

October 2007



Newsletter

Welcome to the second issue of the OKRA online newsletter. Please share the 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

Mustang Recycles Undeterred by Vandals

On July 7, 2007 Mustang Recycles volunteers arrived at their recycling center to find the Abitibi paper bin filled with cardboard, fireworks, and beer bottles. The paper bin had been destroyed by fire—blackened and warped, the plastic lid melted into the bin.

The Mustang Police Department believes the vandalism occurred on the evening of the Fourth of July. On July 20, Abitibi replaced the damaged bin.

Mustang Recycles—Mustang's first-ever recycling center opened October 21, 2006. The center is open from 9am– 11am Saturdays except for holidays. It is staffed by volunteers who assist customers in sorting and unloading their recyclables.

Vandalized Abitibi bin



The center collects paper, cardboard, glass, plastics, tin, and aluminum. Central Fiber in El Reno processes the cardboard, where it is made into

“new” cardboard. The remaining items are handled by Midland Recycling in Oklahoma City.

To date, 1,492 customers have been served at Mustang Recycles. This represents approximately 280 volunteer hours.

Brian Figgins, coordinator of Mustang Recycles, believes recycling is one of the most important actions small communities can do to help the environment. “A majority of Mustang residents surveyed wanted a recycling program. Mustang Recycles is pleased to collaborate with



Volunteers make it happen at Mustang Recycles

the city of Mustang to address that need.”

“The recycling program could not exist without the tireless dedication of our volunteers. Without them we would not be here.”

Mustang Recycles volunteers, recyclers, and anyone interested meet monthly for “Mustang Green Drinks”, a casual event where friends are made and environmental issues are discussed. More information on Mustang Recycles can be found at: <http://members.cox.net/mustangrecycles>.
—June Tate

Money for School Recycling!

Your School Could Receive \$1,000 for Recycling Efforts!



The Weyerhaeuser Company funds the *excellence in Recycling*™ Awards Program as a means of encouraging and promoting recycling, composting, waste reduction and educational activities in Oklahoma. \$1,000 is available to 10 Oklahoma Schools for recycling, composting, waste reduction and educational outreach programs. An entry form with guidelines is available at: www.deq.state.ok.us. If you would like to visit with someone personally, call Bryce Hulsey at (405) 702-5100 or e-mail ppwrcy@deq.state.ok.us.

Deadline is November 30th

Hurry and apply today!!!

YES, BOTTLED WATER IS CONVENIENT, BUT ...

What did we do before the big corporations such as Nestle, Coca-Cola and PepsiCo started getting rich from their new non-essential wasteful product, which is simply bottled tap water about 50% of the time? Have we become so lazy we cannot bother to fill a glass or reusable bottle from the tap?

Now I'm not trying to say no one should ever drink bottled water, or even that I will never drink it. Bottled water may be needed in emergencies such as when local water is contaminated and is shipped as safe drinking water (1,400,000 bottles each day) for our troops in Iraq. Sometimes we will all need to purchase a bottle of water when no other option exists. But when we do, we are promoting one of the most expensive, wasteful addictions Americans have ever acquired.

A group called Corporate Accountability International has been pressuring bottled water sellers to curb what it calls misleading marketing practices and stamp the labels with



full disclosure of water sources. When Pepsi admitted in August that it bottles tap water under its Aquafina label, the beverage giant agreed to change Aquafina's labels to indicate that the water comes from a public source. Pepsi's not alone. Coke's Dasani and Nestle's Pure Life brands of bottled waters have long been known to come from municipal sources, which adds up to most of the bottled water sold in America coming straight from the tap.

If your tap water is not tasty enough to suit you, get a water filter. Many great options are available. If you really believe your tap water is not safe, purchase large glass jugs of water and fill your reusable water bottle from it.

Following are only a few of the important facts about bottled water that I would like you to ponder before you buy that next bottle of high-dollar "tap" water, paying more for it than the same amount of gasoline.

**Susie
Speaks
Out!**

MONEY WASTED

- Americans spend about \$11,000 per minute on bottled water
- A gallon of Evian (bottled New York City tap water) typically costs more than the same amount of cola, gasoline or milk
- 25-40% of bottled water is actually bottled tap water. In a study of 103 brands, one third contained some level of contamination, including traces of arsenic and E. coli..
- Tap water costs an average of \$.002 per gallon while a gallon of bottled water costs from \$0.89 to \$8.26 per gallon

RESOURCES WASTED

- The amount of water used to make water bottles is double the amount of water that is used to fill the bottle
- 16,000 barrels of oil were used to make the plastic water bottles in the U.S. for one year. (Enough to power 100,000 U.S. automobiles for one year.)
- Americans consume more than 2.5 million bottles of water every hour and only about 10% of the bottles are recycled (Annually, we throw \$1 billion worth of plastic in landfills.)
- Growing demand for water by bottled water industries is putting a strain on existing water sources. (1.5 billion people worldwide have no access to safe drinking water, and 12 million people die each year from diseases brought on by unsanitary water.)

POLLUTION CAUSED

- Shipping and trucking bottled water from one part of the world (or even within the U.S.), to another creates air pollution. The PET bottles produced last year produced over 2.5 million tons of carbon dioxide.
- Many plastic water bottles have harmful chemicals that leach into the water when heated, worn or scratched. Disposing of them in landfills poses an environmental risk.
- Production of 1 kilogram of PET plastic results in emissions of 40 grams of hydrocarbons, 25 grams of sulfur dioxides, 18 grams of nitrogen oxides, and 2.3 kilograms of carbon dioxide.

Note: If you don't believe me, just Google bottled water to find a plethora of resources. —Susie Shields, DEQ

Ideas Needed!

Please help the OKRA Board by emailing your ideas for our website (www.recycleok.org) and newsletter to Susie Shields at Susie.shields@deq.state.ok.us. Thanks!



**Governor Henry has
proclaimed Nov. 15, 2007
as America Recycles Day
in Oklahoma**

Oklahoma Celebrates America Recycles Day



Oklahoma Department of Environmental Quality (DEQ), Oklahoma Recycling Association (OKRA), Keep Oklahoma Beautiful (KOB) and The Metropolitan Environmental Trust (M.E.T.) request your help in promoting increased recycling in Oklahoma. If protecting the environment and conserving natural resources are important to you, you'll be glad to hear that recycling is making great progress. With more than 20-thousand programs available throughout the country, over 90% of Americans have access to recycling. In Oklahoma, over 50% of our citizens have recycling programs available.

Every year, communities, organizations, schools and businesses hold America Recycles Day (ARD) events to celebrate recycling and to keep it in the public eye. ARD celebrates clean air and water, a reliable supply of energy, and a healthy future for our children. However, a lot of valuable materials are still being wasted. So America Recycles Day also means rededicating ourselves to recycling. This year, our theme is "Oklahoma Celebrates America Recycles Day – It All Comes Back to You." The annual ARD date is November 15th, but a lot of events are starting much earlier!

DEQ, OKRA, KOB and the M.E.T. are encouraging citizens to make a pledge to do their part in keeping recycling working. By filling out a pledge card and returning it to the M.E.T. or DEQ by November 20, participants are automatically entered into drawings for many state prizes. Only one entry per person is allowed. If a prize winner's name is found more than

once, he/she will be disqualified.

For those planning an event or celebration, a variety of promotional and educational materials are available from the DEQ. An event planning guide is available on the OKRA website. DEQ will provide pledge cards in pads of 100 and signs for anyone wishing to collect the pledges in offices, schools, public places, etc. You may also make your own copies of the pledge cards (4 to a sheet) by downloading the PDF from the OKRA website. Order kits online at: www.recycleok.org. Participants will be required to tell us how they plan to celebrate ARD and/or collect pledge cards before the order will be filled.

A self-addressed envelope will be provided returning the pledges to the DEQ in time for the drawing for our state prizes. State prizes donated for last year's celebration may be seen on the OKRA website now, with 2007 prizes uploaded by late October: www.recycleok.org. We encourage you to register your event on the OKRA website and we will relay that information to the National ARD calendar.

Sponsors for prizes include Midland Recycling, Natural Evolution, Oklahoma Environmental Management Authority (OEMA), OGE Energy Corp., Oklahoma Sierra Club, Staples, Sustainable Tulsa, SWANA, The M.E.T., Waste Connections, Weyerhaeuser, and Xerox Corporation. —Susie Shields

Upgrading waste management systems topic of upcoming symposium

STILLWATER, Okla. – Decision makers who are interested in improving and maintaining efficient waste management operations should make plans to attend the joint Solid Waste Association of North America (SWANA) Spring Symposium.

The two-day event, "Waste Management Past, Present & Future: Centennial Progress," will take place Wednesday and Thursday, Feb. 27 & 28, 2008, at the Cherokee Casino and Resort, 77 West Cherokee St., Catoosa, said Sarah Kimball, Oklahoma State University Cooperative Extension Service assistant rural development specialist. Additional information will be posted on her web site at <http://agecon.okstate.edu/waste/> as speakers are confirmed.

"This symposium is designed to optimize your public or private waste management operations," Kimball said. Robert Whitaker of Ardmore agrees and says that "We'll cover various topics related to efficient management equipment and systems as well as funding opportunities. Several state agency representatives will be available for questions. Networking with other waste management professionals is an additional benefit of the symposium."

David Horinek, Ponca City waste manager, indicated that SWANA Continuing Educational Units (CEUs) are available to the 2 day attendees. Registration includes all materials, sessions, exhibits, two lunches, break refreshments, bus and tour. Exhibitors also may register at no additional charge other than the regular registration on a first come basis. There are some stu-

waste managers and facility operators, city managers, local decision makers, elected officials, county commissioners, public works directors, engineering firms, equipment dealers, consultants, contractors, health department officials and economic developers.

One of the highlights of the symposium will be a bus tour led by Doug Bane of ICI and Larry Mitchell of Durant. David Griesel of Oklahoma Environmental Management Authority (OEMA) related that the tour will include several waste management facilities in the Tulsa area. Industry specialists from across the state will be on hand to share their expertise in waste management.

Sharon Sweptson, Cherokee Nation and SWANA board member, said several programs, agencies and vendors will have displays of their programs, services or products in an indoor venue and an outdoor venue. Please keep in mind that exhibit space is limited and will be assigned on a first come basis.

"This symposium is a wonderful way for those who attend to network with other waste management professionals and share vital information," said John Smith, Oklahoma SWANA president and waste manager of Sallisaw, OK. "It is important to find new and innovative ways to reduce waste and increase the efficiency and cost effectiveness of waste management programs."

—Trisha Gedon

For more information about the 2008 SWANA Spring Symposium, contact Sherry Greathouse, 1945 Moffett Lane, Ft. Gibson, OK 74434; phone at 918-478-6025; or email at sherry.greathouse@ici-ok.com. Registration and exhibitor brochures will be available soon at <http://swanachapters.org/ok>.

Super-duo Teaches Kids Recycling

Recycloman and Recycowoman from Tinker Air Force Base entertained and educated a group of fourth graders at Millwood Academy on Oct 11, 2007. The superheroes stressed the importance of recycling to the kids and encouraged them to "get pumped up about recycling!" The pair was invited to the school as part of a water quality presentation put on by Zenobia Napolean, Public Outreach Coordinator, Storm Water Quality Division, City of Oklahoma City.

The Recycling super-duo is teaming with OKC on many similar outreach events. As Recycloman says "Recycling is the single most important thing an individual can do for his community." And Recycowoman adds that "recycling and preserving water quality go hand in hand!"

Brion Ockenfels and Trudi Logan as Recycloman and Recycowoman



MUSKOGEE, OKLAHOMA ADDS PLASTIC RECYCLING PROGRAM

Grant funds two plastic balers to support city's program

Sonoma, CA, August 2007 – The National Association for PET Container Resources (NAPCOR) and Ozark Recycling Enterprise (ORE) announce the recent installation of two new plastic bottle balers at the Muskogee, Oklahoma Recycling Center. The balers were funded through a grant from Recoup – a U.K.-based organization that promotes plastics recycling worldwide – and will facilitate Muskogee's new plastic bottle recycling program slated to begin this month. This funding was made possible by support from UK-based Reckitt Benckiser which provided sponsorship money to Recoup for use on international projects such as Muskogee's.

Recoup approached NAPCOR in late 2006 to inquire about United States programs or regions that would best benefit from these monies earmarked for plastic recycling projects. In the course of NAPCOR's research into best options, local recycling implementation specialist, ORE, identified Muskogee as a city poised to revisit its city waste and recycling programs. Plans were already in place to encourage reduction of household waste through automated trash service and increased recycling, including a new plastic bottle program.

"Recoup's funding assistance couldn't have come at a better time," said Mike Stewart, Director of Public Works for the City of Muskogee. "The balers are critical to ensure that we can successfully transport and market our plastic bottles, allowing us to follow through on plans to reduce waste going to landfill and increase recycling volumes. After the clean up of this winter's ice storms, funding the bales without help would have been a problem for us."

The City plans to dedicate one baler to polyethylene terephthalate (PET, #1) bottles; the other to high density polyethylene (HDPE, #2) bottles. PET and HDPE plastics will join the paper, glass, aluminum, other metal, and

batteries currently accepted at the Center.

"Plastic recycling seems to act as a catalyst in communities I've worked in, and leads to increased recycling of all recyclable materials," said Martha Treece, Director of ORE. Our community also has a Georgia-Pacific tissue mill that recycles 1300 tons of waste paper daily. This helps build a culture of support and enthusiasm for recycling; I think residents will be excited to have a recycling option for their plastic bottles."

Providing funds for this project, Recoup is the UK's leading authority on plastics waste management, providing expertise and guidance to a wide range of clients across the plastics supply, use and disposal chain. Recoup works with many other leading international plastics recycling organizations to ensure that it stimulates the implementation of latest best practices and developments world-wide. (www.recoup.org).

Acting for Recoup in the U.S. market, NAPCOR is the trade organization for polyethylene terephthalate (PET) plastic in the United States and Canada, supporting the PET container and helping ensure its successful recycling. Founded in 1987, NAPCOR has facilitated numerous PET recycling programs over the years and also provides recycling education and program support throughout the country. NAPCOR currently provides technical assistance for PET recycling and produces an annual recycling rate report (www.napcor.com).

ORE actively develops and oversees recycling programs in the Ozark region and will assist Muskogee with set up and training for the new balers. ORE also helps market collected recyclable materials, moving them toward their eventual end use. For a material such as recycled PET, these uses include fiber, sheet, carpet, strapping, and new containers.

*From the National Association for PET
Container Resources (NAPCOR)*



PO Box 521154
Tulsa, OK 74152-1154

www.recycleok.org

OKLAHOMA RECYCLING ASSOCIATION

We need your help to grow OKRA . . . Join us online!

OKRA LEADERSHIP DIRECTORY

Name (Affiliation)	Position	Email
Traci Phillips (Natural Evolution)	President	recycle@naturalevolution.com
Ande Reed (The M.e.t.)	Vice-President	ande@metrecycle.com
Ellen Bussert (DEQ)	Secretary	ellen.bussert@deq.state.ok.us
Michael Patton (The M.e.t.)	Treasurer	recyclemichael@yahoo.com
Susie Shields (DEQ)	Past-President	susie.shields@deq.ok.state.us
Richard Chapman (Weyerhaeuser)	Advocacy Chair	Richard.Chapman@weyerhaeuser.com
Dr. Doug Weirick (ECU/Ada Recycling Coalition)	Membership Chair	dweirick@mailclerk.ecok.edu
<i>Vacant</i>	Materials Exchange Chair	
Dr. Sarah Kimball (OSU Extension/SWANA)	K-12 Education Chair	kimball@okstate.edu
Trudi Logan (Tinker AFB)	Newsletter Editor	trudi.logan@tinker.af.mil
Chris Daniels (Goodwill Industries)	At-Large	Chris@goodwill.org
Garold Beisly (Midland Recycling)	At-Large	gbeisly@midlandrecycling.com
Kathy Moore (OK Composting Council)	At-Large	anichinimoore@hotmail.com
Garmon Smith (EPA/Ada Recycling Coalition)	At-Large	smith.garmon@epamail.epa.gov
Linda Sturman (Abitibi)	At-Large	Linda.Sturman@abitibiconsolidated.com

CALENDAR OF EVENTS

- Oct. 20** **Ada e-waste collection (Contact: trudy.nevland@adaok.com)**
- Oct. 23-25** **Governors Water Conference:**<http://www.owrb.ok.gov/news/news2/conferences.php>
- Oct. 25-26** **EPA EE Roundtable in Dallas: Contact Patty Senna, 800-887-6063, senna.patty@epa.gov**
- Oct. 27-28** **Tulsa Area Fairgrounds Pollutant Collection Event Hosted by the M.e.t.**
- Oct. 27** **PC Power E-Waste Collection Event, Natural Evolution, Inc. 5719 E. 13th St, Tulsa, 10am-3pm**
- Nov. 1** **Low Impact Development Conference: <http://www.environment.ok.gov/lid/index.html>**
- Nov. 9** **Okmulgee E-Waste Collection Event, Okmulgee Wal-Mart, 11am-4pm**
- Nov. 10** **Okmulgee E-Waste Collection Event, Okmulgee Wal-Mart, 8am-12pm**
- Nov. 14-17** **NAAEE (North American Assn for EE) Virginia Beach, VA: www.naaee.org**
- Nov. 15** **America Recycles Day Banquet, Central Center, Tulsa, OK (Invitation Only)**
- Nov. 17** **Tulsa E-Waste Collection Event, Sam's Club, 9am-4pm**
- Nov. 19-20** **Keep Oklahoma Beautiful (KOB) Conference/awards banquet: <http://www.keepoklahomabeautiful.com/annualconference.php>**
- Nov. 30** **Application Deadline for Weyerhaeuser "Excellence in Recycling" Awards Program**
- Feb. 27-28, 2008** **SWANA Solid Waste Symposium (See Page 3)**
- March 28-29, 2008** **Oklahoma Sustainability Network (OSN) Conference (www.oksustainability.org)**