

April 2012



Newsletter

Welcome to the OKRA online newsletter. Please feel free to share our newsletter with anyone who might enjoy reading it. To receive electronic notification of newsletter availability and general recycling announcements, sign-up for the OKRA list server on our website: www.recycleok.org

Local Race Makes National Headlines for Sustainability Innovation

A big congratulation goes to the Williams Route 66 Marathon Sustainability Team for breaking new ground in the field of sustainable sport. The Council for Responsible Sport (CRS) Executive Director Keith Peters announced that Tulsa's 2011 Marathon qualified for ReSport Certification, earning 25 certification credits in categories from waste management to community impact and health promotion.



For example, runners generally wear a throw-away shirt or jacket to start a race, throwing it off once warmed up. Route 66 Marathon partnered with Youth Services of Tulsa to collect those items, wash them, and repurpose them for their youth homeless shelter. Peters says Youth Services didn't stop there. "Youth Services...stuffed race packets, which were actually reusable cloth bags, and earned \$3,000 for their efforts. And, presenting sponsor Blue Cross Blue Shield sponsored 300 participants in the YMCA's Kids Training Program, even paying the 5K entry fee for those kids who completed the training program."

"Most events approach ReSport Certification from the environmental side of the ledger," said Peters. "The folks in Tulsa really broke new ground with some of their socially oriented initiatives."

One creative way products generally tossed after a race received new life includes donating racing banners to Tulsa Girls Art Center and Booker T. Washington art students. These students turned the banners in to hand crafted bags. *(article continued on pg. 2)*



Attention High School Students OKRA Video Contest 2012 - Enter and Win!

Oklahoma High School students are invited to create an audio-video public service announcement to promote recycling awareness. This contest is a part of the Oklahoma Recycling Association's (OKRA) America Recycles Day campaign and is graciously sponsored by Greenstar Recycling and OG&E. The purpose of America Recycles Day is to raise awareness of the importance of recycling across the state. The deadline for entry is October 31, 2012.

"Really? Don't trash it, Recycle It!" is the theme for this year's contest. This audio-video message should emphasize how recycling

saves natural resources and energy and reduces pollution. Entries must contain all original material and may include real life experiences. Cash prizes will be awarded to all correctly submitted entries with larger amounts given to the 1st, 2nd and 3rd place winning entries. Winning Entries will be announced on America Recycles Day, Thursday, November 15th, 2012.



For rules and entry forms, go to: <http://recycleok.org/psa-contest.php>.

For more information contact: Chris Feeney, OKRA Education Chairman, at Chris.Feeney@okdhs.org.

Local Race Makes National Headlines for Sustainability Innovation (continued from pg 1)

Other initiatives of note include the use of the Hydra Pour self-serve spigot for dispensing beverages quickly and easily at all Gatorade Stations; making arrangements for the cups collected on the course and at the finish to be turned into fuel pellets; use of compostable food service products at the race's Pasta Dinner; and, finally, calling attention to all these efforts at the Health, Fitness and Sustainability Expo held race weekend.

The marathon's Director of Sustainability, Jessica Hargis, led the way for Tulsa's ReSport Certification. Along with this volunteer effort, Hargis volunteers with Tulsa Master Recyclers Association (TMRA) and Girl Scouts of Eastern Oklahoma (GSEOK) Forever Green Committee, as well as working her full time job as Tulsa Area United Way VP/CFO. When asked what drives Hargis toward such a volunteer spirit, she credits her love of Tulsa and a passion for making a difference.

Hargis says, "My one-word motivator for my life is 'impact.' I want to make a positive impact in the lives of those around me. I also believe that if you create an event that brings 15,000 people to downtown Tulsa, you need to be aware of the impact that will have and be responsible for that. I want to take care of this city that I love."

To learn more about ReSport Certification, go to www.councilforresponsiblesport.org.



Art students from Booker T. Washington show off their personally designed handbags made from repurposed Route 66 racing banners. Instructor John Beasley took the banners to art instructor Beverly Wissen and to the Tulsa Girls Art Center. Photos by Beverly Wissen

Because of Hargis' impact on creating such a sustainable sporting event, she now joins in monthly conference calls with fellow race sustainability directors from around the nation. "It's great to learn about best practices, what works and what doesn't. It's pretty exciting to be a part of that and elevate our race. All of a sudden, we're seen on another stage. It showcases Tulsa and makes me excited to see our city in that way."

Not one to rest on her laurels, Hargis ended the 2011 race season with a meeting of partners to look ahead to the 2012 season. Members of TMRA and GSEOK will partner with Hargis in efforts to build race appropriate recycling stations. "It really does take all of us together to get things done. And as a Girl Scout alum, I understand the motto that many hands create light work," says Hargis.

If you are interested in helping create a greener race in 2012, contact Hargis at Jessica@route66marathon.com.

by GTR News' Trash Talk columnist, Beth Turner

Another Successful Year for NWOSU's Big Event

On a beautiful Saturday morning, March 30th, while other college students were out enjoying their favorite recreational activities, a large group of Northwestern Oklahoma State University students spent their time volunteering at the fourth annual Big Event in Alva.

Started as a way to foster relationships between NWOSU students and the citizens of Alva, the Big Event targets a different community project each year. This year's focus was on helping Alva residents get rid of old, outdated electronics in a safe and environmentally responsible manner.



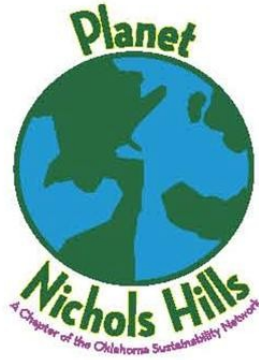
With electronics recycling company, Natural Evolution, managing the event, the students unloaded electronic items from cars and placed them in large boxes on wood pallets. Items collected included computers, monitors, phone systems, cell phones, copiers and much more.

All items collected will be recycled in an environmentally responsible way while keeping any data secure. Events like this are great ways to avoid the improper disposal of unwanted electronic equipment. Congrats to NWOSU and Alva for a successful event!

NWOSU students unload electronic items from cars during the Big Event in Alva

NICHOLS HILLS TO HOST COMPREHENSIVE EARTH DAY CELEBRATION

Nichols Hills, OK - Planet Nichols Hills, a chapter of the Oklahoma Sustainability Network, will host the metro's most comprehensive Earth Day celebration, THE FIFTH ANNUAL EARTH DAY BIRTHDAY, April 21, at the former First Church of Christ Scientist, 1203 Sherwood Lane in Nichols Hills. Although the event takes place in Nichols Hills, everyone is invited to take part. The event will focus on Reduce, Reuse, and Recycle. Features include an Eco-Expo Tent, interactive demonstrations for all ages, local produce, picnic foods and tables, Pick Up the Pace children's 1-Mile Fun Run, children's art tent, wildlife, music and more. In addition, a Household Hazardous Waste Collection will take place for NICHOLS HILLS RESIDENTS WITH PROPER IDENTIFICATION ONLY.



Saturday, April 21, 2012

9:00 a.m. – 2:00 p.m.	Event Hours
9:00 a.m. – 1:00 p.m.	Hazardous Waste Collection
9:30 a.m.	Children's 1-Mile Fun Run sponsored by Pick Up the Pace, a division of Planet Nichols Hills

- ◆ Reduce, Reuse, Recycle Eco-Expo Tent focuses on sustainable living in our community. The tent includes interactive exhibits and a sampling of local products, No. 5 Recycle Bins, and a Better Bags giveaway all sponsored by the Green Mission Team of Whole Foods; the Oklahoma Food Cooperative; Jerry Newhouse and his worm composting demonstration; Peripheral Energy; Habitat for Humanity; Central Oklahoma Humane Society; Lean and Green demonstrations with interactive garbage sorting; and Organics OKC.

- ◆ Recycling opportunities include: a Hazardous Waste Collection for NICHOLS HILLS RESIDENTS WITH PROPER IDENTIFICATION ONLY, Cleats for Kids collection bins and representative, and dry-cleaning materials recycling from Best Cleaners.
- ◆ Community Picnic and Farmers Market: Great choices for the whole family including locally sourced veggies and sandwich wraps, hamburgers, hot dogs, snacks and drinks from the Urban Agrarian, Earth Elements, and the Kona Ice truck.
- ◆ Children's activities include a 1-Mile Fun Run sponsored by Pick Up the Pace, an interactive art tent, bounce house, music by The Ready, Set, Go Show, seed planting with Whole Foods, Red Coyote running demonstration, Stretch U demonstration, and Green theme coloring books from Whole Foods.
- ◆ Products for sale include local foods, Planet Nichols Hills reusable bags and aprons, Sow Love Beads, and more.

Sponsors for 2012 include the City of Nichols Hills, Chesapeake Energy, Irish Realty Co., HMS Corporation, s design, inc., Whole Foods, HSE Architects, Shawver & Son, Inc., and the Oklahoma Sustainability Network.

Sponsors for the Pick Up the Pace 1-Mile Fun Run include Red Coyote, Stretch U, The Learning Tree, Soul Yoga, Barre 3, Best Cleaners, and Green Bambino.

Planet Nichols Hills is a regional chapter of the Oklahoma Sustainability Network, a 501(c)(3) nonprofit. Planet Nichols Hills strives to study, discover, demonstrate, model and facilitate activities that move the community toward an increasingly sustainable future. For more information, please visit www.planetnicholshills.org.

Snapshots from the Big Event



NWOSU Students volunteering at Alva's Big Event collected many pallet loads of old electronic equipment. (see pg 2)



Photos by Janet Valencia



Featured School Recycling Program

Tulsa Park Elementary Receives Recycling Award

On January 30th, 2012, OKRA awarded Park Elementary in Tulsa with a \$100 check for their recycling efforts and education at their 2 pm assembly. OKRA is pleased to recognize Park's Micro Society recycling business run by fourth grade teacher Maggie Cooper.

Mrs. Cooper started "Green Team Recycling" last year as a part of Park's Micro Society program where students operate mock businesses as a learning experience. The business provides recycling services to other micro businesses and classrooms within the school for a fee. They also have a storefront where students who have earned money through the different businesses can purchase recycled items or products that promote recycling.

Mrs. Cooper is able to educate her students on the importance of recycling through active learning. "As a teacher, I have the opportunity to teach students why it is important to take care of the earth and to be mindful of their actions in a fun and interactive way," said Cooper. "I hope that in the future my students will never even think to trash anything that can be recycled."



Mrs. Cooper with two student managers of Park's Micro Society Recycling program for 2011



Kristi Shreve, OKRA Board member, presents check to Mrs. Maggie Cooper and fourth grade student managers of Park Elementary's Micro Society Recycling program

Last year, their business stayed in the black and diverted 13.33 tons of paper and over 100 batteries from the landfill. This year, Green Team Recycling is expanding their service to include plastic containers and bottles.

The students show a positive response from operating the mock business. Cooper said the students see it as a privilege to work for her business, that they are always looking for recycling symbols, and many students have even influenced their parents to recycle at home.

OKRA congratulates Mrs. Cooper and her students for making a lasting impact in their community. Keep up the good work!

If your school is interested in becoming an OKRA "Featured School," please submit your recycling story to info@recycleok.org. If selected, your school will receive \$100 to benefit the recycling program.

City of Ada Now Providing Curbside Recycling Service

ADA – For the first time in its history, the City of Ada is providing curbside recycling.

The Ada City Council voted to implement the new environmentally friendly service on Dec. 1, 2011. The decision followed months of study by council members and city staff.

The service is being contracted with WCA Waste Corporation, which also handles the city's garbage service. WCA has issued recycling bins to all city residences along with a set of printed instructions that specify items eligible for curbside recycling service.

Items eligible for curbside recycling collection include newspapers, jar lids, junk mail, copier paper, phonebooks, cardboard, brown or white paper bags, plastic (labeled No. 1 or No. 2), file folders, brochures, pamphlets, greeting cards, paper egg cartons, drink cartons, magazines, catalogs, soft-cover books, aluminum, and steel.

Curbside recycling collection falls on the same day as garbage collection for each customer. Since the program's inception some four months ago, the City of Ada has experienced a spike in recycling participation.

According to WCA officials, participation has jumped from 25 percent to 75 percent in that timeframe. The company reports it has gone from filling a recycling truck every 10 days to filling one every day and a half.

A video featuring WCA's services is available on the city's YouTube Channel, which is located online at <http://www.youtube.com/user/CityofAdaOK>.

For more info on the City of Ada, visit www.adaok.com.

By Mark Bratcher
City of Ada, Information Director
March 19, 2012



Help short circuit pollution

Dispose of Electronics at the eCycling Drop-Off Event in OKC

Are you waiting for the chance to get rid of broken or obsolete computers, cell phones and other electronics? Well, here's your chance to take back your closet space, junk drawers and garages – the eCycling Drop-Off Event. It's quick, simple and absolutely free for residents of Oklahoma City and its neighboring communities.

Items Accepted:

- ✓ Computers (CPUs, Monitors, Peripherals and Keyboards)
- ✓ Printers and Fax Machines
- ✓ Photocopiers
- ✓ TVs, VCRs, Stereos
- ✓ Phones (home, office and cellular)
- ✓ Consumer Electronics

Products not acceptable for eCycling will be left in vehicles.

The eCycling Drop-Off Event is sponsored by the City of Oklahoma City, Waste Management Recycle America and LG Electronics. By recycling old electronic products, useful materials such as glass, plastic and metal can be re-used in the manufacture of other products. Recycling electronics minimizes the amount of hazardous waste in the landfills and the extraction of new raw materials from the earth.

Take any brand of electronic products or computers to the Oklahoma State Fair Park between 8 a.m. and 4 p.m. Saturday, May 5. Travel I-44, take the N.W. 10th Street exit and follow signs to the drop-off site. No proof of residency needed.



Residents can stay in their vehicles while crews remove all acceptable electronic products from trunks or pickup beds.

Items Not Accepted:

- ✓ Microwaves
- ✓ Smoke/Fire Alarms and Detectors
- ✓ Thermometers
- ✓ Large Appliances
- ✓ Dehumidifiers
- ✓ Non-decontaminated medical equipment
- ✓ Items containing sludge or liquid

For more information, the event contacts are:

The City of Oklahoma City,
Debbie Ragan,
405-297-3363
Waste Management,
Pam Ducas, 214-601-1886
LG Electronics USA,
John Taylor 747-941-8181

Calling all Volunteers!

7th Annual Lake Overholser/Stinchcomb Wildlife Refuge Clean-up

The 7th Annual Lake Overholser/Stinchcomb Wildlife Refuge Clean-Up will be held on Saturday, April 21st at the Overholser Pavilion around NW 14th and East Overholser Drive. The clean-up begins at 8:30am, ends at 2:00pm, and includes a free lunch courtesy of Earl's Rib Palace, Jersey Mike's Subs, and Cimarron Steak House. There will be a raffle during lunch with lots of great prizes! This clean-up is made possible through grants from Chesapeake Energy, Oklahoma Clean Lakes & Watersheds Association, and DEQ's Green Team with in-kind donations from DEQ, the City of Oklahoma City, OKC Kayaks, and Pepsi Bottling Group. This clean-up is part of Keep Oklahoma Beautiful's Great American Clean-Up, DOT's Trash-Off, OKC Beautiful's Litter Blitz, and American Rivers' National River Clean-Up.

To make sure there is enough food, volunteers are encouraged to register for this event by contacting Karen Miles at Karen.Miles@deq.ok.gov or calling 405-702-8192. Those wanting to join the clean-up flotilla need to contact Rodney Boegel at rodneyboegel@att.net or by calling 405-802-3678.

The clean-up will be held whether rain or shine and participants should bring heavy gloves, wear long pants, sturdy shoes, a hat, sunblock, and insect repellent. So please join us on Saturday, April 21st and help us rid Lake Overholser and the Stinchcomb Wildlife Refuge of trash and restore these areas to their natural beauty!



The City of
OKLAHOMA CITY

CITY OF MOORE TO HOST EARTH DAY SPECTACULAR

Citizens of Moore, Oklahoma can celebrate Earth Day, Saturday, April 21st, by taking advantage of some great recycling opportunities.

Recycling event at Fairmoore Park, east parking lot (enter off of Telephone Rd.). Items collected:

- E-Waste- anything that plugs in (limited to 1 TV and 1 computer monitor per household)
- Glass Recycling (please rinse out all containers)



WASTE CONNECTIONS EARTH DAY POSTER CONTEST

Waste Connections Inc. is hosting an Earth Day Poster Contest for Oklahoma youth. The winner will receive a \$200 savings bond and their school's art department will receive a \$500 donation. The winner's poster may be displayed on Waste Connections' new CNG Trash Trucks.

Students are encouraged to share their view on the environment, clean, green, Oklahoma, etc. Anything that depicts environmental responsibility relating to our state and clean energy.

To enter the contest, you must RSVP in advance that your school will participate to crystalgr@wcnx.org and provide a point of contact from your school. Poster entries will be picked up by a Waste Connections representative at your school on April 6, 2012 by noon.

Student's entries must be their own original artwork. ART ONLY-NO TEXT. The art should speak for itself. Minimum size is 8 1/2" x 11", maximum is 18" x 24".

Students may use a variety of media, such as water-color, pen and ink, crayon, chalk, markers, etc. Keep in mind most posters will likely be on public display, and should be easy to understand.

Entries will be judged on the message conveyed by the artwork, the poster theme, creativity, originality and artistic quality, visual clarity and use of color. Oklahoma scenery and icons are encouraged to be incorporated into the clean-green theme.

All entries will be judged on April 9, 2012. The winner will be notified by that afternoon.

If you have any questions, please call Crystal Griffis at 405 -210-8112.



WASTE CONNECTIONS INC.
Connect with the Future®

- Tire Recycling
- Paper Shredding

In addition, the Recycle Moore Center manned drop-off will be open expanded hours (9am to 5pm) on Saturday the 21st.

Rain Barrel Demonstration Class

Rain Barrels are efficient and economical ways to collect and store rain for watering outdoor plants. Chris Ward, Cleveland County Conservation District, will be teaching a 30-minute class on how to construct and use a rain barrel. Classes are at 2 and 3pm on Saturday, April 21, 2012, at the east shelter in Fairmoore Park. Class participants will be given the opportunity to purchase a rain barrel for only \$5! Classes are preregistered and are already full.

EARTH DAY FESTIVAL 2012

Sunday, April 22 12-5 pm
Reaves Park Norman, OK



FUN FAMILY ACTIVITIES
TEACHING THE IMPORTANCE OF PROTECTING
OUR EARTH'S AIR, WATER, FOREST, WILDLIFE
AND ALL NATURAL RESOURCES!

FREE



- HANDS-ON ART PROJECTS
- MUSICAL ENTERTAINMENT
- FREE FIRST-TIME 5K WALK
- LOVEABLE MASCOTS
- PET ADOPTIONS & MUCH MORE!



WWW.NORMANFUN.COM



Free Tree Giveaway



Green
Norman
.org

For Information

366-5473 or 364-7319



NORMAN
parks and recreation

City of Norman
Environmental Services



Reduce, reuse, recycle, replenish, restore, refresh, replant, rebuild!

Make Plans to Attend the Oklahoma Green Expo April 21-22, in Ada

The Oklahoma Green Expo will provide a wonderful opportunity for citizens of Oklahoma to see, share, and learn how building and expanding our State's green economy can benefit everyone. The last few years have seen a major expansion in the number of innovative green products and services that are available at competitive prices.

The Oklahoma Green Expo will be one of the best opportunities you will have this year to learn about the variety of these green products that are either available now, or will be in the near future, and how you, personally, can benefit from them. The Expo theme, "Sustainability leads to profitability," was specifically chosen to emphasize the fact that a green and sustainable economy has to be a key part of a strong and healthy Oklahoma in the 21st Century.

The Expo will begin Friday, April 21, 2012 and run through the day on Saturday, April 22, in Ada, Oklahoma. The Expo format will include speakers with appropriate expertise and experience, workshops and seminars, and exhibits by vendors of green products and services.

On Friday evening, April 20, the Expo will open with a keynote session. The agenda for the keynote session is still being developed, but NASCAR and Indy Car driver and environmental activist Leilani Munter will be one of the speakers. The Expo will continue all day Friday and Saturday at the Pontotoc County Agriplex with vendor exhibits, speakers, demonstrations, and other activities.

The Expo has five themes:

- ♦ Home and Garden - including water and energy efficiency, building and remodeling, and landscaping techniques
- ♦ Business and Industry - including energy efficiency, construction, and operation and maintenance
- ♦ Community – recycling and reuse, transportation, and education
- ♦ Lifestyle – including green products for your home
- ♦ Agriculture – including organic farming, water and energy management, and integrated pest management

The Expo will bring together a broad audience, including homebuilders, home buyers, remodelers, utility companies, vendors of solar energy systems, home energy contractors, landscapers, retailers, transportation enthusiasts, and the general public. The emphasis will be on things that can be done now, such as improving the energy efficiency of your home, installing a solar water heater, launching a new green business or service, and learning about innovative vehicles.

The Oklahoma Green Expo is being organized jointly by a broad-based group of Ada citizens under the joint leadership of East Central University's School of Continuing Education and the Ada Area Chamber of Commerce.



In conjunction with the Oklahoma Green Expo

April 21, 2012

Starting Location: Old Kmart Parking Lot

Routes: 10, 28, 45 and 62 miles

Start Time: 9:00 am

Registration: Online or Day of event

visit Oklahmagreenexpo.com look for Tour de Green link

Fee: Single \$25 & Tandem \$40

All proceeds go to the Green Initiative Committee

1st 100 entries will receive t-shirt & goodie bag

Sponsors:



UCO Earth Day Fair - Wednesday April 18th

The 2012 UCO Earth Day Fair is scheduled for Wednesday April 18 from 9am-2pm at Broncho Lake.

The fair will feature off-campus representatives from many different environmental organizations. Music will be provided by the campus radio station and walking tacos will be served around noon.

UCO Student organizations are invited to register to set up a table at the event. For more details, see the UCO website (www.uco.edu/student-life/cae/studentprogrammingboard/earthday.asp).

We Need You to Grow OKRA!

Please renew your membership now for 2012 if you haven't already done so (see the list of 2012 members below to determine if you are current). OKRA membership runs on the calendar year.

If you are not an OKRA member, please consider joining. To learn about membership levels and member benefit details, such as discounts to OKRA events, download our membership brochure:

www.recycleok.org/pdf/BrochureWebsite.pdf

How to join or renew your membership in 2012:

- ♦ Via mail - send a completed membership brochure and your check by mail to:
OKRA
PO Box 521154
Tulsa, OK 74152-1154.

- ♦ Via Internet - go to www.recycleok.org/join-us.php and access the online membership form toward the bottom of the page. You then have a choice of paying online via PayPal or by mail (send your check to the PO Box above).

Any questions, please email info@recycleok.org

Thank you for cultivating OKRA!



Save the Date!

**Make plans to attend the
next Oklahoma
Recycling Seminar,
Friday, October 12, 2012
in Stillwater**

2012 OKRA Members

Platinum Corporate Member

Greenstar Recycling

Silver Corporate Members

Goodwill Industries
OGE Energy Corp.
OEMA

Bronze Corporate Members

Big 4 Filtration
Choctaw Nation
Natural Evolution
Waste Connections

Corporate Members

All Points Recycling
Amazon Environmental
American Waste Control
Harley Hollan
Keepin' Enid Green
Professional Recyclers, Inc
United Electronics

Non-Profit/Government Partners

Ardmore Beautification Council
City of Norman
City of Stillwater
Keep Oklahoma Beautiful
Metropolitan Environmental Trust
Otoe-Missouria Tribe
Pride in McAlester
Solid Waste Institute of NE Oklahoma
Town of Medicine Park
Tulsa Master Recyclers
University of Central Oklahoma

Regular Members

Matt Albright
Bob Baxter
Del Beaver
Jim Bologna
Ellen Bussert
Stuart Burchett
Pamela Curtis
Verona Deer
Chris Feeney
Brian Figgins
Peter Grant
Angela Heim
Ilda Hershey
Andrew Huggins
Liz Hunt

Rodney Josie
Eric Lee
Robert Lewandowski
Trudi Logan
Phil Lorenz
Rick Miller
Jacob Niebergall
Mary Peck
Carol Preston
Fenton Rood
Jerry Shelton
Susie Shields
Kristi Shreve
Darren Stefanek
Bob Stewart
Lena Sullivan
Teresa Swoyer
Wade Thompson
Shelley Umezawa
Shawn West

Student Member

Amanda Nothnagel

Membership Pledges

Jimsey Fish

If you notice any errors or have questions about your 2012 membership status, please email info@recycleok.org

Thanks 2012 OKRA Members!