

September 2010

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

Metro OKC Recycles eWaste

by Debbie Ragan

It looked like a scene in the movie *Field of Dreams*. A convoy of cars formed by 8 a.m. on Saturday, August 21 at the Oklahoma State Fair Park and continued all day. Each vehicle was hauling e-waste to the free eCycling Drop-off Collection, sponsored by the City of Oklahoma City, Waste Management Inc. and LG Electronics Inc.



-screen TVs. By the end of the day, Waste Management and LG Electronics crews had unloaded at least 300,000 pounds of e-waste from about 2,225 vehicles, enough to fill 20 semi-trailers.

The summer heat was no deterrent to those ready to rid their closets, drawers and garages of obsolete, unwanted or broken household electronics and computer equipment. Most people had been wondering how to dispose of these items in an environmentally sound manner. The eCycling Drop-off Collection was the answer they had been waiting for.



The lines were long but moved quickly. Residents kept their cool in the comfort of their air-conditioned vehicles as crews collected the cargo – from VHS tapes, to CPUs and monitors to 64-inch big

The materials collected that day were taken to Waste Management Recycle America. There, useful materials, such as glass, plastic and metal, will be removed and reused in the manufacture of other products. Electronics also contain household hazardous waste, such as lead, arsenic and beryllium. TV and monitor glass each contain about 8 to 12 pounds of lead, depending on size.

Metro Oklahoma City residents did a good thing for the environment that day. Because of their efforts, 300,000 pounds of e-waste are going to good use instead of taking up space and living forever in the landfills.



Announcing the Opening of the McAlester Recycling Center!



The McAlester Recycling Center opened on September 20th. The center is located on the north end of the Farmer's Market parking lot at South Main St.

and Choctaw Ave. They accept #1 & #2 plastics, aluminum, paper, magazines, phone books, newspaper, and cardboard.

Good for you, McAlester!

Oklahoma Seminar to Cover Recycling Programs, Processes, Collaborations and Product Stewardship

“Oklahoma Connections: Sharing Local Solutions” will be held on Friday, October 15 at the OSU ConocoPhillips Alumni Center in Stillwater. The full day seminar is designed for city and county government representatives, recycling professionals, community and business leaders, educators, students and Oklahoma residents interested in the business of recycling or expanding local programs.

Participants will receive the latest updates on local recycling markets, successful community programs and tips for businesses, schools and governments, while also having time to network with experts and peers. The seminar program agenda, registration

forms and exhibitor information can be found at www.recycleok.org/events-activities.php



The seminar is hosted by the Oklahoma Recycling Association and Oklahoma Cooperative Extension Service and is sponsored by the Oklahoma Department of Environmental Quality, Oklahoma Environmental Management Authority, Sierra Club - Oklahoma Chapter, and OGE Energy Corp. Any questions may be directed to info@recycleok.org

Make plans to join us in Stillwater on October 15th!

Field of Dreams

reward kiosks make fans of recycling

Pepsico, in partnership with Keep America Beautiful and Greenopolis (a unit of Waste Management, Inc.), has created a vending machine that gives out reward points and instant coupons in exchange for empty aluminum cans and plastic bottles. Called Pepsi Dream Machines, the recycling kiosks allow recyclers to receive instant gratification.



Five of the Pepsi Dream Machines have been located at Tropicana Field in St. Petersburg, Florida, home of the Tampa Bay Rays. Recycling fans are provided an identification card after registering online to create their rewards account. The partners have plans to install the machines at other big league sports stadiums, as well as at shopping malls, and college campuses.

Several locations in Oklahoma have received Dream Machines, including Reasor's grocery stores, Oral Roberts University, Oklahoma State University, and the recently opened OneOK Field, home to Minor League Baseball's Tulsa Drillers.



Pepsico hopes the Dream Machines are big hits at the ballparks. The machines play a major part in Pepsico's goal to increase the overall U.S. beverage recycling rate from 34% to 50% by the year 2018.

The New eBay Box

just pass it on...

Along the same lines as the Cradle to Cradle-certified shipping box comes something a little different, the “eBay Box.” A new promotion from eBay, The Box is reusable, and can be sent from eBay sellers to buyers several times until the end of its useful life.



The eBay Box is made of 100 percent recycled material, and printed with water-based inks. It's designed to require minimal tape and to last for multiple uses. The intent behind the Box is to encourage sellers to reuse their boxes, and to encourage buyers to become sellers. A win-win for eBay and the environment.



Ebay expects the initial pilot run of 100,000 boxes to begin in October. Sellers can place orders for free eBay Boxes until the supplies run out, at which point the Boxes will make their way around the country, connecting sellers with buyers and promoting the idea of reuse.

eBay expects the eBay Box to have major environmental benefits. Experts on the eBay Green Team estimate that if all 100,000 boxes get reused at least five times, they could protect almost 4,000 trees, save 2.4 million gallons of water and conserve enough energy to power 49 homes for a year. Now that's a box to get excited about! [See more about the eBay Box on Greenbiz.com](http://www.Greenbiz.com)

UCO Forensic Science Institute First Higher Ed Building in State to Receive LEED Certification for 'Green' Design and Construction

Advancing its commitment to sustainable, green practices, the University of Central Oklahoma received LEED certification from the U.S. Green Building Council (USGBC) for its new Forensic Science Institute (FSI) building. It's the first college or university building to receive the distinction in the state.

LEED certification provides independent, third-party verification that a building project meets the highest green building and performance measures.

The university's Architectural and Engineering Services office worked closely with Frankfurt Short Bruza (FSB) Architects and Timberlake Construction throughout the design and construction process to meet the USGBC LEED standards.

"LEED certification takes a lot of extra planning and work, but it was important to us here at Central because we are committed to sustainability throughout the campus," said UCO President W. Roger Webb.

"We were fortunate to have experienced partners like FSB and Timberlake, who committed themselves to this process, too. The result is a facility we can be proud of in so many ways for its function, design, and 'green' properties."

To achieve LEED certification, a building project must meet specific criteria and benchmarks outlined in the application.

For the FSI building, the USGBC cited areas such as construction waste management, recycled content, use of regional and "low-emitting" building materials and water use reduction in awarding the certification.

Specifically, nearly 94-percent of on-site construction waste was diverted from a landfill, more than 13-percent of the building materials were manufactured using recycled materials and the building construction reduces water use by 36-percent.

Additionally, just over 22-percent of the building materials used were extracted, harvested, recovered or manufactured within 500 miles of the project, and nearly 60-percent of the wood-based building materials used came from Forest Stewardship Council certified forests.

Other areas where the building received credit included access to alternative transportation like bus routes, the presence of bicycle racks and providing three preferred parking spaces for low-emitting fuel efficient vehicles.

"This LEED certification illustrates how committed UCO is to sustainability and green initiatives. UCO should be a model for other universities across the nation. FSB is very proud to have designed UCO's first LEED Certified facility," said FSB Principal Philip McNayr.



Bryan Timberlake, president of Timberlake Construction, added, "We commend UCO for their continued commitment to sustainable programs and practices on their campus. Timberlake Construction is honored to have contributed to this process on the new Forensic Science Institute."

Students began attending class in the new 35,000 square-foot building in January, which includes a 165-seat auditorium, four classrooms, an evidence recovery training bay, office space for FSI faculty and the AT&T Digital Evidence and Cyber-Security Laboratory.

Located across the street from the new Oklahoma State Bureau of Investigation (OSBI) facility, the FSI shares resources with the OSBI as well as local and federal law enforcement. This relationship will provide crime-fighting resources for law enforcement and the educational experience for Central students.

Central strives for sustainability in many ways throughout the campus, and is the only university in Oklahoma named a U.S. Environmental Protection Agency Green Power Partner for its purchase of 100-percent wind power.

Other efforts include on-site bio-diesel fuel production for select campus vehicles using cooking oil from campus dining facilities, alternative transportation like its Bum-a-Bike and car share programs, campus-wide recycling and use of energy efficient equipment throughout campus facilities.

For more information on the University of Central Oklahoma, visit www.uco.edu.

Calling Students in Pontotoc County



For America Recycles Day this November, the Ada Recycling Coalition (ARC) is excited to be sponsoring a Public Service Announcement (PSA) Contest for students in Pontotoc County (grades 9 thru 12). In addition to the prize money, three winning PSAs will air on Channel 11!



Keep an eye out for Oklahomans Recycling!

If you catch someone in the act, send a photo to trudi.logan@us.af.mil and we will post it in our next OKRA newsletter!



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www.recycleok.org

Help grow OKRA online!

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Travis Tatum
Shelley Umezawa
Barbara VanHanken
Kathy Walker
Martin Whipple
Shawn Willis
Rhonda Willmott
Larry Wright

Student Members

Christopher Bargas
Jack Bussert
Paul Bussert
Laura Carter
Ky Le
Shanna McFeeters
Tess Tucker-Trainum

If you have not yet joined OKRA, please complete our online membership form at <http://www.recycleok.org/formembership.php>

Should you have questions about membership, or if you would like a supply of OKRA membership brochures to share at your next event, please contact Ilda Hershey, OKRA Membership Chair, 405-744-9806 or ilda.hershey@okstate.edu



OKRA CALENDAR OF EVENTS OCT-NOV 2010

DATE	EVENT	LOCATION	CONTACT
Oct 2	2nd Annual Prairie Dinner/Concert	Turtle Rock Farm	http://turtlerockfarmretreat.com
Oct 9	Yukon Fall Recycling Event (used oil, tires, car batteries, white goods, metal, ewaste)	111 Ash, Yukon	Anna Waggoner: awaggoner@cityofyukon.gov
Oct 10-12	College and University Recycling Coalition at the AASHE (Assoc for the Advancement of Sustainability in Higher Education) conference	Denver Convention Center	http://curc3.org
Oct 15	OKRA Recycling Seminar	Conoco-Phillips OSU Alumni Center, Stillwater	info@recycleok.org
Oct 23	Ada Household Hazardous Waste Collection Event	ECU Football Stadium parking lot	Trudy Nevland, Ada Recycling Coalition, 436-8100
Oct 26-27	Resource Recycling Conference & Trade-show	The Marriott Rivercenter, San Antonio, TX	www.resource-recycling.com
Nov 13	Farm Field Tour (featuring rainwater harvesting and composting)	Anichini-Moore Ranch & Farm, Woodward, OK	Debbie Hickman, 580-256-9990 or 877-437-9990