousands of volunteers work to make their own communities a more beautiful place to live. Locally, Keep Rome/Floyd Beautiful organizes several cleanup activities during the Great American Cleanup. Contact Mickie Dobbs at Keep Rome/Floyd Beautiful at 236-4456 for more details.

Keep Rome/Floyd Beautiful does have a limited supply of trash bags and posters available to any group that might want to organize a neighborhood cleanup. These are available on a first-come, first-served basis, so plan your cleanup soon.



Who's who when it comes to cleanup

Keep Rome/Floyd Beautiful's Coordinator Mickie Dobbs has devoted many years to educating our citizens, especially our children, about litter and illegal dumping. For more information about Keep Rome/Floyd Beautiful or to volunteer to help make our community litter free, call Mickie Dobbs at 236-4456.

Environmental Code Enforcement Officer Jerry Sexton, a Floyd County police officer for 23 years, oversees illegal dumping complaints, particularly related to improper dumping of tires. During 2002, Sexton was responsible for supervising the cleanup of three illegal dump sites and one large tire dump. This position has been funded for the last three years with grant money from the Environmental Protection Division of the Georgia Department of Natural Resources, Scrap Tire Management Program. Due to the success of the position and the need for more coverage, Floyd County has budgeted to add another Environmental Code Enforcement Officer to the department. If you have any problems with illegal dumping or know of old tire sites that need attention, contact Jerry Sexton at 235-7766.

