



# Master Recycler NEWS

Public Works  
Waste Management Division

September 2009  
Volume 7 Issue 3



## You recycle. Why doesn't industry?

Excerpt from "Industrial Strength Solution" by Joel Makower for *Mother Jones* May/June 2009

WHEN I PENNED *The Green Consumer* in 1990, I helped advance the notion that we could solve our planet's environmental problems by making good purchasing choices. That we could, in other words, shop our way to environmental health. "By choosing carefully, you can have a positive impact on the environment without significantly compromising your way of life," I wrote. "That's what being a Green Consumer is all about."

I fought the good fight. Twenty years later, I'm thinking of waving the white flag. Green consumerism, it seems, was one of those well-intended passing fancies, testament to Americans' never-ending quest for simple, quick, and efficient solutions to complex problems.

Today, it's become clear that good purchasing choices are relatively few and far between, in terms of products whose environmental benefits are both obvious and significant. True, there are green cleaners, organic socks, energy-efficient lightbulbs, and fuel-efficient cars, but such products are scarce compared with the tsunami of nongreen choices.

But there's a deeper problem with green consumerism: it's often hard to know which companies are improving their environmental performance—and how. The key element of making consumer choices—knowledge—is missing. Companies' environmental improvements (or lack thereof) aren't usually obvious, even to the experts. In fact, some of the most environmentally improved products make no green

claims at all.

Here's why: to save money, reduce risks, improve quality, and remain competitive, companies in nearly every sector are continually engineering waste, inefficiency, energy intensity, and toxicity out of their manufacturing and distribution. A few have upended their business models in the name of efficiency and enhanced productivity. They sometimes do this because of the reduced environmental impact, but mostly they do it because it makes good business sense—not something companies usually bother to tell their customers.

To read the full article go to <http://www.motherjones.com/environment/2009/05/industrial-strength-solution>

Truth is, there's no reliable way of judging the environmental commitments of companies—all companies, not just the eco-groovy brands we know and love. Ecolabels, activist watchdogs, and governmental regulatory schemes can't tell us. They focus on what is in the product, but not on the upstream activities involved in producing it.

There is one positive trend. A number of companies are creating scorecards that analyze the environmental attributes of their products with the aim of using this information to make gradual, systematic improvements. Since 2001, for example, SC Johnson, maker of Drano, Fantastik, Glade, Off!, Pledge, and Raid, has used a system called Greenlist to rate

raw materials based on their environmental and health impact. Each product receives an overall score based on its composition, and the company tries to improve those scores every year. Greenlist has since been called the gold standard of toxics reduction efforts by environmentalists. Other corporate scorecards measure the energy, materials, water, or greenhouse gases associated with their products' sourcing, manufacture, and use.

That's encouraging, though the information typically isn't available to the public. But that could change if consumers started demanding accountability and transparency of their purchases beyond mere green PR. In the absence of good information and standards, not only are consumers frustrated, but companies fail to understand their environmental impacts—and how to reduce them.

Indeed, our purchases of green-labeled goods may be lulling us into assuming that companies are on the case—that we can, as I posited 20 years ago, have a positive impact on the environment without significantly compromising our way of life. It turned out to be a false hope: that we could shop our way to environmental health.

Clearly, we can't. It's time for a new green consumer to step into the breach, insisting that companies green up more than just their marketing claims.

### Inside this issue:

Potlucks in Eugene and Cottage Grove	2
Fall Events	2
A letter from BJ	3
The Deciders	3
Rural Event Recycling	4
Better Road Ahead	4
<b>Diolech yn fawr iawn</b> (Welsh for Thank you very much)	5
LCMR Yahoo! Group	6
Event Recycling Tips and Equipment loans	6

### Gross National Trash (GNT)

- 76% of GNT consists of industrial wastes from pulp and paper, iron and steel, stone, clay, glass, concrete, food processing, textiles, plastics, and chemical manufacturing; water treatment; and other industries
- 18% is "special waste" (as defined under the US Resource Conservation and Recovery Act of 1976) from cement kilns, mining, fuel production and processing of mineral components like uranium and phosphate
- 350 million tons is construction waste
- 2.5% is MSW
- EPA's tracking does not include the billions of tons of agricultural waste generated each year

For every pound of trash that ends up in municipal landfills, 40 or more pounds are created upstream by industrial processes.—much of which is far more dangerous to the environment than our (MSW) newspapers and grass clippings.

Got to <http://stateofgreenbusiness.com/> to download the 2009 report from the Editors of GreenBiz.com



## Host Recycle Jeopardy!

Saturday September 5th 11am-2pm or 2-5pm  
Sunday September 6th 11am-2pm, or 2-5pm

**CONTACT** Kelly at 682-2059 ~or~

**GO TO** <http://tiny.cc/volunteer340>

**SIGN IN** [lanecountymasterrecycler@gmail.com](mailto:lanecountymasterrecycler@gmail.com)

**PASSWORD** preventwaste

*Admission to the Sustainable Causeway, located in the Park Blocks surrounding Saturday Market, is free.*

Strange We Can Believe In!



## Wednesday September 9th, 6-9pm in Glenwood

**BRING** A dish or non-alcoholic beverage to share

**SWAP** magazines and other house goods **DONATE** all unclaimed items to SVdP

**DISCUSS** Details of your volunteer waste prevention activities in 2009

**VIEW** A movie about the company Terracycle

## Monday Sept 14th, 6-9pm Cottage Grove Community Center

**BRING** Savory or sweet finger foods to share **DISCUSS** Details of your volunteer waste prevention activities in 2009 from 6-7 pm with fellow Master Recyclers

**STAFF** A recycling information table and greet the general public who come to...

**HEAR** A presentation by Kelly Bell about what can be recycled in our area



## Fiesta Latina September 19th 11am to 7pm

**STAFF** Recycling information table from 11am to 3pm or 3 to 7pm

**SPEAK** Spanish and English to guests seeking answers to recycling questions.

**NOTE** One Spanish language publication will be supplied, volunteers must be conversant in Spanish

**GIVE** Yo-Yos or Frisbees to children attending the fiesta

**CONTACT** Kelly at [kelly.bell@co.lane.or.us](mailto:kelly.bell@co.lane.or.us) or 682-2059 if you can staff this event



## ASUO Fall Street Faire October 7th, 8th and 9th

### Volunteers Needed!

**What:** ASUO Fall Street Faire

**When:** Wednesday, Thursday and Friday October 8th-10th, 2008

**Purpose:** Campus Recycling needs your help with waste reduction at the Fall Street Faire!!!



U of O Campus Recycling needs volunteers to assist with recycling and composting.

**Duties:** Monitor and maintain zero waste stations while educating the public and campus community about zero waste and recycling.

**Shifts** are between 10:30am & 5pm on all 3 days. We request at least a two-hour commitment. Please come out and give us a hand!

**Contact** Kelly Zillman at 346-2354 or [crsec@uoregon.edu](mailto:crsec@uoregon.edu) with your availability. Please RSVP by Monday, October 5th. Thanks for your consideration, and thanks for recycling!!!

# Whiteaker Community Thanksgiving Dinner November 26th

~from the desk of Barbara J Hurwich, Master Recycler~

Dear Master Recyclers,

The fabulous Whiteaker Community Thanksgiving Dinner will take place on Thursday November 26th. Thanks to generous and dedicated volunteers like you, this is not only a heartfelt event, it's a GREEN one! **Master Recyclers** fulfill important roles working with community volunteers, guiding the sorting process and educating volunteers so we end up with a "clean" sort.

Before **Master Recyclers** came on board, recycling and trash often ended up in the same dumpster and very little was diverted from the dump. Now we're consistently diverting 75-85% of our waste!

Last year we had 2500 guests and the numbers grow each year. Guests start waiting in line the night before to be first into the free clothing room and get one of the limited number of free sleeping bags and tarps. Starting at 8am those in line are served hot drinks and soup, and receive socks, gloves, hats and rain gear. The clothing room is open from 9:30 am to 3 pm and the dining room serves dinner from 11 am to 3 pm. Musicians perform in the dining room and free chair massages and flu shots are available.

**Master Recyclers** are needed Wednesday 11/25 4 to 8 pm, Thursday 11/26 8 am to 12 pm, 11:30 am - 3:30 pm and 3:30 - 7:30 pm. We need 1-2 people with trucks for the final shift and to pick up recycling bins from the county on Wednesday and return them after the event. To join the recycling crew contact BJ Hurwich at 342-5027 or [bjhurwich@yahoo.com](mailto:bjhurwich@yahoo.com)

Sincerely yours,

BJ

## Who Influences Sustainability Decisions? YOU DO !

Customers and the government are the two main influencers on a company's sustainability and environmental decisions according to an international research study conducted for Dow Corning Corporation by the independent market research company Harris Interactive.

More than 7 out of 10 respondents in Asia ranked the government as one of the top three influencers, with customers second and suppliers third. Local communities and the general public were perceived as being the least important.

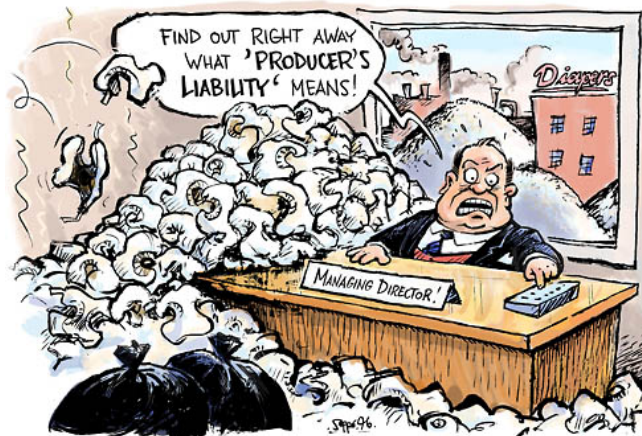
In contrast, European respondents considered customers to be the most important, followed by local communities and the general public, the government and suppliers.

In the United States, customers were clearly considered most important followed by the government and suppliers. In Brazil, customers were also considered most important, followed closely by local communities & the general public.

Overall, the environmental/sustainability influencers considered least important were shareholders, environmental

campaign organizations, and the media. However, environmental campaign organizations were considered relatively highly in Korea. Similar to the global average, government and customers are regarded as the most important influencers on environmental/sustainability decisions in India.

Go to: <http://bit.ly/BusinessAttitudes> to see the full report.



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# Florence and Cottage Grove Event Recycling Takes Off!

For the last 2 winters, Master Recycler training has been held in a rural Lane County city. As a result, event recycling has been given a boost in the cities where training was provided.

Shawn Goddard, Master Recycler from **Cottage Grove**, has been very active this season with event recycling in his town. He and a small group of local teens provided recycling for Bohemia Mining Days, the Cottage Grove Rodeo, the Monster Truck Rally and Tayberry Jam! Shawn reports that the recycling behav-

ior of guests improved by the end of events due to the example set by his crew. Volunteer event recycling qualifies for EDUCATION payback credit for this reason.

**Florence** Master Recyclers are making good use of an older set of recycle bins donated to the City of Florence by Lane County Waste Management. (I believe these bins originally belonged to the City of Eugene. Way to ReUse!)

The most recent event as of this writing was the Quilt Guild Show. Laureen Mac-

Donald provided waste reduction planning assistance prior to the day of the event. Frank Souza transported the recycle bins. Donna Warnecke and Lauren took turns Top-Sorting and Educating. Guests and staff expressed appreciation for the opportunity to recycle provided by these volunteers

Dina McClure will bring bins out for the Florence Relay for Life.

*The Winter 2010 Master Recycler training is planned for January 12th-March 9th in Junction City.*



## Graduates of the Spring 2009 Master Recycler Class

From left to right: Marianne McElroy, Jacque Travis, Judith Shapiro, Sandra Corbin, Glenn White, Scott Hansen, Kelly Bell, Cyle Richardson, Johanna Laemle, Eric Briggs, Bill Wolf, Nanette McGie, Alex D'Souza, Kitson Graham, Collette Constant, Doogie Douglass and Doug McCann. Not pictured: Tracy Hartz, Trish Kandik and Carol Petty.

June/July 2009 Lane County Working Connection

## Recycling Clear Lake Road

### FULL-DEPTH RECLAMATION

Starting later this summer, Lane County will be reconstructing (recycling) approximately 2 miles of Clear Lake Road, between Highway 99 and Greenhill Road, by using an alternative construction process called Full-Depth Reclamation (FDR).

The FDR process substantially reduces construction time, environmental impacts and cost while producing a road with a long design life. The overall cost for FDR is expected to be 25 to 50 percent less than for a more typical reconstruction project.

"Lane County is eager to try this innovative process on a major County road," said Mike

Russell, Lane County Road Maintenance Division. "We expect to see the benefits right away."

Construction time is expected to be less than one month compared to the two to three months for normal reconstruction practices. Local traffic will be able to operate on the reclaimed base the same day the work is done.

Environmental impacts will be greatly reduced through the following practices:

- All of the existing roadbed materials (aggregate and asphalt) will be reused onsite to construct the new road base; therefore no materials will end up in our landfills.
- The only new materials brought onto the site

are the stabilizing agent (Portland cement) and asphalt for the new driving surface.

- Construction related truck trips and fuel usage will be reduced by up to 80 percent, compared to normal reconstruction.

FDR recycles the roadway by pulverizing and mixing together the existing asphalt pavement surface, base aggregate and in many cases the underlying soils. A stabilizing agent is added and the mixture is compacted to produce a new stronger and longer lasting base, which will support a new road surface of either asphalt or concrete. FDR has been around for decades, but up until the last 10 years the equipment has not been available to consistently produce a uniform high-quality finished product that was competitive with more conventional construction.



30+

Arunda Aleem  
 Dave Allen  
 Amy Atwater  
 Doug Bell  
 Kelly Bell  
 Alexander Bibicoff  
 Diane Bolte-Silverman  
 Bert Boyden  
 Kara Brinkman  
 Teri Brown  
 Alice Burch  
 Marcy Burke  
 Helen Buzenberg  
 Lisa Cassidy  
 Peggy Coffman  
 Ruby Colette  
 Corriea Corolene  
 Jean Cottel  
 Paula Cottrel-Shirey  
 Brad Cox  
 Michael Cozad  
 Deborah Craig  
 Jill Curran  
 Janet Dahlgren  
 Laoni Davis  
 Eric Dawson  
 Anna DeMarco  
 Naomi DePuy

Walt DePuy  
 Jill Devine  
 Anne Donahue  
 Risa Dotson  
 Scott Doyle  
 Claire Dross  
 Ort Dross  
 Barbara Edmonds  
 Amanda Eriksen  
 Hilary Fisher  
 Jennifer Fogerty-Gibson  
 Forest  
 Beth Fox  
 Rex Fox  
 Linda Frazier  
 Jeannette Friel  
 Connie French  
 Tom Frojen  
 Diana Gardner  
 Alexandra Gerrard  
 Don Gerrard  
 Liz Giminez  
 Mary Elizabeth Glenn  
 Jeff Goby  
 Helen Goche  
 Shawn Goddard  
 Michael Golden  
 Chris Gorman  
 Chris Halaska

Alan Hamel  
 Don Hayes  
 Taylor Higley  
 Wende Hitchcock  
 Jamie Hoerter  
 Pat Hoover  
 Kess Hottle  
 Mimi Huxley  
 Robin Irish  
 Robert Jacobucci  
 Caleb Johnson  
 Kathy Johnson  
 Alex Kelly  
 Heidi Knight-Meigs  
 Paul Kuck  
 Joan Lambe  
 Jeff Lander  
 Dianna Larsen  
 Ruby Larson  
 Jantzen Lloyd  
 Lois Litvin  
 Lauren MacDonald  
 Joanne Mackinnon  
 Terry Macklin  
 Pat Mahoney  
 Ernie Marsuka  
 Beth Maurer  
 Maureen McClain  
 Dina McClure

Liberty McElroy  
 Rosella McGuffin  
 Kristina Measells  
 Kristin Mikosz  
 Fran Miller  
 Janet Morrison  
 Sharon Mulford  
 Vivian Nash  
 Craig Nielson  
 Susan Ogawa  
 Laura Ohanian  
 Mike Pecue  
 Harold Peterson  
 Ron Peterson  
 Dave Piccioni  
 Richard Pickering  
 Anita Pierce  
 Judy Potter  
 Laura Poueymirou  
 Dwan Rae  
 Shayne Recknagle  
 Sadie Rhoads  
 Ward Ricker  
 Jo Rodgers  
 Marilyn Sass  
 Penny Scott  
 Erika Seiferling  
 Sylvia Shaw  
 Jeff Simons

Lois Ann Skinner  
 Reed Slater  
 Cheri Smith  
 Jodi Sommers  
 Frank Souza  
 Dale Stepp  
 Carol Stineman  
 Bill Surber  
 Pat Sweeney  
 Cary Thompson  
 Rolly Thompson  
 AaronToneys  
 Bonnie Ullman  
 Chris Veloon  
 Tulsi Wallace  
 Donna Warnecke  
 Diane Warnock  
 Phyllis Weare  
 Betty Weaver  
 Grant Weigert  
 Joshua Welch  
 Jennifer White  
 Andrew Whitedove  
 Tim Whitley  
 Hillary Williams  
 Erika Willis  
 Leisha Wood  
 Dana Woodall  
 Carolyn Young  
 Mark Zentner



100+

Sandy Aldridge  
 Rodney Bloom  
 Kent Calvin  
 Karen Carlson  
 Gary Cornelius  
 John Fischer  
 Carol Ford  
 Tim Foelker

Dave Franzen  
 Maradee Girt  
 Judi Horstmann  
 Chris Horton  
 BJ Hurwich  
 Dale Lugenbehl  
 Annie Lukasik  
 Beth Maurer  
 Renate Mackenzie  
 Wilson Mackenzie

Sharon Poitra  
 Suzanne Shannon  
 Nancy Stark  
 Debbie West  
 Zakary Zakon

500+

Rick Diggs

1000+

Cliff Fountain  
 Rick Trommel  
 Nancy Zimmerman

Public Works  
Waste Management Division



3100 E 17th Ave  
Eugene, OR 97403

Phone: 541-682-2059  
Fax: 541-682-2353  
E-mail: kelly.bell@co.lane.or.us

*Please report volunteer hours. Include: date, #of hours, activity, a contact person, and the number of people served!*

*Event Coordinators-After an event please fax your volunteer sign-in sheets attn: Kelly at fax #682-2353 to insure that Master Recyclers receive credit towards "payback."*

*Master Recyclers bridge the gap between awareness and action by motivating others to reduce solid waste in homes and workplaces.*

*printed on Recycled Paper made with 100% Post Consumer Waste*

*If you prefer to receive this newsletter without the paper, send an email to kelly.bell@co.lane.or.us*

## Master Recycler Yahoo Group

As of this writing 55 folks have re-joined the Lane County Master Recycler Yahoo Group. If you would like to join go to <http://groups.yahoo.com/group/LCMR/> Your Yahoo ID can be any email address you want to use, you do not have to create a yahoo account.

**CALENDAR** Post upcoming events of interest to Master Recyclers.

**MESSAGES** Share information with other Master Recyclers or request information from group members.

**APPLICATIONS** List a give-away item.

**LINKS** Find an easy link to Kelly's event volunteer sign-up sheets.

**PHOTOS** Post cool photos of recycled art or Master Recyclers in action.



### Event Recycling tips:

- ✓ Place a recycle and compost bin next to each trash can.
- ✓ "Seed" recycle and compost bins with the desired materials.
- ✓ Borrow reusable dishes or ask guests to bring personal dishware.

## Borrow event recycling equipment from Lane County Waste Management



Lane County Waste Management Division has 87 pair of recycle and compost bins and 100 place settings of reusable dishware to loan for events large and small. There is no fee, simply return the equipment on time and in good condition. Bins and dishes are available on a first come, first served basis. To make a reservation call 682-2059 or email [kelly.bell@co.lane.or.us](mailto:kelly.bell@co.lane.or.us)

