

December 2011



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

Moore Launches “Far Out” Campaign to Promote New Recycling Center

Tapping into the popular sci-fi genre that crosses multiple generations, the City of Moore is encouraging citizens to bring their recycled goods to alien visitors — called Mooretians — who need them to power their spaceships and return home.

The Recycle Moore program kicked into high gear November 19 when the recycling center being staffed permanently. During operation hours, Moore citizens are able to drive into a covered building at the center and have their qualifying recycled goods collected by Recycle Moore staff. Moore does not offer curbside recycling currently.

The facelift at the recycle center was funded primarily through the Energy Efficiency and Conservation Block Grant. The funds provided by the EECBG also help fund the campaign to promote environmentally friendly practices. City administrators partnered with Moore-based Trifecta Communications to develop the sci-fi themed campaign.

The centerpiece of the campaign is a 130-foot-long vinyl banner wrapping Moore’s iconic water tower at I-35 and Main Street. The 14-foot-high banner displays images of the campaign’s friendly Mooretian characters and “Take Us to Your Litter” slogan. Aside from being a high-traffic area, the City chose the water tower as a canvas because it sits directly above the Recycle Center. A 66-foot long wrap along the fence at the center’s entrance complements the tower wrap, and helps passers-by understand what materials the center accepts.



The “Take Us to Your Litter” campaign was recognized last month with a national DAVEY marketing award for Integrated Campaign: Eco/Green.

Backing up the tower wrap is a host of items designed to educate, entertain and create conversation about the Recycle Moore program. Among other things, the campaign employs reusable grocery bags, “Let’s Talk Trash” rubber wrist bracelets, a small tradeshow display, a standup cut-out that children can stand behind and take a photo with the Mooretian, and campaign-themed T-shirts for Recycle Center staff.

At the same time, the City and Trifecta created a series of recycle trivia videos that played during high school games at Moore

Stadium (three 6A teams play home games at the stadium). A special website —www.recyclemoore.org — includes fun videos and coloring pages for children that parents and teachers can use at home and in the classroom.

So far, the out-of-this world campaign seems to be working, said City of Moore Environmental Services Manager Mike Harlan, who oversees the recycle center. “I wasn’t real sure about this crazy alien campaign when Trifecta first told us about it. It’s unusual for a municipality to take a risk like that,” he said. “But it has really worked well. Citizens know about the center and are using the center. And we’ve had nothing but compliments about the whole thing. It worked out better than we could have imagined.”



OKRA's Annual Recycling Seminar Focuses on Future

- by Chris Feeney

One hundred fifty-five avid recyclers and ten exhibitors came together at the annual OKRA Recycling Seminar on October 13, 2011 in Stillwater, OK. This seminar provided vast knowledge of the current and future state of recycling in Oklahoma. Fellow Oklahoman, Vonda Lockwood, Director of Innovations, Sustainability & Compliance at Walmart, topped the list with astounding information about Walmart's landfill reduction program and their drive for zero waste (100% landfill diversion) by 2025. Walmart has already made huge strides toward this goal through developing methods to recycle 32 materials in sandwich bales and diverting organic waste to other uses: source reduction → feed people → feed animals → industrial uses → composting → landfill/incineration.

Local successes and failures were presented to open debate about the state of recycling in Oklahoma. Seminar participants learned of future trends in recycling including a valuable economic forecast. Both eastern and western sides of Oklahoma came together in a three-person panel to share information about hub and spoke systems to link rural and urban areas of Oklahoma to make recycling feasible every-



Taking a break during the seminar. No, we did not serve alcohol...those beer bottles are just one of the center-pieces made out of recyclables!

Greenstar Recycling continues to share valuable resources to aid rural Oklahoma in their recycling struggles.

This year's seminar featured knowledgeable speakers concerning hot topics such as composting and e-waste, glass, and tire recycling. The Tulsa Master Recycler's program shared their knowledge and experiences of developing and growing a Master Recycler's program so it can be replicated anywhere.

Fenton Rood and Melissa Adler-McKibben of the Oklahoma Department of Environmental Quality graciously shared their time to discuss and promote household, tire, and e-waste recycling.



Panelist Ken Purdy presents rural recycling information to a record seminar crowd

where. Recycling facilities in Enid, Muskogee, and Tahlequah and the Choctaw Nation are leading the way with these efforts.



Participants examine the vermicomposting unit at Skyline Elementary after the seminar

As the seminar concluded, 14 participants traveled to Skyline Elementary School to learn valuable information about vermicomposting and 22 enjoyed dinner together at Hideaway Pizza.

This year's seminar could not have happened without vendors and sponsors such as Greenstar Recycling, ODEQ, OEMA, and the Choctaw Nation. The PowerPoint presentations from the seminar and a full list of sponsors can be found at <http://www.recycleok.org/events-activities.php>.

Congratulations to Winners of OKRA's PSA Contest

The 2011 OKRA High School Public Service Announcement Contest has drawn to a close. Of a record 19 entries, 3 were selected for prize awards by a 5-person judging committee at the OG&E Energy Technology Center on November 7, 2011. Congratulations to the following winners!

1st place - "The Recyclables" by Landry Miller, Cortney Baker, Lauren Barnes, Susan Fenrich, and Jessica Pemrose from Sequoyah High School in Claremore. Move over Incredibles, the Recyclables are here! These five superheroes are saving the earth and ensuring that their school recycles newspaper, plastics, glass, aluminum cans, and cell phones. The "Recyclables" team won a \$500 cash prize plus \$100 was awarded to Sequoyah's Environmental Science Club.



leaves for next year's garden, shredding them into mulch or just leaving them where mother nature put them. CJ won a \$300 cash prize plus \$50 was awarded to the SOTC's Environmental Science Club.

3rd place - "Our Future is Recycling" by Bailey Bergman, Summer Knight, and Kayla Carpenter from Beggs High School in Beggs was an entertaining recycling rap that is sure to make you smile.



These three gals are "continental, environmental, they're all mental ... about recycling!" The entry received a \$150 cash prize plus \$50 was awarded to the Beggs High School Environmental Science Club.

The winning videos can be viewed at: <http://www.youtube.com/watch?v=U1AIPmfNdpo>, and are definitely worth watching!

2nd place - "Leaf Recycling" by CJ Capraro, Southern Oklahoma Technology Center (SOTC) in Ardmore. This PSA was an educational and informative video on methods to reduce the millions of tons of leaves that wind up in landfills each fall. Some suggestions were composting the



This contest would not have been possible without generous donations from OKRA, OG&E, and Greenstar Recycling. Put this contest on your calendar for next year shortly after school begins!

Use an Eco-Nudge to Influence Recycling Behavior

What is Choice Architecture?

Decision makers don't make choices in a vacuum. They make them in an environment where many features, noticed and unnoticed, can influence their decisions. The person who creates that environment is often referred to as a choice architect.

The goal of nudge is to show how choice architecture can be used to help nudge people to make better choices (as judged by themselves) without forcing certain outcomes upon anyone.

The following examples of **eco-nudges** simply remind people

that items thrown in the trash end up in the landfill. By using the word "landfill" instead of "trash" in signage, the message is enough to make people think, and then make a conscious decision as to how they want to dispose of their waste.



A landfill nudge at the University of Pennsylvania



A landfill nudge at Whole Foods in Illinois

From "Nudge: Improving Decisions About Health, Wealth & Happiness" by Richard H. Thaler & Cass R. Sunstein (Penguin Books, 2009).

Featured School Recycling Program #4

Skyline Elementary

OKRA recognizes Skyline Elementary in Stillwater, Oklahoma for its rain garden, recycling efforts, and its accomplishment of being designated as an Oklahoma Green School. At a recent school assembly, OKRA Member-at-Large and City of Stillwater Waste Management Superintendent Chris Knight presented a check for \$100 to Principal Andrea Rains.

Knight encouraged the students to use the funds to continue their outstanding recycling work and environmental outreach efforts.

Skyline has adopted several green technologies, including a rain water collection system. Water that falls on the school's roof is directed into a cistern, where it is stored and then used to water the schools' multiple planters and flower beds.

Volunteers built the underground sand-water cistern. It was introduced to students, faculty and staff in late September 2009. A solar-powered pump is used to pump the water for irrigation.



OKRA Member-at-Large Chris Knight presents a \$100 check to Skyline Elementary Principal Andrea Rains

Students at Skyline planted bulbs near the cistern and helped load rocks on top of the cistern to create a dry bed stream. They learned about the water cycle. Now they have an outdoor classroom that can be used to study water quality, infiltration, water cycling, irrigation, and much more.

At the garden behind the school, the students sow and harvest plants. They also learned how to grow and harvest wheat. Skyline holds a garden camp during the summer and has donated food from it.

In 2010, Skyline installed a greenhouse made out of 1500 plastic soda bottles. The greenhouse was initiated by two OSU graduates, who heard about a similar project in Scotland.

The teachers at Skyline use the greenhouse and rain garden for environmental education, teaching the students about recycling and reuse.

OKRA congratulates Skyline Elementary for its outstanding "green" efforts!

Recycling Made Easy

Good things are happening at Greenstar Recycling in Sand Springs Oklahoma. Utilizing Dual Stream technology, a system of recycling where fiber is kept separate from containers, a plethora of formerly difficult to recycle items are now being accepted. Cereal and other paperboard boxes, along with brown, and white paper bags, are now joining the usual newspaper, cardboard, and office paper which have always been recycled. Rounding out the addition to fiber now accepted; waxed drink cartons, phone-books, paper egg cartons, as well as magazines, catalogs, and soft cover books. Due to the difficulty in separating the foil from fiber, foil lined drink containers and foil pouches cannot be recycled at this time.



The Greenstar Dual Stream Sort Line

The lineup of regularly recycled containers includes #1 & #2 plastics, glass bottles and jars, aluminum, and steel cans. Spiral wound paperboard containers are now included in the expanded menu of items that can be recycled.

According to Greenstar Sand Springs General Manager Shayne Brown, "Dual Stream allows us to include a wide variety of articles that have traditionally been difficult to recycle."

For more information go to www.GreenstarRecycling.com.



Keep an eye out for Oklahomans recycling!

If you catch them in the act, send a photo to OKRA newsletter editor at trudi.logan@us.af.mil and we will include the picture in a future issue of the OKRA News.

Check us out on Facebook at www.Facebook.com/RecycleOK.org

Bethel Schools Celebrate National Recycling Week

Bethel Public School celebrated National Recycling Week by encouraging all grade levels to emphasize the benefits of recycling. The event was organized by Bethel's Student Green Team consisting of Paige Delsigne, Michaela Flatt, Rachel Stark and Michaela Wicker, reported sponsor Jim Jenkins.

The Green Team created contests at all grade levels to encourage and educate the students and their community concerning the benefits of recycling. The team organized a class poster contest for Pre-kindergarten through third grade. Classes in fourth through fifth grades decorated boxes used in the classrooms to collect paper and save trees. Middle school students created individual posters designed to promote advantages of recycling. Students in

the high school designed T-shirt logos for environmental issues.

Winners of each contest area were as follows;

LOWER ELEMENTARY:

1 ST PLACE	MS. VASQUEZ'S CLASS
2 ND PLACE	MS. FLATT'S CLASS
3 RD PLACE	MS. MARLOW'S CLASS

UPPER ELEMENTARY:

1 ST PLACE	MS. WILLIAMS' CLASS
2 ND PLACE	MS. BAKER'S CLASS
3 RD PLACE	MS. BEAGLEY'S CLASS

MIDDLE SCHOOL: MS. KIDNEY'S CLASS

HIGH SCHOOL:
JESSICA CASEY



Top teams in the Lower Elementary, Ms. Vasquez - 1st Place Class (left) and Ms. Flatt - 2nd Place Class (right)



Eufaula Recycles at School and at Home

Eufaula High School students begin recycling at school and home. At an assembly on America Recycles Day, November 15, Alternative Education and FFA students under the direction of teacher Leslie McKinney, gave a program on the merits of recycling in Eufaula. The new high school recycle group sports "we recycle" t-shirts designed by members, Dakota Johnson and Nicole

Himes. Eufaula H.S and

Middle School held assemblies in celebration of America Recycles Day, November 15. The FFA and Alternative Education class presented the schools with ten Dream Machine recycle bins. The blue bins are



among 30 given to Eufaula by Pepsico and Waste Management Corporation. Plastic, glass and aluminum beverage containers will be recycled in the Dream Machines.

America Recycles Day also saw the opening of a new Eufaula Recycle Center located at the Eufaula Waste Transfer Station, one block west of the Eufaula Fairgrounds. Voluntary recycling is available for free 9am-4pm

Monday through Friday and 9am-12pm Saturday. Bins are set up for sorting of aluminum, types 1 and 2 plastic (clear bottles and milk jugs), tin cans, and glass (green, clear, brown). Proceeds from recycled materials at the Eufaula Recycle Center and from the Pepsi Dream Machines will go to disabled American Veterans start-up businesses.



Ada Celebrates America Recycles Day

Ada Mayor Dick Scaf proclaimed "America Recycles Day in Ada" during Ada Recycling Coalition's (ARC) last meeting.



Pictured are: Seated, Mayor Dick Scaf and Garmon Smith (ARC Chairperson); Second row, Ambrie Johnson, Dana Nickell, Liz Patterson, Lisa Sharp, Deanna Piercy, Glenda DeShazo (Treasurer) and Trudy Nevland (Secretary); Third row, Theresa Hammons, Steve Timmons, Stan Fullingim

To celebrate America Recycles Day, the ARC held a poster contest for local schoolchildren and a pledge card prize drawing. Winner of the pledge card drawing was Debby Holland, who was presented with a mulching mower at the Home Depot in Ada.



Pictured: Steve Timmons, Ty Low, Debby Holland, Marilyn Ellis, Chris Thyne, Trudy Nevland and Brad Stafford (Home Depot Manager).
Photo by: Randy Mitchell (Ada Evening News)

Green State of Mind

The following pictures are student winners of the Ada Recycling Coalition's poster contest for America Recycles Day, "Recycling at School."



From Latta Elementary: Brady Barton (5th grade), Hope Wear (3rd grade), and Grace Wear (Pre-K) with ARC Board Member, Steve Timmons
Photo submitted by ARC/photo by Morgan Brendle



From Vanoss Elementary: Trinity Thompson (4th grade Honorable Mention) Charlee Coffman (1st place 4th grade) and Tate Roppel (3rd grade winner) with Steve Timmons (ARC Board Member). Not pictured is Kami Youngblood (4th grade Honorable Mention).
Photo submitted by ARC/photo by Morgan Brendle

Ada goes Curbside

On America Recycles Day, Nov 15, 2011, The City of Ada announced that it was privatizing its sanitation service and would offer curbside recycling to residents effective December 1st. Recyclables are now picked up along with garbage once a week. The Ada recycling centers will remain available.

OKC Beautiful Hosts Events for America Recycles Day

Oklahoma City Beautiful recently held two events in celebration of America Recycles Day!

On Friday, November 18th, they arranged a recycling facility tour at Greenstar Recycling in Oklahoma City.



“discovering.art.in.recycled.trash” contest. There were 26 pieces registered. Participants were to build an art piece out of 75 percent recyclable materials which would normally be thrown away. The results were fantastic!



Recycled.a.r.t
*The Thinker (above),
The Earth (left), and
Recycled Robot
(below)*



Forty-three students participated in the tour. Everyone had a great time learning about what happens to recyclables after you drop them off at a recycling facility.

**Local students take
a behind the scenes
tour at the Green-
star Recycling Facil-
ity in Oklahoma City**



The following day, Saturday, November 19th, OKC Beautiful held a recycled.a.r.t

At both events OKC Beautiful handed out goodie bags with recycling information and America Recycles Day pledge cards. At the recycled.a.r.t event they had thirty pledge cards signed by event spectators.



Collectively, through events like these, OKC Beautiful hopes to make recycling bigger and better 365 days a year.

Choctaw Nation Hosts Recycling Event for ARD

The Choctaw Nation and its Youth Advisory Board along with Rustin Concrete, First United Bank, OG&E, KLBC radio, and Wal-Mart, all in Durant and Girl Scout Troops from Durant and Calera hosted a recycling event on Saturday, November 12th in honor of America Recycles Day. Over 50 people came out to help collect and sort recycling materials. The area community was encouraged to drive up and drop off their aluminum and tin cans, all



types of paper including cardboard and plastics. The Girl Scouts had a great time handing out America Recycles Day pencils to the participants and also learning the difference in types of plastics and tin versus aluminum cans.

Everyone learned more about how a recycling facility works and most importantly how good pizza can taste after a hard working morning!!

TTCU The Credit Union Teams Up with Mr. Murph to Recycle

If you happen to spot new recycling bins at any of the nine TTCU The Credit Union locations around Tulsa, there's no need to do a double take.

What you're seeing is the result of TTCU teaming up with American Waste Control (AWC) for a new recycling initiative, called the Feed Mr. Murph campaign. TTCU has committed to offering all area branches as recycling drop off sites in an effort to make recycling more accessible to the Tulsa community.

The new initiative aims to spread the word about recycling and conserving our natural resources so that Tulsa families and businesses can better help the environment. As you may know already, Mr. Murph is the name given to AWC's new \$5.5 million recycling facility in Tulsa. AWC currently holds the distinction of having Oklahoma's only hybrid licensed Material Recovery Facility (Mr. Murph) onsite where the company is able to process and reclaim over eighty tons of recyclables per day.

TTCU asked to become involved in the campaign after noticing the huge need for more drop off locations for recyclables throughout the city.

"This is just a terrific opportunity for Tulsa," said Kristi Brooks, VP Marketing for TTCU. "I knew we had to find a

way to help make recycling easier for people and provide a meaningful service for our community. Recycling with

Mr. Murph is the answer for Tulsa when it comes to reducing our city's waste and promoting a cleaner environment. I'm just happy TTCU can play a part in making a true difference for our city's future."

So far this year, TTCU has been able to divert more than 600,000 pounds of trash from our city's landfill, thanks to Mr. Murph and the advanced technology that makes recycling such a critical waste control solution. Recycling bins are

now set up at all TTCU locations around Tulsa for anyone wanting to drop off co-mingled recyclables such as plastic, aluminum, cardboard, and paper to recycle with Mr. Murph. A portion of December's proceeds from these locations will go to benefit the Tulsa non-profit organization, John 3:16 Mission and the Salvation Army's Angel Tree Ministry.

"As a community partner, we are very proud to do all we can to help Tulsa stay green and provide for a cleaner place to live," said Brooks "We welcome all our members, employees, and all of Tulsa to bring in their recyclables and help feed Mr. Murph."

AWC officially launched Mr. Murph in March 2011, with the expectation of dramatically increasing Tulsa's recycling rates and reducing area landfills. To kickoff the Feed Mr. Murph campaign, AWC recently held a joint news conference with TTCU and QuikTrip to help spread the word about the new drop-off locations as well as the tremendous impact recycling is expected to have on Tulsa.

by Tom Hill, CEO, American Waste Control



Ardmore Hosts Recycling Event

On a beautiful sunny America Recycles Day, November 15th, Citizens Bank & Trust Company of Ardmore and Ardmore Beautification Council (ABC) hosted a recycling event. They had several recycling vendors present providing various types of recycling.

File 13, a Shred Company from Lawton, Oklahoma, provided privacy paper shredding for small businesses and individuals. e-Waste provided recycling for all types of electronics (anything that plugs in). Ardmore Animal Care collected towels and blankets. Kourtney's Kloset collected clothing, birth to adult, strollers, infant carriers, etc. for foster children. First United Methodist Church collected blankets and coats for those less

fortunate and Habitat for Humanity collected Aluminum cans. So, in addition to recycling paper, electronics and aluminum cans, folks were encouraged to donate clothing and other items for re-use. It was a win-win situation, good for the environment while helping those in need.



More shredded paper was collected at this event than at any of the Citizen Bank and ABC past events with a total of 13,400 pounds! Citizens Bank & Trust Company paid for this portion of the event. Citizens Bank hosts Shred Day twice a year, every November for America Recycles Day and in March for Go Green. These events have grown each year. More and more people are recycling in southern Oklahoma!!!