

The Pennsylvania

Recycler

Spring 2014

Professional Recyclers of Pennsylvania

RECYCLING FACES *NEW* CHALLENGES:

Behavioral & Global Changes
Require Cooperation

STEWARDSHIP

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From the President



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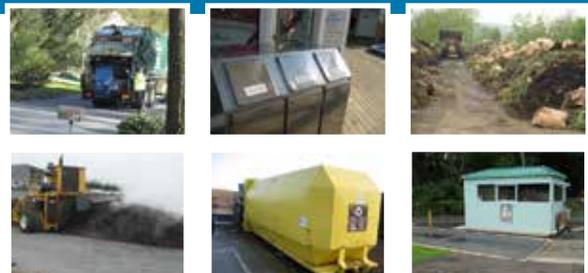


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STEWARDSHIP

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BUILDING MATERIAL REUSE

By **Michael Gable**, Executive Director, *Construction Junction*

Reduce, Reuse, Recycle!

Nearly everyone is familiar with this guideline of priorities for handling the waste stream. In 1999, the Pennsylvania Resources Council launched, Construction Junction, (CJ) a nonprofit retail warehouse for used and surplus materials to help the residents of Allegheny County meet priority number two: reuse. At the time, the region lacked a facility for used building materials.

CJ was modeled after successful building material reuse centers in other parts of the

country, including Maryland, Minnesota, and California. These centers had grown out of grassroots efforts to address problems of construction and demolition (C&D) waste.

Building material reuse centers are an essential part of a strategy to reduce C&D waste; largely neighborhood based, these facilities are uniquely positioned to bridge the gap between the vast supply of building materials that would be otherwise discarded and the demand for those materials.

Developing these centers as nonprofits helps to increase the volume and type of materials accepted (donated) because the centers can provide incentives in the form of a tax deduction, thus decreasing the amount of material disposal.

The total amount of construction debris generated nationally per year is about 1.7 billion tons, according to one estimate. In 2005, Pennsylvania disposed over 2.25 million tons of construction & demolition waste in municipal and C&D

landfills. Recent experience with building deconstruction—and LEED certified building projects—demonstrates that significant diversion of building materials from landfill can be achieved through reuse and recycling.

The relative cost and time involved in site deconstruction (careful removal of materials) presents one challenge to diversion of building materials. The cost of salvaging and deconstruction building materials cannot easily compete with contracts for conventional demolition. Outside Pennsylvania, some municipalities and statewide ordinances require diversion of a specified percentage of construction debris as part of the application process for obtaining a demolition permit. These diversion ordinances along with tax deductions have combined to make deconstruction of buildings cost competitive with conventional demolition practices.

There is an additional point to consider before increasing reuse and recycling based on site diversion. While diversion ordinances have been effective in generating more reuse and recycling, appropriate infrastructure needs to be in place to handle the increased material volumes. Selective incentives such as tax



credits for achieving “project specific” material diversion or job training goals would be a preferable “testing ground” before considering any broad based municipal (or state wide) diversion ordinance.

Construction Junction successfully operates on the nonprofit model. People can drop off their materials; utilize the free pick-up service for larger quantities of materials, and use our deconstruction service to remove materials from a premise before demolition. In 2013, the organization provided over 9000 donation receipts to homeowners, businesses, and institutions. While CJ does not track material poundage, it does track the number of physical items that come through the facility. A lot of things have been reused in the last 14 years at CJ including, 39,275 doors, 29,029 plumbing fixtures, 74,194 light fixtures, and 29,330 cabinets, just to sample a few categories. Impressive numbers, certainly, but how do they compare with the numbers that were not saved? How many reusable doors went into the landfill during those 14 years? While the specific number of buried items is unknowable, the image underscores an important point. Economic, environmental, and social benefits associated with the successful reuse of materials makes the case for the creation of additional incentives.

Economic

Reuse and recycling activities create jobs—more jobs than disposal. A 2001 study by George Goldman and Aya Ogishi, conducted in California after the state’s landfill diversion goals were put into place, concluded that for every 1,000 tons of waste generated in the state, disposal generates 2.5 jobs while reuse and recycling generates 4.7 jobs. Construction Junction provides another example. It ended its first full year of operations with 5 employees in 2000. In 2013, we wrapped up the year

Continued on page 8



Stewardship

with 30 employees and a job training program with Goodwill of Southwestern Pennsylvania. Our operating costs were covered by sales of used building materials which equaled about 1.6 million dollars generated from 51,000 purchases.

Environmental

Is burying over 100 million tons of house demolition debris in landfills the best use of our nation's land? Is disposal of resources that can be reused/recycled the best end for the building materials used to construct the houses demolished every year? It takes approximately 33 mature trees to supply the construction of a 2000 square foot house, according to one estimate. Additionally, each house constructed carries embodied energy and value beyond that of the lumber that went into constructing that house. Finally, when the wood from our demolished house is buried, it produces greenhouse gases. In short, reuse and deconstruction saves resources, conserves energy, and reduces pollution.



“this was just too good to throw out”



Social

The most important impact of reuse centers like Construction Junction is social. The vast majority of donors pulling up to CJ's loading dock say something like “this was just too good to throw out” or “I hope someone else can get some use from this.” Reuse is fundamentally a community-building activity. As a result, CJ has evolved into a large community center that has attracted other reuse organizations (computers, bikes, and art supplies), created additional recycling opportunities (electronics, florescent bulbs, paper, plastics etc), sponsored reuse renovation contests and funded art made from reused materials. It has also become a hub for the development of innovative partnerships with job training programs, a university architecture department, and an effort to develop technology that will facilitate operational improvements for a wide variety of reuse nonprofits. Construction Junction's reuse mission provides value to the community and the operation has become an asset and source of pride for the Greater Pittsburgh region. ■





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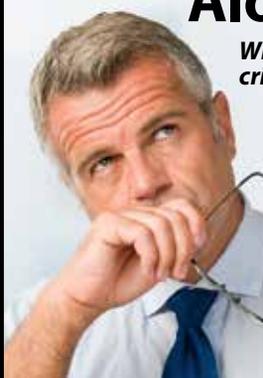
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Stewardship



RECYCLING FACES NEW CHALLENGES:

Behavioral & Global Changes Require Cooperation

By John Hambrose,
Community Relations Coordinator
Waste Management's Greater Mid-Atlantic Area

Recycling services have evolved over the decades—from drop-off and buy-back centers to early curbside collection of newspapers to single-stream recycling collection programs. As changes have occurred Waste Management has also evolved and adapted. Despite any new challenges on the horizon, Waste Management remains committed to recycling because it makes good environmental sense and business cents. Our customers want us to recycle.

Keeping recycling healthy and viable takes more than just sorting materials into proper bins. It requires society-wide cooperation. Producers of packaging and products, consumers, businesses, governments and recyclers all play an important role in creating healthy recycling programs. Today recycling faces some new changes, and we must all understand these challenges so we can work together to discover and support solutions that will ensure the long-term sustainability of community recycling programs.

One of our challenges is the ever-changing material stream. For example, aluminum cans replaced glass in the 1980s; plastic bottles began replacing both glass and aluminum in the 1990's; and newspaper volumes began dwindling early in the 2000's. While the changing waste stream is not new, the speed of change has accelerated and the impact on recycling is significant.

Changes in the waste stream didn't matter as much when material was all sent to a landfill; however, when it is being processed for recycling, changes in paper grades and other types of packaging materials matter a lot. For example, newspaper used to be the foundation of our recycling programs and our facilities were built to handle this material. Today, newspaper makes up a smaller portion of the material that we collect and there has been an explosion in the types and quantities of plastics and single-serve containers in the waste stream. These changes require our operations to adapt to a new way of doing business and they impact the value of the materials moving through recycling facilities. Ultimately, this impacts the overall cost of recycling.

The changing material stream means that recycling centers built 10 and 20 years ago to process a large volume of newsprint do not process large volumes of mixed waste paper and plastics as efficiently. Because mixed paper and plastics weigh less and take up more space in the recycling stream than the materials they are replacing, recyclers are seeing dramatic increases in operating costs at recycling facilities. Consequently, there has been a dilution in the overall value of recyclables processed, and an increased cost to handle this new, lighter-weight material.

Glass is another example where we simply collect more than we can economically manage. There is demand from glass container manufacturers but not at prices that cover our costs.



To add to the challenges of the changing waste stream, we find that many of the single stream recyclable materials are now impacted by a policy known as China's Green Fence. This 2013 Chinese initiative tightened the regulation on accepting dirty scrap materials. The policy focused a light on the degree of contamination that can be part of single stream recycling. China encouraged vigorous inspection and willing rejection of sub-par loads. The Green Fence enforced quality controls for recycling that have seriously changed the way the network operates. Investments among recycling industries worldwide are being impacted.

Right now, markets are responding to a need for cleaner, reusable material. Unfortunately, new domestic outlets for recycled materials are not emerging fast enough to create a domestic demand for this material. Simply put, the sustained profitability of recycling is being challenged by behavioral and global changes beyond our control. We must all work together to ensure ongoing, economically sustainable programs in communities across the country.

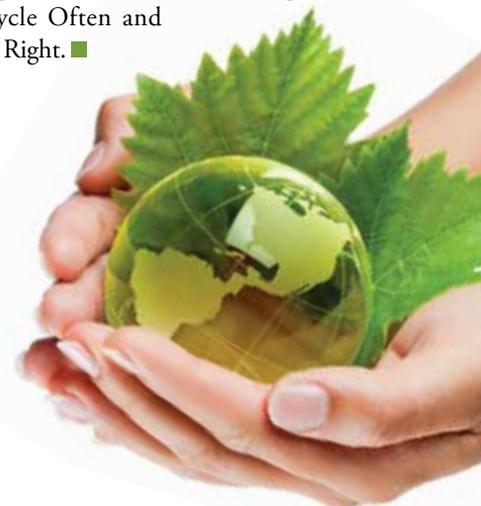
Waste Management is looking very carefully and clinically at every aspect of the recycling process. We use single stream recycling technology because our customers love the convenience of the cart-based collection. We find that single-stream recycling increases recycling by

an average of 40 percent. Finally, studies show that the increased amount of material collected provides significant greenhouse gas emissions benefits, even when the increased contamination that comes with single-stream collection is considered.

Despite the advantages of single stream recycling, an important challenge remains: Reducing the amount of contamination in the recyclables. This will key to ensuring sustainable recycling programs. Waste Management is working with our cities and customers to help educate and enforce proper recycling. Reducing contamination is a shared responsibility between customer and service provider.

Efforts to improve the quality of recyclables being collected and processed are important steps in the evolution of sustainable single-stream recycling. Global markets demand higher quality recyclables. In an effort to ensure the viability of these end-markets for recyclables in the face of a changing material stream and increased contamination, recyclers are incurring significant increases in processing costs to meet end-market specifications.

At Waste Management, our goal is to hand off the planet to the next generation in better shape than when we received it. We'll be working hard in 2014 and beyond to find the right solutions to our recycling challenges. We all need to work together to Recycle Often and Recycle Right. ■





GREEN PRACTICES

Environmentally safe recycling programs



GIANT FOCUSES ON Greener Efforts

For more information visit giantfoodstores.com

Article contributed by **GIANT Food Stores**

As part of its mission to be a responsible retailer, GIANT Food Stores has a strong focus on greener efforts. From initiatives to reduce waste in stores and distribution centers to encouraging customers to recycle, GIANT is working to minimize its impact on the environment while helping the communities it serves.

“By striving to be an environmentally-friendly neighbor, we want to ensure safe and vibrant communities now and for future generations”

said Christopher Brand, public and community relations manager. “With programs like ‘zero waste,’ ‘Bags to Benches’ and ‘Meat the Needs,’ our associates and our customers are helping GIANT to recycle, reduce waste, and go green.”

GIANT has set a goal of getting to “zero waste” by 2020. It plans to divert 90% of waste going to landfills and incinerations through the expansion of its organic recycling program and by offering new opportunities for recycling cardboard, plastic, paper and single stream recycling. Shrink film, plastic

bags and cardboard are recycled at all of GIANT stores, distribution centers and at its corporate office. It’s Perishable Distribution Center (PDC) in Carlisle includes a 15,000 square foot recycling facility built to handle many of the reusable resources returned by the stores. These resources include cardboard and plastic bales (more than 50,000 tons last year). Empty pharmacy bottles are sent on to recycling mills to be reused.



GIANT also focuses on organic recycling efforts by increasing consumable food bank donations. It provides products such as bakery items and frozen meat to regional food banks to assist them in their hunger relief efforts. Through its “Meat the Needs” program, GIANT safely freezes

meats pulled from sale by the sell-by date and donates it, thus providing meat to the needy, meat that GIANT would be just as proud to sell to customers. In 2013, our food donation programs provided more than \$10 million in meat and bakery items, corresponding to hundreds of thousands of pounds of food donated to assist struggling families throughout Pennsylvania.

“I cannot emphasize enough how important GIANT’s frozen meat donation program is to enriching the array of nutritious food we provide to our community partners serving food-insecure Central Pennsylvanians,” said Joe Arthur, executive director of the Central Pennsylvania Food Bank. “The





Ephrata, PA "Go Green" Recycle Display

program has been a game changer for people in need in our communities...and everyone involved is doubly thankful that this wonderful food is being shared at dinner tables rather than going to waste."

GIANT and its parent company Ahold USA were recently recognized by the U.S. Environmental Protection Agency for their leadership as part of the Food Recovery Challenge. This program encourages organizations to donate and divert as much of their excess food as possible. Organizations that join EPA's challenge find that they not only save money, but they also feed the needy, and help protect the environment at the same time.

Any food that cannot be donated to regional food banks is instead reused/recycled at all GIANT stores as livestock feed, composting, or converted to electricity. Each pound of organic waste diverted for composting directly reduces GIANT's contribution to landfills.

To further reduce waste in landfills, GIANT encourages customers to remember to bring reusable bags with them each and every time they shop. In addition to being environmentally friendly, reusable bags are larger and fit more groceries than a

traditional plastic grocery bag, lessening the bags needed. Last year GIANT saved approximately 2.8 million plastic and paper bags thanks to those customers who shopped regularly with reusable bags.

Customers are also asked to recycle their plastic shopping bags. GIANT currently accepts plastic shopping bags as well as dry cleaning bags and newspaper bags in special receptacles near store front entrances. These plastic bags are then recycled into park benches. It takes more than 12,000 plastic bags to make just one park bench! Since 1997, a total of 1,600 benches have been donated to local fire departments, churches, schools, townships, parks, playgrounds and libraries to help beautify the communities in which it operates as part of GIANT's Bags to Benches program.

Many GIANT stores also serve as drop-off locations for unwanted medication. GIANT partners with the Drug Enforcement Administration and local law enforcement agencies for a twice-yearly national "drug take-back" initiative. Customers are asked to bring

expired or unwanted medications for proper disposal which will reduce the amount of medication polluting local communities and their waterways. In addition, customers can bring their empty inhalers to any GIANT pharmacy to be recycled.

To further emphasize its commitment to minimizing its environmental impact, a "Green" captain has been designated in each GIANT store to educate associates on the many sustainable company practices. These "Green" captains are instrumental in ensuring that GIANT follows through on its promise to operate in a sustainable, environmentally-friendly way at every location.

When it comes to new stores, GIANT also keeps the environment in mind constructing them with innovative green building technologies to reduce energy consumption, conserve water and reduce its environmental impact of operations. Skylights are now installed in newly built stores to reduce energy consumption during peak daylight hours. In some of these stores, overhead lights are cycled off when there is enough natural light. LED lighting has also replaced traditional bulbs in both new and existing stores, reducing wattage by approximately half. GIANT is improving the efficiency of refrigerated display cases by replacing open frozen food cases with closed-door models and installing smaller cooling systems. In addition, energy management systems have been installed to monitor the performance of lighting, refrigeration and HVAC systems.

For more than 90 years, GIANT has taken pride in being a responsible retailer and a good neighbor to the communities it serves. It will continue with even greener efforts for years to come. ■





WASTE EDUCATION

Teaching communities waste sustainable recycling programs

Lancaster's SWEEP EDUCATIONAL EFFORTS

By **Tim Breneisen**, Manager
Solid Waste & Recycling City of Lancaster

Every day people wonder about how to discard or recycle items. “How can I get rid of this old carpet?” or “What plastics can be recycled?” It all starts with learning. In Lancaster, we have found that education remains a key component in successful and sustainable recycling programs. The best plans are sure to fail if they are not communicated to those who are impacted. Several aspects of the education program used in the City of Lancaster offer important considerations for establishing, promoting or administering a recycling education program.

At one time, Lancaster’s trash and recycling program was costly, complicated and ineffective. This meant that trash was often uncollected and left to accumulate on properties. Then, beginning in October 2006, the City transformed from a largely dysfunctional trash and recycling program into one that could boast success comparable in performance to similar municipal programs in the County. In other words, when measuring recyclables and waste generation rates, Lancaster now fares well within the County. Its program evolved from a system of about 25 independent haulers to a single hauler contract collection program serving

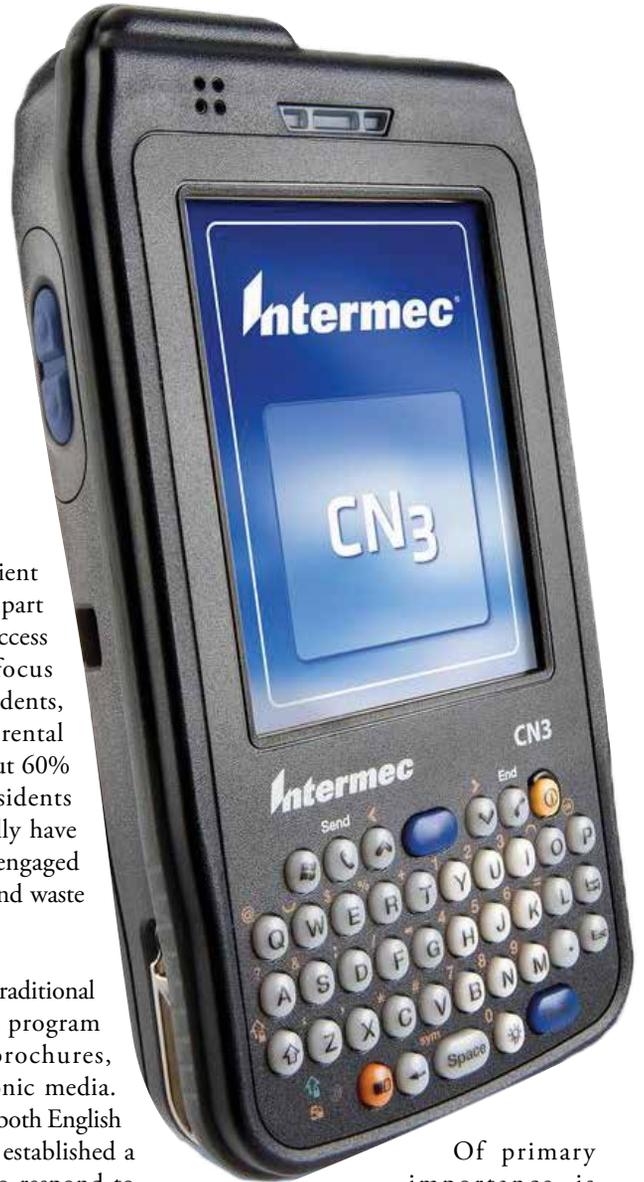


over 17,700 residential units.

Establishing a more efficient collection system was only part of the story. Lancaster’s success involved a committed focus on education to reach residents, especially those living in rental units. Rentals comprise about 60% of the housing stock. Residents that rent short term typically have little incentive to become engaged in the benefits of recycling and waste reduction initiatives.

Lancaster’s efforts include traditional education in the form of program booklets, newsletters, brochures, websites, and some electronic media. Printed materials are done in both English and Spanish. The City also established a phone and email hotline to respond to direct inquiries. But we find that direct mailings can have limited impact; many callers to the hotline state that they either did not receive the newsletters or that it was thrown out as ‘junk mail.’

The City does not rely solely on printed materials, but invests in “human educators” who use a variety of approaches to promote and enforce the program.



Of primary importance is educating our staff as part of our Solid Waste Education and Enforcement Program (SWEEP), an initiative patterned after Philadelphia and Allentown, Pennsylvania cities with similar programs.

In Lancaster, our principle educators are the field inspectors called SWEEP officers. They are required to become PROP (Professional Recyclers of Pennsylvania) certified within four years of hire. They also learn about the local waste and recyclables management system by touring

facilities. By becoming “Certified Recycling Professionals,” they are exposed to the larger solid waste industry and get to network with others, which allow them to be much more knowledgeable when speaking to the public. More knowledge means more credibility and effectiveness, although this comes with a cost. But the investment pays dividends in program performance and in reaching our ultimate goal of compliance and resource conservation.

SWEEP officers have a “tool box” of options to use. First, they spend most of the day in the field inspecting trash and recycling containers. When improper recycling or trash set-outs are discovered, SWEEPs use the first “E” in SWEEP (education) and knock on doors whenever possible to engage the resident. If unsuccessful in finding someone, a “friendly reminder” in the form of a door hanger is left with marked checkboxes identifying the particular problem. The SWEEP officer will note their name and phone number and

invite the resident to call them for a more detailed explanation of what was found. The goal is to create awareness in a positive, helpful manner.

What happens when the resident does not respond to a gentle nudge? Each week, the SWEEP officers work in the same collection areas

as the trash collectors. The next week they make a point to do follow-up inspections. If the problem has been rectified, they move on. But if the problem persists, they can opt to leave another door hanger since we recognize that these can be lost, blown away or ignored. If the problem warrants more attention, they can issue a \$25 ticket. Usually a ticket with a monetary penalty that is mailed to the owner gets attention. However, our focus is not to issue tickets, but to gain voluntary compliance.

The ticketing system in Lancaster is similar to that of issuing parking tickets. It is a quick, minimally punitive fine that avoids the more time-consuming process for citations, which requires going through the Magisterial District Justice. Tickets are mailed to the property owner, who may not live at the address where the violation occurred.

One of the SWEEP officer’s most effective tools is a handheld machine used



to document the address and type of violation. It has another feature that serves as a foolproof educational tool – photographs of the violation. Photographs precisely document a violation, recording what the inspector saw and providing the date and time of the inspection. Several photographs then provide an electronic record of the findings, and the owner and/

or tenant can view online what was wrong. This system truly reflects the old adage that “a picture is worth a thousand words.” For example, in one instance a landlord adamantly challenged a ticket issued for failure to recycle; he stated that his tenant told him that he always recycled. But after viewing documenting photographs online, the landlord promptly apologized and said that he would immediately meet with the tenant, share the photographic evidence and gain compliance.

The ticketing system is an excellent tool in our program of education and enforcement. It is a simple way to document findings electronically. The handheld tool could also be quite effective for other municipalities to use to educate and enforce recycling requirements among property owners/landlords who may live miles away.

In summary, varied demographics, language barriers, rental-occupied housing, and differing motivations require a variety of educational tools. But one-on-one interaction with the public remains one of the best educational methods. Such dialog can lead to a more complete understanding, which then results in better long-term compliance. So for those educators out there, make use of the PROP professional certification program because it is a valuable resource for training professional recyclers. Then grab your toolbox full of ideas and resources. Hopefully you will see an improvement in the recycling performance in your community. ■





MEMBER SPOTLIGHT

Showcasing PROP's most valuable asset—our members

ReCommunity's Quest to Revolutionize Recovery

ReCommunity, headquartered in Charlotte, NC, is a leading recycling and recovery company that focuses on dramatically reducing land-filled waste. The company aims to lead a Recovery Revolution™ by repositioning waste as a strategic community resource instead of a growing liability. With 33 facilities in 14 states, ReCommunity enables community partners to create additional revenue, create new jobs, and create a better future.

With more than 1,500 employees, ReCommunity has a unique pure-play approach. It does not own landfills or collection trucks. According to Executive Vice President of Revenue and Growth, Jeff Fielkow, this means there is no conflict of interest as with many large waste management companies currently operating in North America that own landfills, hauling companies or paper mills.

By pure-play ReCommunity means that their only focus is diverting material from landfill, recovering the most material of highest quality possible, and then taking it to market for optimal value for their partner communities. ReCommunity is most effective when it comes to forming the right public-private partnerships because it is fully aligned with municipal

customers and only succeeds when pure diversion is achieved.

ReCommunity currently processes about 1.8 million tons of material per year. Since 2012, it has opened or retrofitted a total of eight Material Recovery Facilities (MRFs), including new 100,000+ tons-per-year facilities in Beacon, NY; Tucson, AZ; and Wilmington, DE.

In Pennsylvania, ReCommunity is proud to operate MRFs in Philadelphia and Montgomeryville, and a transfer station in Upper Dublin. It's Pennsylvania facilities together employ more than 60 team members and they recycled over 171,000 tons in 2013. Through their efforts, ReCommunity and its community partners helped recycle materials in Pennsylvania equivalent to saving 1.5 million trees and removing 90,000 cars from the road.

In Delaware, ReCommunity invested \$15 million to repurpose two existing buildings and install a state-of-the-art processing system, creating the Delaware Recycling Center (DRC) at the Delaware Solid Waste Authority. The MRF is part of a 20-year agreement with the Authority that will serve the recycling needs of the entire state and will process more than



Tucson, AZ facility



Conveyor belts in Tucson, AZ facility

100,000 tons per year.

ReCommunity repurposed Delaware's existing 64,000-square-foot facility, installing state-of-the-art BHS (Bulk Handling Systems) equipment, including screening, optical and air sorting, and controls technology that recovers more than 90 percent of incoming recyclables. The BHS system will identify, separate and recover aluminum, plastics, paper, cardboard, tin and glass collected from the entire state. It is capable of processing 35+ tons per hour, with the capacity to handle more than 160,000 tons per year.

ReCommunity is 100% independent and unbiased about its equipment choice when it comes to building their systems. It has incorporated equipment from all of the



Wilmington, DE facility



Beacon, NY facility



Wilmington, DE facility

major MRF system and technology providers including BHS, CP Group, Machinex and Bollegraaf. Fielkow emphasizes that there is great competition out there, which is good for everyone.

ReCommunity CEO, James Devlin, views the Recovery Revolution™ as helping community partners extract value from their own resources. He explains that “Delaware is another shining example of our commitment to Leading the Recovery Revolution within forward-thinking communities seeking significant positive gains. When you fast forward and look at the global economy in ten to 15 years, resource scarcity will emerge as a more general condition, and that will translate into more pressure on natural resources. To meet the needs of the future, the Recovery Revolution™ will need to really kick in to diminish resource scarcity. We firmly believe this and we believe that our investments are very well-suited for the long term.” ■





SUSTAINABILITY

Developing the present without compromising the future





Moments of Happiness

HOW A LITTLE PACKAGE CAN MAKE A HAPPY MOMENT EVEN HAPPIER

By **Jeffrey Meyers**, Manager
Sustainable Packaging, The Coca-Cola Company

People often find happiness in the small things of life: a walk with a friend, a smile from a stranger or a picnic with your family in the park. What if happiness came in a package? What if that package made the things you love to do, better? That's the goal of the packaging sustainability efforts at Coca-Cola. We want every consumer to be able to enjoy their moment of happiness and then to see that package find another life—to create another story. It starts with being intentional about the sustainability of our packaging and letting consumers do their part to create a better future.

In some ways at Coca-Cola, we are trying to create a packaging happiness factory where great ideas for new products and packaging go in, and the most sustainable packaged products come out. What's on the inside? We focus on thoughtful design fueled by a desire to see all bottles and cans easily recycled, and bales of recyclables that are better off for having our packaging in them. Since packaging plays an essential role in our efforts to promote the safe enjoyment of our products across the globe, we decided to take a hard look at our

Continued on page 20

Sustainability

packaging and then innovate and improve upon it whenever we find opportunities. The packaging happiness factory has several workstations: new-to-the-world innovations; opportunities to reduce packaging; projects to increase recovery; and designing for recyclability. Additionally on the supply chain side, Coca-Cola continues to look at options to improve the sustainability of how packaging moves to market and is displayed.

PlantBottle is a great example of innovation with recyclability in mind. In 2009, we introduced the first-ever fully recyclable PET plastic bottle made partially from plants, a product we call PlantBottle. Our PlantBottle PET packaging looks, functions and recycles just like traditional PET plastic, but does so with a lighter footprint on the planet and its scarce resources. We currently offer DASANI® in PET bottles made with up to 30 percent plant-based materials. Single-serve Odwalla® packages are made with up to 100 percent plant-based materials. In North America alone, more than 9 billion recyclable PlantBottle

packages have been successfully introduced in the marketplace, thus helping to save the equivalent annual emissions of more than 80,000 metric tons of carbon dioxide. Our goal is to have all PET plastic used in our bottles made with PlantBottle packaging by 2020.

Full body shrink sleeve labels provide another example of happiness factory efforts to innovate and find solutions to some of the industry challenges. Traditionally, these labels offered a few problems in the recycling process. So, during the holiday season, we introduced our ornament bottle—sold exclusively at Walmart stores—with a new floatable, recycle-friendly shrink sleeve label as a test. Our work to date has shown this new floatable label is more easily sorted at MRF's and works well in the recycling process. If the trials continue to go well, we'd like to see our products with shrink sleeve labels move to using this new floatable type label.

We hope that we can continue to learn in this space and make this solution even better over time. We also recently converted our Simply Orange 89 oz. PET packaging with a handle from a No.7 resin to a No.1 PET resin in Canada and are looking to expand this to the United States. We continue to work very closely with the Association of Post-Consumer Recyclers (APR) to understand other opportunities to improve plastic beverage container recyclability.

When our products leave the happiness factory, we want to see them transported and displayed in a way that can create happiness and another story. For example, we are using innovative, first-of-its-kind films (plastic wrappings) that include recycled content to deliver our products. These films can be taken to the front

of many retail stores that accept plastic bags to be recycled. Even our trucks have been made happier, with the largest hybrid delivery truck fleet in the United States. The happiness doesn't end when the products make to the store. In fact, we even have

100 percent recyclable merchandise display racks, the GIVE IT BACK® rack. These racks are designed to be reused and/or recycled when they have passed their useful life.

At Coca-Cola, we work to advance recycling programs because recycling is important to us. Our recycling program with Keep America Beautiful awarded 5,000 recycle bins to colleges and universities, non-profit organizations and communities

across the United States in 2013 alone. This brings the total number of bins provided by this Coca-Cola funded program, since its inception, to more than 34,000. Many of these bins were sent to Pennsylvania. It is estimated that 1,200 bins have made their way to public spaces and universities and are used every day to help keep Pennsylvania beautiful. We believe doing the right thing can make people happy, and we want to see everyone do the right thing by recycling. Our 2014 grant applications will be available online beginning January 27, and ending March 3, 2014. Eligibility requirements and applications can be found at www.bingrant.org.

Packaging sustainability is not our only focus. Coca-Cola is charting new ground along our entire value chain. Recently we announced new global commitments that renew our focus on water, energy and packaging. We are working to minimize our water use and aim to be water neutral



up to 30% plant-based plastic (PET)



up to 100% plant-based plastic (HDPE)

by 2020. We currently support more than 100 community watershed programs in North America. We are focusing on lower carbon distribution systems such as hybrid trucks. This year we converted 100 service vans to hybrid vehicles using innovative technology. We also deployed first of their kind all-electric refrigerated trucks in the San Francisco Bay area. These trucks deliver our Odwalla brand juices and juice drinks. ■



ALL OF THESE SUSTAINABILITY EFFORTS SUPPORT COCA-COLA'S NEW 2020 GOAL TO REDUCE THE CARBON FOOTPRINT OF THE DRINK IN YOUR HAND BY 25% AND TO HELP INSPIRE MOMENTS OF HAPPINESS. TO LEARN MORE ABOUT COCA-COLA'S SUSTAINABILITY EFFORTS AND THE NEW 2020 GOALS, VISIT US AT:

www.cocacola.com/topics/sustainability

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Sustainability



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armstrong.com/corporate/sustainability.html

Discarded ceiling tiles are used to manufacture new ceilings in a closed-loop recycling process.

ARMSTRONG RECYCLING PROGRAM

REACHES ENVIRONMENTAL MILESTONE

More than 155 million square feet of discarded ceilings diverted from landfills globally

When it comes to recycling programs, not many large manufacturers can claim the kind of success achieved by Armstrong World Industries through its Ceiling Recycling Program.

As a global leader in the design and manufacture of ceilings and floors, Armstrong, headquartered in Lancaster, has reached a major environmental milestone, recycling more than 155 million square feet of old ceilings globally. That's the equivalent of 77,500 tons of construction waste that did not end up in landfills.

Armstrong has long been committed to the goal of reducing the environmental impact of the buildings its customers create. In 1999, Armstrong demonstrated its commitment to this goal by launching its Ceiling Recycling Program, the first and longest-running program of its kind in the ceiling industry. During 2013 alone, Armstrong recycled more than 15 million square feet of old ceiling tiles. This outstanding effort diverted roughly 2,142 dumpsters full of construction debris away from landfills.

By recycling old ceilings, Armstrong makes positive contributions to the environment in other ways as well. For every ton of ceiling tiles it recycles, the company saves:

- 456 kilograms of CO2 equivalents of greenhouse gases—the global impact of not driving a car 3,675 miles.
- 11 tons of virgin raw materials, which, in turn, saves 1,892 gallons of potable water.
- 1,390 kilowatt hours of electricity—the monthly energy required to power a home for 1.4 months.

Armstrong uses the discarded ceiling tiles to manufacture new ceilings through a closed-loop recycling process. The new ceiling tiles are designated as Ceiling-2-Ceiling™ items, and contain the highest level of post-consumer recycled content in the ceiling industry. “This cradle-to-cradle process is a natural extension of our use of recycled materials and our environmentally-compatible manufacturing process that reduces our environmental footprint,” says Anita Snader, Environmental Sustainability Manager for Armstrong Commercial Ceiling Systems.



Through the Ceiling Recycling Program, commercial building owners and contractors may now ship discarded ceiling tiles from demolition and renovation projects to the nearest Armstrong plant as an alternative to landfill disposal. This saves them money on container costs and landfill fees and can contribute to LEED (Leadership in Energy and Environmental Design) credits in the Construction Waste Management area.

Collaboration with Waste Management

A recent collaboration between Armstrong and Waste Management, the nation’s leading provider of environmental



Through the Ceiling Recycling Program, commercial building owners and contractors are able to ship discarded ceiling tiles from demolition and renovation projects to the nearest Armstrong plant as an alternative to landfill disposal.

services, will increase the amount of construction debris that may be diverted from landfills. “As leaders in the ceiling industry, we continue to develop sustainable, innovative breakthroughs in both products and programs that provide valuable closed-loop solutions to our customers,” explains Snader. “A key goal of our program is to provide easy access to ceiling recycling where and when a customer needs it. Our collaboration with Waste Management enhances this offering allowing much more material to be recycled.”

Four Armstrong ceiling plants—located in Florida, Georgia, Oregon and here in Pennsylvania—use recycled ceilings to manufacture new ceiling tiles. Of these, the Pennsylvania plant, situated along the Susquehanna River in Marietta, uses the most recycled ceilings in its manufacturing process. In fact, all of the ceiling products manufactured at the Marietta plant contain from 47–92 percent recycled content, and are 100 percent recyclable at the end of their useful life.

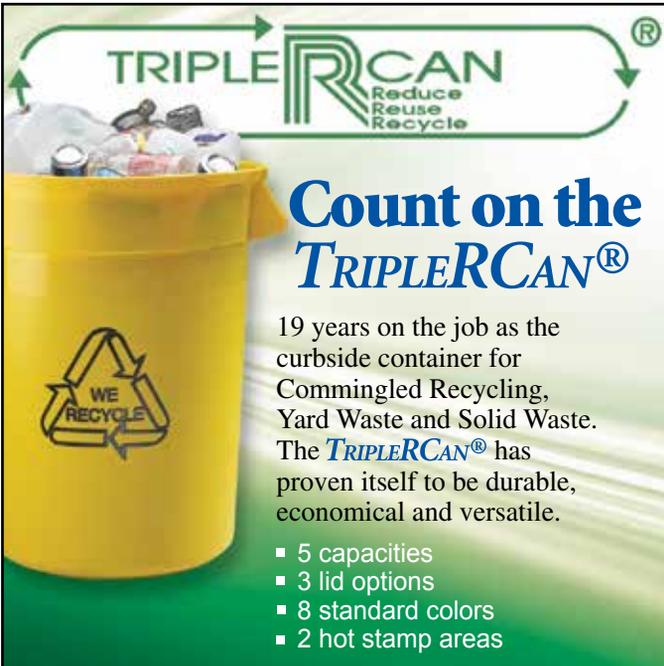
Sustainable Product Leadership

Reclaiming ceilings at the end of their useful life and making new ceilings out of them is just one of the ways Armstrong demonstrates its commitment to developing products that promote environmentally sustainable buildings.

With the success of the Ceiling Recycling Program, Armstrong recently introduced a recycling program for its VCT (vinyl composition tile) flooring. “Our customers are looking for an end of life solution for VCT,” says Snader. “When recycling ceilings, they ask if we do floors too. Now we do.” Since the start of the VCT Recycling Program in 2009, Armstrong has recycled over 2.8 million square feet of discarded VCT flooring tiles, diverting another 2,000 tons of construction debris away from landfills.

In recognition of their outstanding practices in the recycling field, these two Armstrong recycling programs were honored with 2013 Pennsylvania Waste Watcher Awards.

Continued on page 24



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RECYCLING INFOGRAPH 2013

2,500 TONS OF FOOD WASTE RECYCLED

21,000 TONS OF RECYCLED CARDBOARD

703 TONS OF RECYCLED PLASTIC BAGS

52 TONS OF RECYCLED PHARMACY PLASTICS

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CEILING RECYCLING PROCESS

Recycling old ceiling tiles requires five simple steps:

1. **SPECIFY:** Develop a construction waste management plan. Include provisions for ceiling recycling in the project specifications.
2. **REGISTER:** Register the project with the Armstrong Recycling Center at 1.877.276.7876 (press option 1, then 8).
3. **CONFIRM:** Review building and material requirements with the Recycling Center. The building construction date, a survey, and a signed Recycling Agreement are required documentation for approval of a recycling project. Secure project approval before removing ceiling for recycling.
 - **Option 1: Pallets**
Stack the old panels on pallets. Label, stretch-wrap and/or tightly band them. Coordinate on site storage and logistics.
 - **Option 2: Container**
Separate ceiling panels from other construction debris and place them in the designated recycling container.
5. **CALL:** Call the Armstrong Recycling Center to arrange a pickup or locate a regional consolidator. Armstrong will pick up full truckloads of old ceilings anywhere in the continental U.S. and in select parts of Canada. To assist with less than full truckload situations, Armstrong relies on its North American network of recyclers, consolidators and Construction & Demolition (C&D) processors.

For the entire Armstrong corporate sustainability commitment, visit www.armstrong.com/corporate/sustainability.html.

Sustainability

Armstrong was also the recipient of the 2013 MANTEC Manufacturing Award for Excellence in Sustainability. The award is presented to manufacturers in South Central Pennsylvania which have sustainable practices that embrace environmental goals and have found ways to make these practices profitable for their organization.

As a founding member of the U.S. Green Building Council (USGBC), Armstrong incorporated the LEED criteria in the design and construction of its corporate headquarters in Lancaster. Built in 1998, the company's headquarters became the first existing U.S. building outside of California to achieve LEED Platinum, the highest certification available.

The Armstrong sustainability program has a three-pronged focus:

- Decrease the environmental footprint of its operations and those of its key suppliers through energy reduction, responsible water management, and waste reduction.
- Drive continued innovation focused on the development and delivery of products which contribute to more sustainable buildings.
- Be a responsible partner in the communities where it operates.

Sustainability is integrated into all aspects of the company, from operational improvements to new product development. "We're committed to helping our customers reduce the environmental impact of the buildings they create—from product design and raw material selection to how products are made and delivered," adds Snader. "Sustainability is built into our thinking—day in and day out." ■



During 2013 alone, Armstrong recycled more than 15 million sq. ft. of used ceiling tiles, diverting roughly 2,134 dumpsters full of construction waste away from landfills.



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SAVE THE DATE!

We invite you to join us at the 2014 Professional Recyclers of Pennsylvania's Annual Recycling Conference, July 23rd-25th, 2014. Sponsorship, exhibitor and attendee reservations are now being accepted. View the full registration, sponsorship and exhibitor forms online at www.proprecycles.org.



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2014 PROP Conference Schedule:

OVERVIEW **Certification Classes*

Days and Times of sessions are subject to change. Visit the website for updates and additional sessions

Tuesday, July 22nd

Pre-Conference

*601 – Senior Certified Retreat – 0.6 CEUs

*463 – Health & Safety – 0.6 CEUs

Golf Outing

Board of Directors Meeting & Dinner

Casino Night



Wednesday, July 23rd

*150 – Recycling Economics

Participants will be provided with specific information, tools and strategies to help make their individual recycling programs more cost-effective. The class has three sections beginning with topics such as: fully understanding costs, using fixed and variable costs to your advantage, which costs you can control and how, what does it cost to collect your recyclables, and full cost accounting principles. The next session will focus on finding and measuring savings to sell the benefits of your program and cost benefits of recycling. The final session will consist of recovering savings, smart contracting and tough negotiation, contract language to save money, market strategies and market analysis and contracts. **0.3 CEUs**



*230 – Organics Collection

A well planned, convenient, and efficient organics collection program just doesn't happen. How do you address seasonal variations, the inconsistent makeup of various organic materials, or the unpleasant odors associated with grass or food waste? What is the best fit for your program: bags or containers, packers or vacuums, or weekly or monthly collection? **0.3 CEUs**

Zeroing In

Meg Morris, *Covanta Energy*

Chaz Miller, *National Waste & Recycling Association*

What does it mean when a company claims to be a zero waste organization? Why don't our numbers measure up to Europe's recovery rates? Why did US EPA finally add a fourth R to the waste hierarchy? What changes in the waste stream will affect how we plan and manage for waste in the future?

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Conference Corner



Wednesday, July 23rd continued

Follow the Leaders

- Chaz Miller, *Solid Waste & Recycling Association*
- Mark Lichtenstein, *NRC*
- Brenda Pulley, *KAB*
- Meri Beth Wojtaszek, *SWANA*

This session is planned as an interactive panel discussion conducted in an interview talk show format. The discussion will focus on key indicators and conditions which representatives from the leading national organizations foresee to be driving their organization, global and domestic markets, and how recycling will be implemented into the near future.

New Attendee Welcome & Pennsylvania Recycling

Basics

Annual Dinner / Picnic

Hospitality Suite

7th Annual Recycling Film Festival

Featuring original film clips submitted from near and far. Cast your vote for this year's winner.

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Thursday, July 24th

***205 – Managing Organics in your Community**

Participants will hear from several professional composting instructors. The instructors will engage attendees in discussion on the following subject areas: Act 101 requirements, source reduction strategies, grasscycling and home composting, collection options and strategies, the economics of sustainable programs, benefits of multi-municipal cooperation, and the growing arena of food composting in Pennsylvania. **0.5 CEUs**

Is There an App for That?

- George Jucha, *Independent recycling Services*
- Michele Nestor, *Nestor Resources*

Need to sneak in a few more hours of Candy Crush? Can't wait for the next Tweet? Hoping your recycling video will go viral on YouTube? Or do you think Instagram is a new microwave breakfast cereal that you have with your Java every morning? Whatever your tech IQ, this session will offer a few tips to save you time, money, and keep you organized on your desktop or mobile devices. You might save just enough time to squeeze in one more round of Angry Birds.

Regenerated

(Speakers to be announced soon)

Recovering energy from waste. Not your momma's mass burn waste to energy facilities. New approaches and technologies to capture energy from waste. Trends in refuse derived fuel from recycling residuals.

Updates and News from the Pennsylvania DEP Plenary Session

Reinventing Rural Recycling

- Jason Yorks, *Lycoming County*
- Robert Anderson, *ReCommunity*

Collecting recyclables in rural area has always been a logistical struggle due to varying volumes of materials that had to be kept separated. Single stream recycling is helping communities to expand both curbside and drop-off collection programs. This session will future the ability of regional facilities to service broad geographic areas. Public and private partnerships between, counties, municipalities, haulers and processors will also be discussed.

Thursday, July 24th continued

Rebranding Recycling

Stephen London, *ReCommunity & NRC*
Yolanda Walker, *ReWorks (formerly Summit/Akron Solid Waste Authority)*

Mirror, mirror on the wall, does the public even know you are there at all? Does your educational material have clip art from the 1980's? Do you still have a mascot? Want to update those chasing arrows and map of your county but don't know where to start? Learn how organizations are recreating their identities to reach a new generation of recyclers and revitalize interest and support from the community. Hear about the value of developing a strategic marketing plan to bolster your image and credibility.

Plenary Session – Policing Polluters

Shannon Reiter, *KPB*
Michele Nestor, *Nestor Resources, Inc.*

Results and recommendations from the analyses of the Illegal Dumping Surveys and the economic impact report.

Dinner / Certification Graduation

Trivia Competition

Friday, July 25th

*106 – Innovative and Successful Programs

In this course the attendee will learn a series of case studies showcasing innovative programs in Pennsylvania. This session will feature successful case studies from the residential, commercial and industrial perspective. Panelists from throughout the state will discuss topics such as recycled building materials, compost facilities, pesticide container recycling, pay-as-you-throw and curbside recycling programs, etc. **0.3 CEU's**

Recovery from Hurricane Sandy

Hurricane Sandy was the largest natural disaster to strike the Atlantic Coast in decades. The aftermath of Sandy was the removal of untold amount of debris. Much of which could be recycled. Learn about how communities coped with the situation.

Lunch/Awards/Closing Remarks

REGISTRATION & RATES

2014 PROP CONFERENCE ATTENDEE REGISTRATION

Double Tree Hilton – Meadow Lands Pittsburgh,
340 Racetrack Road, Washington PA 15301

LODGING:

The lodging rate is \$129 + 15% = \$148.35 per night.
Deadline for booking is June 22, 2014.
Booking code is – PRO Call 724.222.6200 for reservations.

FULL CONFERENCE REGISTRATION:

MEMBER RATES:

Early Bird exp. 4/11/14 – \$495
Regular Rate – \$595.00

NON-MEMBER RATES:

Early Bird exp. 4/11/14 – \$675
Regular Rate – \$785

Full Conference Registration includes: All sessions, workshops & tours, all meals & receptions, exhibit hall access, and participation in networking exchanges. (May not include preconference classes and events!)

DAILY REGISTRATION:

WEDNESDAY SESSIONS (Includes Daily meal & break package)

Member – \$195
Non-member – \$250

THURSDAY SESSIONS (Includes daily meal & break package)

Member – \$250
Non-member – \$310

FRIDAY SESSIONS (Includes daily meal & break package)

Member – \$125
Non-member – \$170

SPONSORSHIP OPPORTUNITIES

Please review the "Sponsorship Opportunities" form on the PROP website for available sponsorships & details.



ANNUAL FILM FESTIVAL

Video production contest showcasing local recycling efforts



7TH ANNUAL PROP RECYCLING FILM FESTIVAL

CALL FOR ENTRIES

Deadline July 3, 2014

The Professional Recyclers of Pennsylvania's Seventh Annual Recycling Film Festival will be held in conjunction with PROP's Annual Recycling Conference in Washington, PA July 23rd-25th, 2014.

PROP is soliciting short video productions on recycling or waste reduction topics from individuals, schools, colleges and universities, local governments, waste and recycling authorities, and others in the recycling and waste industry. PROP is especially encouraging the production of videos of not more than five minutes in length describing how recycling works locally for local businesses, residents and schools that can be posted on community recycling web pages or community Facebook pages.

Winning videos will be selected by ballots submitted by the 2014 Film Festival attendees. The top contender will receive a cash prize. If you are interested in participating or publicizing the 2014 PROP Film Festival, and we hope you are, please keep the following in mind:

All entries must be submitted on DVD format, by July 3, 2014 to:

Amy Schirf, Education Coordinator
Centre County Recycling & Refuse Authority
253 Transfer Road
Bellefonte, PA 16823

Entries in other formats, electronic files or web links cannot be accepted. Entries received after July 3, 2014 will not be accepted for the 2014 FilmFest. PROP retains the right to screen all entries for inclusion in the FilmFest. DVDs entered into the contest will not be returned.

Amy Schirf may be contacted with questions about the FilmFest:

aschirf@centrecountyrecycles.org



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