

MASTER RECYCLER NEWS



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Junk Mail on the outs in 12 states!

Arkansas, Colorado, Connecticut, Hawaii, Maryland, Michigan, Missouri, Montana, New York, Texas, Vermont and Washington all have bills in the legislative process to create an "opt out of junk mail" registry similar to the do not call list. The bills came about through citizens like us telling lawmakers that junk mail is not wanted in our homes. Oregon is surprisingly not on the list. Writing letters to our legislators asking to have this type of bill in Oregon is an excellent action for Master Recyclers. There are over 250 Master Recyclers in Lane County - Let's make a wave with our collective voices.

The Center for a New American Dream has been working on a campaign to end junk mail for the last 7 years. Their site includes a pre-written e-mail form to simplify the process of writing to lawmakers about the issue. You can send an e-mail using the pre-written text through New Dream's site at <http://www.newdream.org/emails/ta19.html>

Factoids from New Dream's website: More than 100 million trees' worth of bulk mail arrive in American mail boxes each year - that's the equivalent of deforesting the entire Rocky Mountain National Park every four months.

Citizens and local governments spend hundreds of millions of dollars per year to collect and dispose of all the bulk mail that doesn't get recycled.

U.S. companies sent 35 billion pieces of direct postal mail in 1980, 64 billion pieces in 1990, and 90 billion pieces in 2000.

One study says Americans throw away 44% of bulk mail unopened; yet still spend 8 months per lifetime opening bulk mail.

Direct Marketing Association can no longer register you with a postcard because the service now costs \$1. You can reduce your junk mail by calling DMA at 212.790.1500 and requesting a form to mail in, or register online www.dmaconsumers.org/cgi/offmailing. You can also limit the amount of credit card offers you receive by calling 1-888-5OPT-OUT.

The organization 41 Pounds offers junk mail reduction services at a cost of \$41 for 5 years which includes mailers to "occupant" and "resident". Register online at <http://www.41pounds.org/> or call toll free 866.417.4141.

National Project to Reduce Unwanted Phone Books

We don't request the phone books that show up on our doorsteps, nor is it simple to stop their delivery. According to the Product Stewardship Institute, phone books represent 640,000 tons of waste per year and are a low grade of paper which is more costly to recycle. In Lane County they can be recycled at transfer stations, curbside bins and the Mission's newspaper drop boxes but recycling doesn't address the enormous cost and waste of

producing, distributing and recycling this unwanted product. Disposal and recycling costs are absorbed by local government.

The National Waste Prevention Coalition and a group of about 10 people from local, state and federal governments from across the country started working on a national effort to reduce phone book waste. The group selected the Product Stewardship Institute to work on the issue and in July

2006, PSI started conducting research and interviewing key stakeholders (phone book distributors, recyclers and local and state governments) PSI will conclude their work with a product stewardship action plan. Some proposed solutions include: requiring publishers to have opt-out programs, creating legislation for opt-out laws and using alternative formats: like CDs, and online or phone directory assistance.

What is a real estate EcoBroker?

By Master Recycler, Brady Cox

An eco-what? An EcoBroker is a realtor who values, understands, markets, searches for, and helps you identify the "green" aspects of a home and property. Buzz words like "green", "sustainable", and "eco-friendly" have become commonplace in today's increasingly environmentally-conscious world. But did you know that when applied to your home these concepts cannot only improve your family's health and well-being - they can save you dollars, too! Perhaps that's why Thomas Friedman, columnist for The New York Times, writes "green is the new red, white and blue".



So why go green?
The simple answer:
Why not?

Health - Think that new house smell is just grand? Well... think again. You're probably smelling volatile organic compounds off-gassing from that shiny vinyl floor, toxic fresh paint, and cozy formaldehyde-laced carpet. At the same time, that musty, old home smell isn't so great either. Mold and dust contribute significantly to asthmatic symptoms (dramatically on the rise in children of the United States and beyond) and thus - an EcoBroker is concerned with more than just your square footage, number of bathrooms and view of the city lights. They care about the big picture of your real estate investment and understand that it is just that - a very large investment, one that should be done with the highest regard for your best interest (good health!).

Cost - It is a common misconception that being green has to cost more than the traditional options. In fact, when

one considers the current and rising cost of energy fuels such as natural gas, coal, and oil (and all its ripple effects) then more efficient home designs and appliances that pollute less become cost competitive choices. Your EcoBroker knows that your local utility company and the Oregon Energy Trust sponsor weatherization programs that offer no interest loans, direct rebates, or tax credits through state and federal governments to offset the cost of your monthly bill saving, environmentally-friendly purchase. Whether purchasing a new home or doing your own remodel, your EcoBroker can help



you determine that the break-even point at which you begin to save money is much closer than it used to be when energy was relatively cheap.

One should also take into account the cost of medical bills for home and environmentally related health problems and the cost of damaging our earth. Perhaps most importantly, in what kind of environment do you want your children to grow?

Environment - More efficient windows, upgraded heating and cooling systems, better insulation, solar solutions, free energy audits, dual flush toilets, and supporting household materials made from sustainable products and methods are all ways to reduce your ecological footprint. Refraining or Reusing is always best, but not always an option. An EcoBroker can help you source and donate things through BRING Recycling, NextStep Recycling, Lane County Waste Management and more! There are benefits and



drawbacks to any sustainable material such as bamboo flooring or recycled paint, but an EcoBroker should be able to educate you on the known facts so you can weigh the cost/benefit of any choice.

A good real estate EcoBroker is an EcoBroker because they care about the environment in which we all live and they wish to make a living by doing good. Local EcoBroker Brady Cox believes in "Healthy homes, Healthy families and a Healthy environment." "Rethinking the way we treat the property we call home is essential if we as a society are to find a more harmonious balance with the world around us. If we can save money while doing so and still maintain a high quality of life, then why wouldn't you use an EcoBroker for your real estate needs?

Re/Max Integrity EcoBroker Brady Cox can be reached at 284-8048, bradycox@remax.net or online www.EugeneEcoBroker.com.

Do you want to write an article for Master Recycler News? Call or e-mail Nina with your idea! 682-2059 nina.whitney@co.lane.or.us

Spring events and volunteer opportunities

April 20th and 21st - 7th Annual Earth Day Event - EWEB Plaza

We will need over 50 volunteers to make this event a success. Many tasks to choose from! Shifts available April 20th (set-up 5-7 pm) & April 21st from 8 am- 12, 12-3, 3-6 (or 7 pm). Contact Nina Whitney to sign up for a shift! 682-2059, nina.whitney@co.lane.or.us



April 21st - NextStep Earth Day Booth, 11-5 pm

EWEB's Plaza. Volunteers needed to set up, tear down & staff booth (11-5)

April 22nd - Earthday Computer Round Ups, 1-4 pm

Need 20 people each at 3 sites to unload, direct traffic, collect fees, load trailers

This month - Help NextStep finish Moving

Tuesday - Saturday 10-6 pm, contact Lorraine

May and June - Computer Round Ups

Cottage Grove Saturday, May, 19 - from 8 AM to 2PM.

Klamath Falls: TBA in May, Springfield Cleanup: May, Coquille Roundup: TBA May or June

Contact Lorraine Kerwood to sign up at 686-2366 ext.112, cell: 731-9642 or lorraine@nextsteprecycling



May 2nd – May 4th - Spring Street Faire

University of Oregon

Volunteers needed to manage recycling and composting at waste stations
Contact Brad Syrie to sign up at 346-2354 or cresc@uoregon.edu



May 12th - BRING Plant Sales

Volunteers needed to staff the BRING booth 9am - 2pm (2-3 hour shifts)
Contact Jo Rodgers at 746-3023 or jor@bringrecycling.org

Help BRING move! - On-going throughout the spring

BRING Warehouse and Planet Improvement Center on Franklin St.

Interested in hands-on work, some for healthy backs, and other tasks that are lighter.

Be a part of our momentous move from our site of 35 years to the Planet Improvement Center!
Contact Carol Sitneman at 746-3023 or carols@bringrecycling.org

May 19th - May 20th - Willamette Valley Folk Fest

Cuthbert Amphitheater

Enjoy the music and help folks compost their plate and recycle their can!
Contact Brad Syrie at 346-2354 or cresec@uoregon.edu



May 19th - Springfield Spring Clean Up

South B street lot (off South 16th street)

Contact Todd Thompson the at City of Springfield to volunteer for a shift
726-3761 or tthompson@ci.springfield.or.us

You pick the date - Earn Payback hosting an Eco Party

Want to earn payback hours at home? Why not host an Eco Party? You invite 8-12 friends and a Northwest Earth Institute Eco Party facilitator will come to your home and lead a supportive two-hour discussion, offering tips and resources for making your home more earth friendly. It's a fun way to entertain, learn and share ideas with your friends! To schedule a party call 484-6158.



Community Marketplace Celebration since 1970

April 7 - Nov. 10 - Recycling Info Booth

Saturday Market at 8th & Oak in downtown Eugene

Shift s flexible. Contact Willy at 746-2975 or willywray@yahoo.com

Manage Waste Stations and Sort Recyclables - various events all year long!

Call Willy Breninghouse to find out what's coming up 746-2975 or willywray@yahoo.com

Recycling Legislation in Oregon

For the most part, I'd say it's a good day in Oregon when Recycling gets as much attention in the Oregon Legislature as it is receiving this spring. A dozen different Bills were being considered, some of which have been changed and combined. We need to read the fine print and make sure the Bills support our interests. Just because it relates to recycling doesn't mean it would improve markets, accessibility or opportunity. The full text for all of the Bills mentioned in this article can be viewed and tracked at www.leg.state.or.us. Citizen participation, paying attention, and giving clear direction to our elected officials, is the foundation of our democracy.

Three bills, that attempted to improve and expand Oregon's landmark Bottle Bill, have now combined into Senate Bill 707. Hot off the press from AOR's April 2007 newsletter, "Three versions of a bottle bill were heard at the Senate's Environment and Natural Resources Committee, chaired by Senator Brad Avakian (D-NE Washington and NW Multnomah counties). Senator Avakian scheduled six meetings with a work group composed of grocers, bottlers, environmental organizations, businesses, local governments, DEQ, and AOR. This group met with the goal of addressing concerns and creating a successful piece of legislation to improve our 36-year-old container deposit legislation. After a disappointing performance by the work group, Senator Avakian, Representative Vicki Berger, Senator Joanne Verger, and Representative Jackie Dingfelder took it upon themselves to craft a piece of legislation. The resulting bill, SB 707, falls short of the AOR supported SB 634. However, AOR feels that SB 707 is the bottle bill of 2007 and that it opens the door to improvement in the near future."

Senate Bill 707 currently:

- adds water bottles
- increases the deposit to 10 cents in the year 2010

- establishes and interim task force to look at alternative redemption center methods of collection;
- limits redemption requirements from 144 containers a day to 50 for smaller grocers (3,000 square feet or less);
- establishes a criminal penalty for knowingly bringing containers across state lines.

The Association of Oregon Recyclers (AOR) would like to see the bill passed with strong public support, and sees SB 707 as an interim solution toward creating a modern bottle bill. AOR asks supporters of SB 707 to begin calling their senators and representatives. You may also express your views on the bill by writing to or calling the chair of the Natural Resource committee, Senator Avakian and Senator Prozanski (also on the committee).

Another three bills seek to make changes to the Rigid Plastic Container laws that have been in place since 1996. House Bill 2916 seeks to modify the definition of Rigid Plastic Container. House Bill 3390 adds a definition of "recycled in Oregon" and modifies compliance standards. House Bill 3389 exempts cosmetic and pesticide containers.

Oregon has not been meeting the 25% goal for recycling rigid plastics and these bills would answer this problem by changing the definitions and/or adding new exemptions to existing law. Changing definitions is a superficial solution that would not increase the rate of recovery of rigid plastics nor improve systems to decrease contamination, which would increase the recovery rate.

Meeting a 25% goal, with the existing exemptions is very little to require when there are so many available choices for shape and resin type in the manufacture of rigid plastic containers. The change to commingle collection at the curb may have effected the recycling rate of the RPCs, however industry could take an approach which considers end of life of the products they create and spend money on

improving sorting systems or simply support expansion of the bottle bill. The rate of return for bottles went from 24% to 94% after the 1971 bottle bill was enacted. Support of the bottle bill would have the end result of taking many rigid plastic bottles out of the commingle bin, which would decrease contamination and increase RPC recovery rates.

There are also three electronic recycling bills. HB 2395 (placeholder), HB 2626 and Senate Bill 541. The following summary from AOR on the current status... "HB 2626, would require electronics manufacturers to either set up their own electronics recycling system or pay a fee to a state-contracted program. Consumers, small businesses, and others would be able to drop off up to seven used desktops computers, laptops, monitors, and televisions for recycling, without paying a fee. The bill would also ban computers and TVs in landfills starting in 2010."

Local Electronic Refurbisher and Recycler, NextStep Recycling, is in support of HB 2626 with a caveat, ensure any changes or additions to law include REUSE as the first step and do not create systems for recycling which kick the immense value of reuse out of the equation. NextStep's website www.lanecrrc.org has great information and sample letters to assist us in letting lawmakers know our position on electronic recycling. In her sample letter, Lorraine Kerwood writes... "Results indicate that refurbishing one in ten computers reduces total energy use by 8.6 percent and 5.2 percent, respectively (by reducing demand for new machines). In contrast, recycling the materials in one in ten computers only saves 0.43 percent (by replacing demand for virgin materials). The difference is dramatic and suggests that extension of lifespan should receive real attention on the policy agenda addressing end-of-life computers."

Upon writing this article many bills were changing, check the status and text of bills at www.leg.state.or.us.

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Master Recyclers bridge the gap between awareness and action by motivating people to reduce solid waste in homes and workplaces.

Interested in participating in the Event Recycling Group or the Business Auditor group?

call Nina at to find out more.

Don't forget to report your volunteer hours for January through March 2007
Include: date, #of hours, activity, a contact person, and the # of people served!

- Printed on Recycled Paper -

*If you prefer to receive this newsletter without the paper, send an email to nina.whitney@co.lane.or.us
If you do not wish to receive this newsletter at all, please let us know & we will remove your name from our list*

Streamlined Event Recycling in Lane County

Some changes are taking place in the recycling processes for Lane County events. Local event recycling leaders are working toward having a consistent look in recycling systems and signage to help the public recycle correctly and decrease the amount of sorting needed. Saturday Market is integral to this effort and will be testing the new signage system this spring and summer. Also Master Recyclers in the Event Recycling group are providing leadership setting up recycling at new events, and improving recycling at existing events.

The City of Eugene was awarded a grant from the EPA to institute a streamlined look for recycling bins and signs for the Olympic trials and other events. The group is currently working on creating consistent signage for the different events to create public recognition and know how.

The DEQ grant, awarded to Lane County Waste Management, will be used to purchase 100 Clear Stream recycling kits that will match the City of Eugene's bins. The City's kit can only be used by events in Eugene's

city limits. Lane County's bins will serve other communities in the County. The grant identified events in Cottage Grove, Junction City and Oakridge that will be on board this year. Lane County will also be airing television commercials to promote recycling at events - watch for them!

This year's Saturday Market season will include a recycling information booth where the public can learn about how market waste is sorted, composted and recycled, and discover the benefits of their waste management processes. This is an exciting opportunity for Master Recyclers to educate the public through staffing the booth (page 3).

BJ Hurwich, one of many Master Recyclers in the Event Recycling group, has taken a leadership role, implementing recycling at a couple of big events, the Whitaker Community Dinner in November and the first annual Project Homeless Connect this past February. BJ has been volunteering with the WCD for several years. This year she used Master Recycler volunteers as team leaders



for recycling crews. She said this approach really worked, "The Master Recyclers had the knowledge and ability to educate and coordinate our many wonderful but untrained community volunteers about how to properly clean and sort the waste the event generated."

Willy Breninghouse and Shari Boggs continue to offer recycling services to many local events. Tirelessly sorting bag upon bag of materials coming out of events like Art in the Vineyard and the Good Earth Home, Garden and Living Show. There are always opportunities to join in on their efforts just by showing up at the sorting / staging area at an event. Or call Willy to sign up to help. (see page 3)