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AFFILIATE OF



NATIONAL
RECYCLING
COALITION
INC.
TM <http://www.nrc-recycle.org>

About us

The CRRA is an organization of individuals, recycling centers, and companies pledged to the conservation of natural resources. The Association assists its members with their programs and conducts activities that will promote resource conservation by the people of California.

Greenbuild 2003

Something is going on when 4,000 attendees, and 300 exhibitors, show up in Pittsburgh in November, as they did for the 2003 Greenbuild --the annual conference organized by the U. S. Green Building Council. Although Pittsburgh is not without its charms, November weather does not make the list. Think 38 degrees, 60 mile per hour wind gusts, and horizontal "lake-effect" snow. Fortunately the sessions were inside.



Finished roof of John Davis' home in Oak Glen, CA

USGBC originated LEED – Leadership in Energy and Environmental Design, a certification program that measures energy savings, water conservation, resource efficiency and indoor air quality impacts for non-residential building. Job-site recycling and recycled-content products are two of the techniques used to qualify buildings for LEED certification.

David Gottfried founded USGBC, and just published a book about the experience. Greed to Green is a compelling personal and professional story, well written and entertaining. David will be speaking at CRRA's March 2004 conference in

Sacramento. The inception and growth of the green building movement is remarkable, and worth considering.

Most of Greenbuild 2003's attendees seemed to be architects and engineers. LEED-certification is de rigueur in cities like Los Angeles, Austin, Seattle and Portland. LEED construction costs about 2% more than its non-green counterpart, but returns 20% energy savings. Moreover, improved indoor air quality and workplace lighting show 15% productivity gains over the building's life. USGBC has been documenting these cost consequences, driving market demand for LEED buildings. The rating system is based on quantifiable environmental impacts, with manufacturers vying to make more sustainable products to achieve higher LEED points.

The Metlund insta-hot water system has been around for over ten years, appearing at Southern California Home and Garden shows along with Ginzu knives. Metlund delivers one-touch hot water from your faucet, without waiting while gallons of cold water disappear down the drain. Metlund was described as one of the 10 best green building products in an opening session at Greenbuild, and insta-hot now enjoys corporate financial and marketing backing driven by the LEED market.

Oceanside Glasstile exhibited at Greenbuild, with their line of bottle glass tiles (sold nationally now through Home Depot's Home Expo). Another product, 3-Form, mixes bottle glass or HDPE flakes into flexible resinous panels (think Plexiglas or polycarbonate). Terra Mai, from McCloud, showed its line of reclaimed woods – including Asian hardwoods milled from old telephone poles. Herman Miller offered a chair designed for recyclability, including easy

See **Greenbuild 2003**, page 8

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NOTICE: The opinions and activities expressed within RecycleScene do not necessarily reflect the opinions of the CRRA Board of Directors or its Members.

President's Message

Up the Glen

By John Davis, CRRA President



2004 is upon us, and CRRA will be doing things a bit differently this year. We start March 8-10 by combining a CRRA conference with the California Integrated Waste Management Board's Recycled Products Trade Show. This combination has been talked about for the past three years, and promises some innovations, like:

- CIWMB/CRRA Certification in local government and state agency recycling programs (including buy-recycled, reporting, and program development)
- Policy sessions planned by Californians against Waste and CRRA, focused on proposed and existing legislation and regulations
- Market development and green building training, prepared with the California Association of Recycling Market Development Zones and CIWMB

Alec Cooley and Judi Gregory are pulling the details together for a January mailing. But, you can register now at www.crra.com. Make your hotel reservations early, too. Ask for the CRRA room block at Holiday Inn Capitol Plaza.

The National Recycling Coalition comes to San Francisco in late August. CRRA is working with the San Francisco Department of the Environment and NRC on tours, special events, program and meeting details. There will be more in the coming months, including NRC Board election information.



Another big 2004 event, yet to be scheduled, is completion of our home up the Glen. My tenure on the CRRA Board coincides with our home-building project. It was not clear which would end first, but now it looks like I'll have at least some time to work on CRRA business in insulated warmth. Todd Johnson shot some photos in October, the day the roof was finished. At last.

President's Circle



Zerowastecommunities.org
of San Bernardino County



recycle scene

Is printed on recycled paper and we use soy ink. The best way to recycle this newsletter is to pass it along to a friend!



Letter from the Editor

By Judi Gregory



Happy New Year!

I'm finding that I struggle with the passage of time each year that goes by. On one hand, I recently saw a video of the day my baby was born, and it seems like a long ago faint memory; yet on the other hand, it seems just like yesterday. One thing is for sure, my recent vacation sure flew by.

There are lots of "behind-the-scene" preparations going on for this upcoming year CRRA events. Combining efforts with the CIWMB and NRC, the CRRA will participate in two major recycling conferences during 2004. Plan your calendars and budgets accordingly, as you won't want to miss either. As an added benefit, at the upcoming Training Conference in Sacramento, CRRA will introduce a new Certification Program in cooperation with the CIWMB. Visit the CRRA website for more information and to register.

Take the time to enjoy every moment of this new year. I'm sure that this time next year, there will be lots of exciting stories to tell about 2004.

Thanks and Happy Reading.

CRRABoardMeetings

**CRRABoardRetreat
Friday, August 15, 2003
Sonoma State University**

Present: Davis, Collins, Watts, Schneider, Gregory, King, Powers. Anthony arrived at 9:21AM. Absent: Cooley. ARC staff: Connie and Kym

Assignment of Committees:

Administration: Cooley, Collins, King
Communications: Schneider, King, Watts
Policy: Powers, Anthony, Schneider
Program and Membership: Cooley, Watts, Gregory

The Committees are to develop priorities and timeline for completing key tasks as further discussed by the Board. The committees are to provide a report at the next conference call meeting.

Overall annual plans were discussed with emphasis on 2004 conference planning ideas. View entire minutes online.

**CRRABoardMeetingConferenceCall
September 30, 2003**

Present: Collins, Watts, Davis, Schneider, Powers, Cooley, Gregory, Anthony. King arrived at 1:26 PM

No official actions taken at board meeting.

**CRRABoardMeetingConferenceCall
November 4, 2003**

Present: Davis, Gregory, Watts, Cooley, King, Anthony, Collins, Powers. Absent: Schneider; ARC Staff: Connie Seitz

Motion: (Watts/Anthony) to support Judi Gregory application to the CA Integrated Waste Management Board. Passed 6-0-1Abstain (Gregory)

Motion: (Collins/Gregory) to approve dues structure as noted in the Membership Dues Structure. Passed 8-0 with Schneider absent

Motion: (King/Cooley) to approve Management Contract Exhibit A with ARC for an \$18,000 contract paid in six monthly installments. Past 6-0 Schneider and Gregory absent

Motion: delayed to electronic action by 11/7/03, to approve ARC Conference Exhibit A CRRABoard 2004 March Conference (Revised)

Motion: (Cooley/?) authorize President to sign contract with Holiday Inn Maximum CRRALiability of \$5,000

Motion: (Gregory/Cooley) to impose deadline of December 1st for President Davis and NRC to negotiate a contract for involvement in NRC conference that provides cost reimbursement and a clear CRRARole in writing. Past 7-0 Schneider absent, Davis abstain

Motion: (Gregory/Powers) to approve CIWMB contract. Past 8-0 with Schneider absent

Motion: (Cooley/Powers) to move forward with planning and advertising for meeting space at the Sacramento Convention Center

and authorize President Davis to sign contract (\$3,125 contract value) with revisions for ARC to develop contracts for Board review and approval. Past 8-0 with Schneider absent

Motion: (Watts/Gregory) to approve NRC Cost Reimbursement to Thousand Oaks (Watts) for November booth costs Motion past. 8-0 with Powers Absent.

Completed minutes with discussion are available to view online at www.crra.com.

CRRAINcomeStatement

CRRAINcome Statement for the Nine Months Ended Sept. 30, 2003

	CRRAOrganization To-Date	Conference Actuals To-Date	Technical Councils To-Date	CRRACombined Totals To-Date
INCOME:				
Advertising	50.00	1,000.00	0.00	1,050.00
Grant Income: Zero Waste	0.00	0.00	0.00	0.00
Compost Prod Appl Fees	0.00	0.00	0.00	0.00
Exhibits	0.00	35,817.50	0.00	35,817.50
Interest	138.21	0.00	0.00	138.21
Dues-Associate	6,000.00	0.00	0.00	6,000.00
Dues-Business	5,000.00	0.00	0.00	5,000.00
Dues-Gov't Agency	8,850.00	0.00	0.00	8,850.00
Dues-Individual	4,725.00	0.00	0.00	4,725.00
Dues-Non-Profit	1,950.00	0.00	0.00	1,950.00
Dues-NRC	10,267.00	0.00	0.00	10,267.00
Dues-Student	225.00	0.00	0.00	225.00
In Kind Inc/Memo	0.00	4,200.00	0.00	4,200.00
Miscellaneous Inc	0.00	185.00	0.00	185.00
Registration Inc	0.00	100,765.00	5,205.00	105,970.00
Special Events Inc	0.00	7,940.00	0.00	7,940.00
Sponsorship	2,137.60	102,324.03	100.00	104,561.63
Tours Income	0.00	2,360.00	0.00	2,360.00
Auction Inc	0.00	44.00	265.50	309.50
In-Kind - A/V	0.00	0.00	0.00	0.00
In-Kind - Postage	0.00	0.00	0.00	0.00
In-Kind - Food & Bev	0.00	0.00	0.00	0.00
In-Kind-Advertising	0.00	0.00	0.00	0.00
In-Kind-Exhibits	0.00	0.00	0.00	0.00
Annual Allowance to TCs	(16,000.00)	0.00	16,000.00	0.00
Total Income	\$23,342.81	\$254,635.53	\$21,570.50	\$299,548.84
EXPENSES:				
Audio/Visual	0.00	6,491.88	0.00	6,491.88
Awards	0.00	4,399.55	0.00	4,399.55
Bank Service Charges	4.00	0.00	0.00	4.00
Computer Svcs	6,052.81	2,751.14	0.00	8,803.95
Contract Labor-Other	490.00	0.00	0.00	490.00
Cont Labor-Site Inspect	0.00	0.00	0.00	0.00
Credit Card Fees	586.29	2,390.38	65.09	3,041.76
Decorator Exhibits	0.00	8,060.50	0.00	8,060.50
Dues & Subscriptions	0.00	0.00	0.00	0.00
E-Mail Fee	260.10	0.00	0.00	260.10
Entertainment	0.00	1,460.35	0.00	1,460.35
Facility/Equip Rental	0.00	200.00	0.00	200.00
Food & Beverage	0.00	22,933.71	1,252.91	24,186.62
Insurance	1,495.00	1,206.05	0.00	2,701.05
License/Tax/Permits	10.00	0.00	0.00	10.00
Legal Fees	0.00	0.00	0.00	0.00
Management Fee	18,000.00	36,835.20	0.00	54,835.20
Marketing/Advertising	0.00	0.00	0.00	0.00
Miscellaneous Exp	6.00	4,370.00	295.00	4,671.00
NRC Memberships	7,614.75	0.00	0.00	7,614.75
Postage	3,557.81	2,950.64	52.17	6,560.62
Printing/Reproduction	7,764.69	15,622.46	8.25	23,395.40
Registration Fees Paid	100.00	0.00	125.00	225.00
Security	0.00	606.00	0.00	606.00
Shipping	0.00	0.00	0.00	0.00
Speaker Fees	0.00	0.00	0.00	0.00
Supplies	10.31	65.00	35.98	111.29
Telephone/Fax	1,607.02	1,066.55	1,007.23	3,680.80
Travel/Lodging	1,182.44	6,862.55	322.08	8,367.07
In-Kind - A/V	0.00	0.00	0.00	0.00
In-Kind - Postage	0.00	0.00	0.00	0.00
In-Kind - Food & Bev	0.00	0.00	0.00	0.00
In-Kind-Advertising	0.00	0.00	0.00	0.00
In-Kind Exhibits	0.00	0.00	0.00	0.00
In-Kind-Conf Misc	0.00	4,200.00	0.00	4,200.00
In-Kind - Legal	0.00	0.00	0.00	0.00
Total Expenses	\$48,741.22	\$122,471.96	\$3,163.71	\$174,376.89
Net Income (Loss)	(\$25,398.41)	\$132,163.57	\$18,406.79	\$125,171.95



Celtic Circle

by Richard Anthony

This fall (October 2003) Debbie and I traveled through Ireland and Wales. A recycler's holiday in the land of the Celtic tribes, Debbie's roots, and zero waste workshops, my passion.

We flew in to Ireland at the Shannon airport and traveled by taxi, bus and train. We stayed several nights in Limerick, Galway and Dublin each. While walking the shops and seeing the attractions, we observed the disappearance of the plastic bag. There is now a tax on plastic bags in Ireland. At night, on local Irish TV, we tuned in to a public debate over a newly introduced "bin" tax.

The European Union has mandated reductions in organics disposed of in landfill. The Government of Ireland is part of the Union and sees the new tax as a way to finance these newly mandated "waste management costs." A commercial on TV, aired after 9:00 PM that week because of its graphic content, showed an Irish neighborhood submerged under a tidal wave of garbage.

In the debate, the public never denies the need for recycling but complains about the new tax. Being from California, we were able to swap opinions with cab drivers and locals on the benefits of Arnold (they wanted to tell me); and the reasons for the bin tax (I wanted to know their opinion). This is "Quid Pro Quo" tourist style.

In Dublin, we saw the Book of Kells at Trinity College. This is one of the oldest books in the world, or Ireland, or somewhere. This book includes original transcripts of the bible written by Irish monks during the Roman Empire. Debbie being a librarian was very impressed about the book, and I was impressed with the display that showed how the pages of these books were made out of animal skins; and that the inks came from all over the world (blues from Afghanistan).

Through out Ireland we were able to communicate with the folks at home through Internet cafes we found in Galway, Dublin and later in Cork.

We took the ferry from Dublin to Wales, the train to Bangor, and a taxi to Beaumaris, which is located in North Western Wales on the historic Island of Anglesey along the Menai Straits. In this beautiful seacoast town with a 13th century castle, we had a view from our hotel room across the Straits facing the mountains of Snowdonia. One morning I awoke to a sunrise that splashed color over the straits and on the newly fallen snow of Snowdonia. It was remarkably both "brilliant and lovely".

The first meeting of the Zero Waste International Alliance (ZWIA) Board of Directors included over a dozen people representing NGO's from many countries in both hemispheres. Our agenda included drafting the mission and charter for the group. In three days of discussions, of which one member characterized

as "violent agreement," we produced a draft charter, an application for nonprofit NGO status, and a plan for the next year. We agreed that the mission of the Zero Waste International Alliance will be "Working toward a world without waste though public education and practical application of zero waste principles."

After our meeting we traveled east to Llandudno, Wales, for the annual Wales recycling conference. The Welsh Recycling Association is called "CYLCH" which is Welsh for circle. The Saint George Hotel in Llandudno AKA "Where Snowden meets the sea" or Beautiful haven of peace" was the venue for the CYLCH Conference whose theme was Getting it Sorted.

Llandudno is a coastal resort town with a century of Welsh history. The speakers represented the Welsh Government, recycling industries, collectors and processors. The Welsh have the social and legal organization, and most of the market infra structure in place to seriously pursue a zero waste system.

Although in Ireland we were able to communicate to the folks at home via e-mail at inter net cafes, we did not find the cafes in Wales. We found instead the inter net at the post office and public libraries. Wales has a great system of Internet access through the public library system making the location of the local library wherever we went, a necessity.

After the CYLCH conference, we had a weekend in the City of Cardiff. Cardiff is the capital city of Wales and was a major port for the US troops in WW II. We spent the days in the city, the Castle and the port area, locating and exploring the public museums and the local library.

On Tuesday the first Zero Waste Workshops began in Cardiff. This workshop was quiet and thoughtful. Over a hundred recyclers came from southern Wales to hear the international experts speak about zero waste. Canada, Australia, New Zealand, Philippines, Colorado, California, Japan and England were represented.

Eric and I led a workshop on education. My input was "Save Wales, Recycle." There was a "can do" spirit at this event that implied the inevitable success of Zero Waste in Wales. Thursday morning we flew to Cork, Ireland for the second of four zero waste workshops. Cork is the second largest Irish City and in our cab drivers opinion the only true one.

We arrived after the opening session. Several hundred people were in attendance. I joined the conference and Debbie went looking for the Blarney stone and the local library. The atmosphere was intense in the conference hall and the room was full of elected officials, business people and concerned citizens.

See [Celtic Circle](#), page 9

Save the dates!

Come early this year for



A Training & Certification Conference

CRRA 2004 Conference
March 8-10, 2004
Monday – Wednesday
Sacramento Convention Center

Two major recycling events in one place, at one time!
CRRA and CIWMB are proud to introduce a new
Certification Program with this year's conference.

**The CRRA 2004 Training Conference and
CIWMB 5th Annual Recycled Product Trade Show**

Training Certificate for:

- Local Government Recycling Coordinators
- State Government Recycling Coordinators
- Recycling Coordinator I

CRRA will host special tracks covering:

- LEGISLATION AND POLICY, presented with *Californians Against Waste*
- GREEN BUILDING, Keynote Address
DAVID GOTTFRIED, founder of U.S. Green Building Council and author of *Greed to Green*
- MARKET DEVELOPMENT, presented with *California Association of Recycling Market Development Zones*
- LOCAL GOVERNMENT
- STATE GOVERNMENT

Why should you attend this Conference?

- Hands-on tools to help you do your job
- Receive certification for attending sessions
- Multiple tracks
- Learn about other successful programs and cutting-edge practices

Reduced registration fees! Certificates are included in the price of registration.

For more information and to register, go to www.crra.com or call **916.441.2772**.





A Training & Certification Conference

CRRA 2004 Conference and the 5th Annual Recycled Product Trade Show

CRRA Tools For Change March 8 - 10
Recycled Product Trade Show March 10-11
Sacramento Convention Center



Register one of two ways:

- **Online** at www.crra.com or
- **Complete the attached registration form** and submit it by fax or mail to:

CRRA
Attn: Kym Dreher
P.O. Box 276567
Sacramento, CA 95827-6567
Fax: (916) 932-2209
E-mail: kymd@4arc.com

If you register after **March 1, 2004**, the trade show meal fees must be included with the registration form.

Registration Form and Attendee Badge Information:

(Please print or type all information)

One registration per form! Please copy this form for additional registrants.

First Name _____

Last Name _____

Title _____

Organization Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

E-mail _____

Web site _____

CRRA 2004 Conference *Tools For Change* Registration

<input type="checkbox"/> CRRA Member	\$250.00
<input type="checkbox"/> CRRA Non-Member	\$300.00
Form of Payment:	Check Visa MasterCard
Name on Credit Card:	_____
Card Number:	_____
Card Expiration:	_____ V-Code _____
Signature:	_____

Recycled Product Trade Show Registration

Please check all that apply:

Wednesday, March 10, 2004
 Admission only (no meal)
 Admission with meal

Thursday, March 11, 2004
 Admission only (no meal)
 Admission with meal

Meal Prices after March 1, 2004 is \$15.00 per lunch

EASY ACCESS TO LOCAL GOVERNMENT CONTACT INFORMATION

You can now quickly and easily find local government contact information through the new automated search tool the California Integrated Waste Management Board (Board) has developed to assist local jurisdictions and the public. Just bookmark this site (<http://www.ciwmb.ca.gov/OLA/contacts.asp>) to find both Board staff and local government contact information, such as:

- Name and address
- E-mail address and fax number
- Board's Office of Local Assistance representative
- Neighboring jurisdictions' contacts for the State

Please provide feedback on this automated search tool to Local Government Central at: LGCentral@ciwmb.ca.gov or fax to (916) 319-7285.

\$10 MILLION IN GRANTS AVAILABLE FROM DOC

AB 28 goes into effect on January 1, 2004. As part of AB 28 the Department of Conservation will make grants totaling up to \$10 million for recycled market development & expansion related activities aimed at increasing the recycling of beverage containers. This is a new grant program and the DOC is looking to get feedback and suggestions from stakeholders. For more information contact Jim Hill at jhill@consvr.ca.gov.



ELECTRONICS PARTNERS CORPORATION TO RECYCLE MORE E-WASTE WITH \$700,000 STATE BUSINESS LOAN

LOS ANGELES—To address the rising quantities of discarded electronics, or e-waste, the **California Integrated Waste Management Board** has approved and funded a \$700,000 business recycling loan to the Electronics Partners Corporation (ePC) of Los Angeles.

"Electronics Partners Corporation is making a substantial difference in today's recycling marketplace," Board Member Carl Washington said during a ceremony held to celebrate ePC's expansion in Los Angeles. "This operation is exactly the kind of business enterprise we need more of to deal with the wave of obsolete electronics building up throughout California. On behalf of the State of California, I thank ePC for taking a leadership role in the recycling industry and

moving us one step closer to a zero waste society."

Through the Board's Recycling Market Development Zone (RMDZ) loan program, the company received a \$700,000 business loan at 2.5 percent interest for 10 years. The loan helped fund equipment purchases and provided working capital for the e-waste processing company. The expansion will help ePC divert up to 5 million pounds of electronics waste per month, or approximately 30,000 tons a year, and is projected to create an additional 97 jobs. Materials created by the recycling process include granulated plastics, metals, and fiberglass suitable for use as feedstocks in new manufacturing. Additionally, some products are presorted for refurbishing or to be sold as components through ePC's partner network and thus diverted from the waste stream.

Electronics Partners Corporation provides an outsourced end-of-life processing service to leading recyclers and e-waste aggregators. The company's proprietary mechanical separation technology can take in all types of electronics and systematically converts the e-waste into commodity resources of plastic, fiberglass, and metals. Nothing goes to landfills or gets exported. The process is the result of more than six years of research and development. The company processes computers, data communications and telecommunications equipment, cell phones, home entertainment components, and low-value electronics. The materials are collected from ePC's partner network of government municipalities, original manufacturers, large businesses, consumers, and waste companies.

Since 1993, the Board has established 40 Recycling Market Development Zones throughout California, similar to the federal Enterprise Zone program designed to promote economic growth and business development. To date, the Board has funded \$72.9 million in RMDZ loans. For more information about the program, or to apply, please visit www.ciwmb.ca.gov/RMDZ or call (916) 341-6536. Inquiries are also welcome at loans@ciwmb.ca.gov.

Greenbuild 2003, continued from page 1

disassembly and materials consistency.

Some of the offerings don't fit a recycler's image of "green". There were roof systems designed to catch rainwater for recharge, some involving a system of plastic pipes embedded in concrete. I spend a long time talking with the Vinyl Institute, trying to get my mind around vinyl's recycling and environmental benefits. The film "Blue Vinyl" played at the local film festival during Greenbuild. I wonder if the Vinyl Institute folks were in the audience.

Action Continues on Development of E-Waste Regulations

Almost immediately upon being sworn, Governor Schwarzenegger signed an Executive Order placing a 180-day moratorium on the adoption of new regulations. A number of city officials have asked the League how this moratorium intersects with the new regulations being developed by the California Integrated Waste Management Board and the Department of Toxic Substances Control to implement SB 20 (Sher), the e-waste legislation enacted this year. Besides the timing issue, some city officials apparently believe the Executive Order actually repeals SB 20. (It does NOT repeal SB 20!)

After researching the question, The League of Cities provided the following guidance. Generally, the Executive Order only applies to regulations that have been submitted to the Office of Administrative Law (OAL) for approval. Since the Waste Board and DTSC are in the early stages of developing the regulations, at this time the 180-day moratorium does not apply to the SB 20 regulations. Thus, the SB 20

stakeholder meetings and other consultations will continue and both agencies will move ahead in developing the regulations.

At this time, it appears that the Waste Board will review and possibly adopt the final regulations in April 2004; the regulatory package would then go to OAL for review and approval. Thus, it is quite possible that the 180-day moratorium will be over by the time the SB 20 regulations are finalized and sent to OAL. An exemption from the Executive Order could be sought if the timeline necessitates it.

The League is an active participant in the SB 20 regulatory process. City officials interested in keeping abreast of the latest developments or in participating in the stakeholder meetings should visit the SB 20 page of the Waste Board's website <http://www.ciwmb.ca.gov/Electronics/Act2003/>.

GREEN GIFT GUIDE™ OFFICIALLY RELEASED

One-Of-Kind Catalog Gives Bottles and Cans a Second Chance

Sacramento - With bottles and cans piling up in America's landfills at an alarming rate of more than 250 million a day, the California Department of Conservation has released its annual Green Gift Guide™ to help consumers "close the loop" on recycling. Now available at www.greengiftguide.com, this national catalog of "What's Hot in What's Recycled" is designed to promote recycled products and help divert billions of beverage containers from the trash.

Last year over 93 billion containers ended up in U.S. landfills; placed end-to-end these containers would stretch the length of the Interstate 80 freeway from San Francisco to New York over 3,196 times. If recycled, those containers could have provided the material to make 737 million sweaters, 546 million sleeping bags, or

30,875 Boeing 737 airplanes. Instead, these trashed containers will sit in a landfill taking up valuable space for hundreds of years.

The Green Gift Guide™ showcases easy-to-find gifts such as an all-weather L.L. Bean® Adirondack chair made from recycled plastic jugs, Birkenstock® socks made from recycled plastic water bottles and a cozy PETsMart® dog bed made from clear plastic recycled bottles.

In addition to a variety of gifts made from recycled material, the 2003 Green Gift Guide™ includes simple hints and suggestions on how to shop for creative, eco-friendly products, conserve natural resources, save energy and simple "green living" tips for year-round.

Celtic Circle, continued from page 5

Mal Williams Executive Director of CYLCH and our host for the ZWIA meeting, the CYLCH conference and all four zero waste workshops and his enthusiastic staff had developed an agenda that sprinkled the international speakers with local program managers and successful programs. There was much emotion and discussion and a lot of consensus in the end. I think we witnessed the beginning of the Zero Waste Ireland campaign.

From Cork back to Limerick by train and then a cab the next morning to the airport at Shannon, we were home again after nearly 24 hours in airports and planes.

While we were gone San Diego County's outlying and rural area caught on fire and State and National forest, Indian lands and private property burned. The aftermath left dozens dead, hundreds of

homes destroyed, thousands of people left homeless, and tens of thousands of acres of smoldering burned out land. Most of the recycling coordinators in fire areas are working in disaster relief and now, cleanup programs.

We arrived home in time to be part of the Enviro Fair organized by San Diego CRR Chapter President Nancy Strauss. Over three hundred citizens attended the event. After a workshop on venue recycling, an after lunch lecture by Captain Moore on plastic pollution in the ocean ("move over plankton here comes plastic"), and the green building workshop, several dozen people met with the leaders of key environmental groups with the intent of organizing a zero waste communities alliance in San Diego.

We had come full circle.

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Zero Waste—You Make It Happen

03-286

Study Proves Green Buildings are Highly Cost Effective

The most comprehensive study ever done on the cost and financial benefits of green buildings demonstrates that the financial benefits exceed the cost by a factor of 10 to 1.

Washington, DC – October 17, 2003 – Investments in green buildings pay for themselves 10 times over, according to a new study for 40 California agencies. The study, by the Capital E group, Lawrence Berkley Laboratory and participating California state agencies, is the most definitive cost-benefit analysis of green building ever conducted.

With this study, the California Department of Finance, for the first time, has signed off on the existence of financial benefits associated with improved health productivity and lowered operations and maintenance costs in green buildings. The California Board of Regents also drew on the early findings of this study and is moving forward in pushing for all state higher education new construction to be "green". This study, drawing on national data for a hundred green buildings and an in depth review of several hundred existing studies, found that sustainable buildings are a very cost-effective investment.

USGBC President & CEO, Christine Ervin who served as a member of an advisory committee that guided the study, says, "The study's conclusive findings demonstrate that green building is cost-effective and makes good business sense."

Greg Kats, a Principal at Capital E, and the lead author of the report stated that "The report should permanently lay to rest the myth that green buildings are not cost effective and not ready for prime time."

The report concluded that financial benefits of green design are between \$50 and \$70 per square foot in a LEED building, over 10 times the additional cost associated with building green. The financial benefits were found to be in lower energy, waste and water

costs, lower environmental and emissions costs, and lower operational and maintenance costs and increased productivity and health.

Summary of Report:

For a copy of the report, go to:

<http://www.usgbc.org/Docs/News/News477.pdf>

For a list of certified green buildings see:

https://www.usgbc.org/LEED/Project/project_list.asp

For a list of registered green buildings, see:

https://www.usgbc.org/LEED/Project/project_list_registered.asp

What are green buildings?

"Green" or "sustainable" buildings use key resources like energy, water, materials, and land more efficiently than buildings that are just built to code. They also tend to create healthier work, learning, and living environments, with more natural light and better air quality, and typically contribute to improved employee and student health, comfort, and productivity.

About LEED

The LEED™ (Leadership in Energy and Environmental Design) Green Building Rating System is the national standard for green building. It is a voluntary third-party rating system where credits are earned for satisfying specified green building criteria. Projects are evaluated within six environmental categories: Sustainable Sites, Water Efficiency, Energy and Atmosphere, Materials and Resources, Indoor Environmental Quality, and Innovation and Design. Certified, Silver, Gold, and Platinum levels of green building certification are awarded based on the total credits earned.

Tamminen Appointed CalEPA Director

On November 12, newly elected Governor Arnold Schwarzenegger announced that he would appoint Environment Now's Executive Director, Terry Tamminen to head the California Environmental Protection Agency. While regretting the departure of its longtime leader, Environment Now's board and staff heartily congratulate Secretary Tamminen as well as Governor Schwarzenegger for making an excellent choice to head this important agency. Tamminen will no doubt play a significant role in leading the Schwarzenegger Administration forward on many of the

state's pressing environmental issues. He has proven himself to be a true leader in over 10 years of environmental advocacy and action. As Tamminen himself put it: "I look forward to helping the Governor implement the bold environmental plan that he set forth during the campaign."

This article was provided by Environment Now. For further information about Environment Now, please visit www.environment-now.org or Stacia Wells at 310-829-5568 x223.

FEATURED 2004 CONFERENCE SPEAKER DAVID GOTTFRIED



David Gottfried is the President of WorldBuild Technologies Inc., based in Berkeley, California. Since the firm's founding in 1994, WorldBuild has served as the sustainable development consultant for many of the leading and award winning sustainable building organizations and development projects in the United States. Representative clients include: Starbucks,

DreamWorks SKG, Stanford University, Williams-Sonoma, Genentech, the State of California and San Diego Gas & Electric.

David is also the Founder of the U.S. Green Building Council and Author of Greed to Green.

One man's journey -- From greedy real estate developer to a founder of the green building movement.

David Gottfried transformed not only his life, but the world. He

started his career as a successful real estate developer in Washington, D.C., during the go-go '80s, pursuing wealth and maximum consumption. With the market crash in the early '90s, he had an epiphany that led to his pioneering role in the green building movement. Gottfried's twenty-year journey involved great personal struggle as he broke through the traditional teachings of his successful father, Stanford University, and his wealthy developer cousins. He then turned his life around, to take on the \$3 trillion global building industry—pushing it to embrace sustainability.



Through his inspirational story, David Gottfried teaches us that we can change our industries, and ourselves and help the planet in the process.

Books can be purchased online at www.greed-togreen.com



NATIONAL RECYCLING COALITION

The National Recycling Coalition is now accepting abstracts for those wishing to speak at the 23rd Annual Congress and Exposition. The Congress will be held at the brand new west wing of the Moscone Center in beautiful downtown San Francisco from August 29 to September 1, 2004. To be considered, presentation abstracts must be received no later than January 30, 2004. Please note this new due date.

NRC's Annual Congress & Exposition is the premier venue to exchange new ideas about recycling, waste prevention and composting. The Annual Congress offers the most comprehensive, informative, educational program of any recycling

conference in the country. Speaking at the NRC Congress provides you the opportunity to set yourself apart and enhance your credibility and stature among industry professionals, refresh and increase your personal knowledge and challenge yourself and your colleagues through lively debates and interactive sessions.

For more information about submitting an abstract, and for a presentation application, please go to: <http://www.nrc-recycle.org/congress/sfinfo/2004call.doc>

Thanks, and see in San Francisco next August!

CALIFORNIA DEPARTMENT OF CONSERVATION OFFERS CONSUMERS TEN 'GREEN RESOLUTIONS' FOR 2004

Urges Californians to Care As Much About Waste as Their Waistline

Sacramento – As old New Year's resolutions are being recycled from last year, begin a new one you won't mind recycling every year. While working towards reducing your waistline in 2004, resolve to reduce your waste size by committing to recycle at least one out of every three water bottles you use. Such a simple step can go a long way in helping slim down the 3 million water bottles going to California's landfills every day.



This is just one of the many easy commitments Californians can make to help reduce unnecessary waste and "be green" in 2004. The new online "Green Gift Guide" (www.greengiftguide.com) includes several useful tips on how to "be green" in 2004. By committing to even a few of these resolutions, Californians can help the environment have a happy new year.

1. Look for Recycling Opportunities: Look for the nearest recycling bin, or hold onto your beverage containers until you find a recycling center or get home to your curbside bin. Simply remembering to recycle at least one out of every three water bottles will help reduce the amount of water bottles that end up in California's landfills by almost one million a day – every container you recycle makes a difference. Call your city or county recycling program or visit www.bottlesandcans.com to learn more.

2. Ask for Recycling: Does it ever seem like there aren't enough recycling bins in California? You're right...and you can help change that. If your gas station or convenience store doesn't have a recycling bin, ask for one. If you ask for recycling opportunities, you'll get them (it's easier than you think). At the office? Start an office-wide recycling campaign, or put a bin next to your trashcan for beverage containers and paper. The CRV money collected from most beverage containers can help your company reduce costs. Call 1-800-RECYCLE or visit www.bottlesandcans.com to learn more.

3. Remember the Other Important "R's" – Reduce and Reuse: Help to lessen the amount of waste by buying items that use little or no packaging, or "buying in bulk" which reduces unnecessary and excessive packaging. Also, find ways to use items over and over again, such as refilling a water bottle.

4. Buy Products Made From Recycled Materials: Resolve to "buy green" by purchasing at least one recycled-content product on a regular basis, such as paper towels or computer paper. Look for the recycling symbol (or "made from post-consumer material") on a wide range of products. There is a growing array of new products made from recycled beverage containers including backyard planter boxes and fleece clothing.

5. Make Your Home a Toxic-Free Environment: Keep your home healthy by reducing unnecessary toxic chemicals. Paints, solvents and other chemicals should be disposed of safely, not flushed down the toilet or poured down the drain. Did you know baking soda and vinegar substitute as great all-purpose cleaners? Other non-toxic household cleaners can be found at many stores. Cut down on pesticides and fertilizers in your garden and you'll limit what gets washed into rivers, bays and the ocean.

6. Get Out of the Car One Day a Week: Resolve to spare the air. Carpool, use public transportation or bicycle. Using alternative transportation a day or two a week is manageable, and getting out from behind the wheel can be relaxing. Plus, riding a bike fulfills the annual resolution to exercise more.

7. Start a Compost Pile to Feed Your Garden: Convert those yard clippings and vegetable peelings and even coffee grounds into nature's fertilizer for your garden. Home composters can be found at most home and garden centers. Many counties now offer discounted rates for home composters and many more counties take yard clipping "donations" for municipal compost piles that provide soil for local parks. Call your city or county for more information or visit <http://www.ciwmb.ca.gov/Organics/HomeCompost/> to learn about composting at home.

8. Enjoy the Great Outdoors: Visit a local, state or national park. Take some time to appreciate California's world-class natural areas. Get to know some of the parks in your area and beyond. Ask about volunteer opportunities or special nature programs geared toward kids.

9. Go Local – Volunteer in Your Community: Resolve to improve your hometown environment. Sign up for the local clean-up day, tree-planting effort or community garden. Take your kids to a neighborhood creek restoration effort to show them what an ecosystem is all about. Volunteer at a local park. Adopt your own space and turn it green.

10. Conserve Energy: Cut your monthly energy bills 30 percent by replacing old equipment in your home with state-of-the-art Energy Star products. Get going on those energy-efficient home improvements you've been putting off all year. Turn off lights when you leave a room and keep the thermostat at 70 degrees. For more tips on conserving energy, visit www.flexyourpower.ca.gov.

For more information about the "Green Gift Guide", please visit www.bottlesandcans.com or call 1-800-RECYCLE.



CIWMB Update

What's new on CIWMB Website

Updates are available on the implementation of SB 20, the Electronic Waste Recycling Act of 2003. There is information here about the legislation, timelines and meetings.

Inventory of Solid Waste Facilities

Violating State Minimum Standards: A list of solid waste facilities in California that are violating the state minimum standards for solid waste handling and disposal. State minimum standards regulate the design and operation of solid waste facilities in order to protect public health and safety and the environment.

Enforcement Information: Links to Waste Board related enforcement web pages have been consolidated. Further improvements are anticipated, including adding information about results of facilities inspections and other enforcement related items.

Landfill Compliance Study Progressing; Most Landfills Not Fully Lined

Portions of a large study on landfill regulation in California will be presented to the Waste Board over the coming months. The first presentation was made at the October Board meeting and included the following findings:

- Of the 224 open and closed landfills investigated in California, only 16 were fully lined and of those, only 4 meet current standards for lining landfills. Of the remaining 208 landfills, 70 are partially unlined and 138 are fully unlined.
- The typical landfill in the state is rural, publicly owned and takes in about 385 tons of waste per day.
- There is about 1.2 billion cubic yards of disposal capacity left in the state, or about 35 cubic yards for every person.

Over the coming months more components of the study will be presented.

State and Consumer Services Agency and the Sustainable Building Task Force

has released two reports.
1. Building Better Buildings: An Update on State Sustainable Building Initiatives (Blueprint for Sustainable State Facilities) is the first in a series of progress reports on the state's sustainable building efforts. Specifically, the report highlights notable policy and program achievements in California, describes key Task Force partnerships, provides an in-depth look at several significant sustainable building projects, and details Task Force goals for the coming years.

2. The Costs and Financial Benefits of Green Building is an economic analysis study commissioned by the Sustainable Building Task Force and written by Greg Kats along with several contributing authors. This report, the most comprehensive green building

cost benefit analysis completed to date, concludes that sustainable design can be incorporated into a structure with little or no increase in construction costs and that the total financial benefits of green buildings are over ten times the average initial investment required to design and construct a green building. Energy savings alone exceed the average increased cost associated with building green.

New Phone System

The main number for the Waste Board (341-6000) has been converted to use an Automated Call Directory (ACD) system for routing incoming calls. All calls to the Board's general information number will be greeted and guided by the ACD system, with menu options corresponding to the most "frequent call types" and "automatic transfers" to various program areas when the caller is requesting specific program-related information. The new ACD system also includes an option for accessing a directory of all CIWMB staff telephone numbers with an "automatic transfer" feature. There is an option in the new system to reach a live operator. As part of the new system, there will be a recorded message highlighting items of interest regarding the current month board agenda. In addition, it is hoped that there will soon be an option that will allow callers to listen in to the same Board/Committee broadcasts that are currently carried on the Internet.

Notice of a 30-day Public Comment Period for the California Integrated Waste Management Board's: DRAFT Model Construction and Demolition Diversion Ordinance

The California Integrated Waste Management Board (Board) staff is soliciting feedback on the proposed Draft Model Construction and Demolition (C&D) Diversion Ordinance. Senate Bill (SB) 1374 (Kuehl; Statutes of 2002) directed the Board to develop a model C&D diversion ordinance by March 1, 2004. The bill does not require jurisdictions to adopt a C&D ordinance, nor does it require them to adopt the Board's model ordinance as their own by default. The Board was also directed to solicit public comments during a 30-day period prior to adopting the model. The draft model ordinance text can be found on the Board's Web page at <http://www.ciwmb.ca.gov/LGLibrary/LocalDocs/CandDModel/>.

The Board encourages all potentially affected parties to participate by submitting comments by 5:00 p.m. on January 31, 2004.

Written comments can be sent via e-mail to DPLAOLA@ciwmb.ca.gov. Please add " Model C&D Diversion Ordinance comments" to the subject line of your e-mail.

For questions about the draft model ordinance, please contact Terri Edwards or Carolyn Sullivan by telephone at 916.341.6199, or by email: tedwards@ciwmb.ca.gov ; csulliva@ciwmb.ca.gov.

WEB SITE DIRECTORY

- Alameda County Waste Management Authority**
www.stopwaste.org
- Bay Area Recycling Outreach Coalition**
www.bayarearecycling.org
- Californians Against Waste**
www.cawrecycles.org
- California Integrated Waste Management Authority**
www.ciwmb.ca.gov
- California Plastics Markets**
www.caplasticsmarkets.com
- California Resource Recovery Association**
www.crra.com
- CalMax**
www.ciwmb.ca.gov/calmax/
- Conservatree**
www.conservatree.com
- Earth's 911-Environmental Recycling Hotline**
www.CLEANUP.org and www.Earth911.org
- Friends of the Earth**
www.foe.org
- GrassRoots Recycling Network**
www.grrn.org
- Green Seal**
www.greenseal.org
- Merced Co. Source Reduction/Recycling Web site**
www.mcag.cog.ca.us/recycle.htm
- National Recycling Coalition**
www.nrc-recycle.org
- Northern California Recycling Association**
www.ncrarecycles.org
- Refined Motor Oil Web site**
www.re-refined.com
- San Diego Earth Times**
www.sdearthtimes.com
- San Francisco Solid Waste Management Program**
www.sfenvironment.org
- San Mateo Recycleworks**
www.Recycleworks.org
- Second Chance Web site**
www.choose2use.org
- Solana Recyclers**
www.recycledproducts.org
- Steel Recycling Institute**
www.recycle-steel
- U.S. EPA**
www.epa.gov
- U.S. Green Building Council**
www.usgbc.org
- Worldwatch Institute**
www.worldwatch.org

UPCOMING EVENTS

March 8-10:

CRRA 2004 Training Conference,
Sacramento Convention Center.

To register or for more information see pages 6,
or www.crra.com.

March 10-11:

CIWMB Annual Recycled Product Trade Show,
Sacramento Convention Center.

Register online @
www.ciwmb.ca.gov/BuyRecycled/Events/TradeShow/

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environmental events happening around the world at:
www.CRRA.com

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