



The EarthWISE Bulletin

The Sustainable Business Bulletin

Marion County

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Important dates:

- Dec. 9 Valley Roots
- Dec. 21 Winter solstice
- Dec. 25 Christmas
- Jan. 1 New Year's Day
- Jan. 3 Application deadline for MR class
- Jan. 18 MLK Jr. Day
- Jan. 19 Green Awards Nominations due
- Feb. 4 Master Recycler classes begin
- Feb. 16 Presidents' Day
- Feb. 29 Leap Year day!
- Mar. 12 Seventh Annual Mid-Valley Green Awards
- Mar. 21-25 School spring Break



Tis the season!

Is there a Green Award nomination to be made?

If you are reading this right now, there's a good chance you are working for an EarthWISE organization. There is also a good chance that you are a person who values environmental stewardship and seeks to make your little corner of the world a bit greener, a bit more sustainable.

How you or your organization do these green actions is more than an academic exercise. Actions that cut waste, slash energy and water use, and possibly save money, are all part of a greater whole that strives to protect our planet and conserve the resources that our children will need.

What you do counts...and our community needs to know about it.



Why?

Inspiration and emulation. If we know about your successes, we feel like we're not alone and that others value what we do. And, if your actions can be replicated, we might learn how to take the same steps where we work or live.

A great way to share those successes would be to nominate your organization, neighbor, friend, or teacher for a **2016 Mid-Valley Green Award.**



Categories include:

- **Recycler of the Year: Individual and organization categories**
- **Green Product or Service of the Year**
- **Sustainable Business of the Year: Large and small categories**
- **EarthWISE Business of the Year**
- **Green Apple of the Year**
- **Green Brewery/Cider/Wine Maker of the Year**

The 2016 Green Awards will be held at the Historic Elsinore Theater (big change) on Saturday, March 12th, at 7pm. Nominations, however, are due on Tuesday, January 19th, at the stroke of midnight.



Once is not enough

Habitat ReStore reduces waste while saving shoppers money

Habitat for Humanity's ReStore provides a place for people to conserve precious resources, prevent items from heading to the waste stream, and save money.

The Salem store is an 18,000-square-foot warehouse filled with stuff people don't want anymore: dishwashers, tables, doorknobs, screws, wood planks and windows. All of the items are donated from private individuals, contractors or big box stores.

But what is one person's garbage is another's treasure. By buying used products, people can eliminate the need for the extraction of virgin materials for making new items. Plus, that discarded item didn't end up in a landfill or at Marion County's incinerator.

"Shoppers, property managers, and do-it-yourselfers can spend \$2 to \$3 for a part instead of \$20 or \$30 for that part new," said Richard Jacobson, director of the Salem ReStore.

The store estimates that its efforts have meant that 3,852 tons of recycled goods—items that are donated and sold—have been kept out of the waste stream since 2007.

Its mission of reuse, however, is *not* the reason it is EarthWISE certified, which it received in 2011.

The Mid-Willamette store earned its EarthWISE certification because it operates in an environmentally friendly way. The thermostat is kept at between 55 and 58 degrees to conserve energy and the computer monitors are set on timers to ensure they aren't left on long when not in use.

But it's in the recycling realm that the ReStore really shows its green.

When an item—such as an appliance—is donated to the ReStore, the first thing staff do is test to make sure it works. If it does, it can be placed on the floor to be sold. If the item doesn't work, staff



A wide range of plumbing, electrical, and building materials are offered.

strips it down to a pile of metal and plastic. All the plastic can be recycled in the store's recycling bins. All of the metal is sold to a scrap metal dealer.

Every month, the ReStore generates 4 to 6 tons of metals, bringing in about \$12,000 annually.

The ReStore also has a recycled bottle and can bin, which generates \$1,500 to \$2,000 a year.

By buying used products, people can eliminate the need for the extraction of virgin materials for making new items.

Lumber that can't be sold is recycled. ReStore employees take a ton of lumber every 2 to 3 weeks to Oregon Pallet, which grinds up the wood and makes new pallets out of it.

South Salem Seniors recycle all of the cardboard and paper on site. A recycled paint company, PaintCare, accepts any paint that is dropped off at the ReStore.

And all of this recycling means that there is hardly any garbage.

"Our garbage is pretty much non-existent," said Jacobson. "We have a 3-yard dumpster but the garbage hauler only charges us for a 1-yard dumpster because we barely put anything in it."



Store hours & info:
Open on Monday to Friday from 9 to 5:30; Sat. 9 am to 4 pm.

Time to recertify already?
These EarthWISE businesses did



**Oregon State Library
2010- 2015**



**AAA Cleaning Service - Metro, Inc.
2010- 2015**



**Assistance League of Salem — Daue House
2011- 2015**



**Assistance League of Salem — Encore Furniture
2011- 2015**



**Salem Keizer Transit
2013- 2015**

Ask Mister Sustainability

The EarthWISE assessment asks us if we buy things with recycled content—like toilet paper. Toilet paper? I can't imagine that TP is that big of an environmental deal. Enlightenment, please?

The internet is full of illuminating histories of your friendly, neighborhood toilet roll, but suffice it to say that the seminal moment occurred in 1857 when "Therapeutic Paper" was commercially marketed by Joseph Gayetty. Sold on a roll of 500 sheets, Gayetty's invention created a new market with a seemingly bottomless demand.

OK, I got that out of the way.

So... how does this tiny little roll of paper have such a huge environmental impact? Let's consider one fact: the average U.S. consumer uses more than 20,805 sheets annually (and is part of a \$5.7 billion bathroom tissue industry.) When we consider the natural resources depletion that go into TP production, we discover that approximately 7 million trees are used each year to supply toilet paper demand—just in the U.S. alone.

With much restraint I resisted the phrase, "wiping out 7 million trees."

The idea of using virgin wood for throwaway paper products seems silly, but it happens nearly 99 percent of the time. Toilet paper made of 100 percent recycled paper fiber makes up less than 2% of the market in the U.S. But we can change that by switching to TP with recycled content. Environmental benefits?

- **TP with recycled content provides a second use for recycled paper materials.**
- **Paper fibers can only be recycled a few times so TP is a good "end" use.**
- **Recycled paper uses 50% less water and 40% less energy to manufacture.**
- **The United States Environmental Protection Agency (EPA) has found that recycling causes 35% less water pollution and 74% less air pollution.**

Millions of us love to recycle, but if we don't support the purchasing of recycled products in the marketplace our recycling system collapses. No ifs, ands, or buts about it!

Factoid Department

The 2015 drought has folks looking to meet future demand. Hence, industrial desalination and water reuse technologies markets are predicted to hit \$12bn by 2025.

Corn is a fairly water intensive crop. Interestingly, in the U.S. we have 3 times as much lawn as corn.

Time to switch to less thirsty native plants?

Good news! Pew Research tells us that the average U.S. home in 2012 used 31% fewer Btu's of energy than in 1970.

Bad news! The square footage of U.S. homes increased by 28% in that same time period, effectively negating most progress in energy efficiencies.

Size matters....

Of the 10 U.S. cities that have adopted a zero waste initiative, 5 of them are on the West Coast—Seattle, San Francisco, Oakland, Los Angeles, and San Diego.

Stanford University researchers may have found the solution to global plastic pollution: mealworms. They say the tiny critter can subsist on Styrofoam and other forms of polystyrene.

So....size doesn't matter?

Ready for a lunchtime green gathering? Then come check out the

Valley Roots December Meeting

Wednesday, December 09, Noon to 1pm
Courthouse Square, 4th floor training room
555 Court Street NE, Salem



Master Recyclers will discuss the program and how they've implemented their knowledge at work. Bring your zero-waste lunch, and we'll have plenty of time to network after the 20 minute presentation.

Feel free to invite friends, however please RSVP to the event.

jsramey@co.marion.or.us or visit the [Valley Roots Facebook](#) page.

EarthWISE Member Directory

* Denotes new EarthWISE business

Automotive

AJ's Auto Repair, Inc.
Brooks Automotive
Capitol Auto Group
Sanford Automotive

Construction

Advantage Precast, Inc.
Arbuckle Costic Architects, Inc.
Barnwood Naturals, LLC
Carlson Veit Architects, P.C.
CB|Two Architects
dalke Construction
Day Heating & Cooling
Fluent Engineering, Inc.
Jet Industries
LCG Pence Construction, LLC
Modern Building Systems, Inc.
Nathan Good Architects*
Pence Northwest Construction, LLC
Studio 3 Architecture, Inc.
White Oak Construction

Education

Chemeketa Community College
Chemeketa Center for Business & Industry
Straub Environmental Center

Financial

Country Financial
FPS, Inc.
SELCO Community Credit Union

Food

Bentley's Grill
BrucePac - Silverton & Woodburn Plants
Cascade Baking
Kerr Concentrates, Inc.
LifeSource Natural Foods
NORPAC Foods - Stayton, Brooks, & Salem Plants
Rafns' Spring Valley Dairy
Truitt Brothers, Inc.
Willamette Valley Fruit Company

Government

Champoeg State Heritage Area
Marion County Dog Shelter
Marion County Public Works—Silverton Road Campus
OR Department of Administrative Services- 20 Buildings
OR DAS - Salem Motor Pool
OR DAS - Property Distribution Center
OR Dept. of Corrections (DOC) CDC/Warehouse
OR DOC Gath Road Range
OR DOC Mill Creek Correctional Facility
OR Santiam Correctional Facility
OR State Corrections Institution
OR DOC State Penitentiary
OR Department of Energy
OR Exposition Center
OR Dept. of Public Safety Standards & Training
OR Lottery
OR State Capitol
Salem Center 50+
Salem Civic Center
Salem Fire Department
Salem Housing Authority
Salem - Information Technology
Salem - Public Works Willow Lake WPCF
Salem Shops
Salem - Urban Development's Airport Division
Salem - Urban Development's Director's Office
Salem Public Library

Landscaping

DeSantis Landscapes, Inc.
The Garden Angels
Green Acres Landscape, Inc.

Medical

Holly Chamberlain D.D.S., L.L.C.
Chiropractic Physicians, P.C.
Willamette E.N.T. & Facial Plastic Surgery, LLP

Not For Profit

Assistance League of Salem - Daue House
Assistance League of Salem - Encore Furniture
Family Building Blocks
Garten Services, Inc.
Habitat for Humanity of the Mid-Willamette Valley

Not For Profit (Continued)

Marion-Polk Food Share
SAIF Corporation
Temple Beth Sholom
Unitarian Universalist Congregation of Salem
United Way of the Mid-Willamette Valley
Willamette Lutheran Retirement Home

Personal Services

Designer Cut
Phiz Spa

Professional/Services

AAA Cleaning Service - Metro, Inc.
ABC Window Cleaners & Building Maintenance
Allied Video Productions
Cascade Employer's Association
Collier Law
Compex Two Computers
Lancaster Mall Operations
Law Office of Eden Rose Brown
VanNatta Public Relations/Spire Management

Real Estate & Commercial Properties

The Epping Group/Creekside Corporate Center
Pringle Creek Community
Wildwood | Mahonia

Recycling/Solid Waste

Agri-Plas, Inc.
Covanta Energy, Marion Facility
D & O Garbage Service Inc.
Loren's Sanitation & Recycling Services
Marion Recycling Center
North Marion Recycling & Disposal
Pacific Sanitation

Retail/Wholesale

Cooke Stationery Co.
Habitat for Humanity ReStore
One Fair World

Tourism/Entertainment

Grand Hotel in Salem
Salem Convention Center
Salem Riverfront Carousel *
Travel Salem

Transportation

South Salem Cycleworks
Salem Keizer Transit

Two events of note:



If your organization needs a "go to" staffer who's up on his/her 3Rs, now's the time to get that person enrolled in our upcoming **Master Recycler class**. What will they learn?

- What can and cannot be recycled (duh!)**
- Ways to reduce waste**
- Alternatives to hazardous waste**
- Composting and vermiculture**
- Who's who in local waste reduction**
- And much more!**

How does all this happen? Presentations with local experts, hands-on experiences, field trips, and catfish noodlin'. OK, that last one....bit of a stretch.

The upcoming class begins February 4th and the deadline to enroll is Jan. 3rd. Admission is on a first come basis. For more info and an application, go to **mcRecycles.net**.

Goodwill hunting?
Join us to find out how
Goodwill reduces waste



We've all been to a Goodwill, but do you know about all of the innovative things they do to ensure that textiles, electronics, furniture, books, tools and more are reused?

Join us, and get a behind-the-scenes tour where they sort donations and prepare items that do no sell. This invitation is open to all Mid-Valley waste avoiders. Please rsvp: EarthWISE@co.marion.or.us .

Details:
Thursday, January 7th
5:30 pm
3235 Portland Rd. NE, Salem 97301
Meet inside the Goodwill Outlet



Contact:

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