



The EarthWISE Bulletin

The Sustainable Business Bulletin

Marion County

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Important dates:

- June 21 Summer Solstice
- June 28-29 World Beat Fair
- July 4 Independence Day
- July 10-13 Marion County Fair
- July 18-20 Salem Art Fair
- Aug. 2-4 Fiesta Mexicana in Woodburn
- Aug. 2 Riverfront Family Fest
- Aug. 22-Sept. 1 Oregon State Fair
- Sept. 1 Labor Day
- Sept. 4 Marion County Master Recycler Program begins 

Is Cooke Stationery stationary?

Local company takes waste reduction steps and saves money

Cooke Stationery has been providing paper products and other office supplies in Salem since 1935. They have approximately 400 active commercial customers and move 15 to 20 pallets of paper and supplies every week.

And that's why the business' efforts to recycle and reduce have had such an impact.



Cooke Stationery has been at this site on State Street for nearly 80 years.

Just by recycling shrink wrap and then re-using boxes and bubble wrap, Cooke Stationery was able to reduce its garbage from a dumpster size to a roll cart size. It saved the business \$600 a year.

Agri-Plas, a Willamette Valley plastics recycler, recycles the shrink wrap from Cooke Stationery—but only clear plastic wrap.

“We had a couple of vendors that sent us pallets covered in black shrink wrap,” said Roma Walther of Cooke Stationery. “When we asked, they switched to clear wrap. That was a couple of pallets each day.”



Remanufactured cartridges cost less and reduce waste.

Since Cooke Stationery also sends packages out, as well as receives them, the bubble wrap and packaging peanuts are re-used to cushion the desk accessories or printer cartridges sent to out-of-town customers.

Printer cartridges are a big business for Cooke Stationery: the business saves customers up to 50 percent by selling

remanufactured printer cartridges. Cooke Stationery employees will pick up the used cartridges when delivering new ones or other office supplies to a business customer.

Another way Cooke Stationery reduces waste is by purchasing in bulk. Pencils and pens are often sold in individual packages—complete with a cardboard back and plastic front. But at Cooke Stationery, pencils, pens, markers, paper pads and most other office supplies are displayed and purchased in bulk containers.

“Becoming EarthWISE certified is a natural fit for Cooke Stationery Company.”

Co-owner Colleen Henery

“We evaluate every new thing ... any new suppliers or vendors,” Walther said. “That is part of our sustainable purchasing policy.”

And since Cooke Stationery’s main business is paper, employees are careful to ensure that their purchasing choices are environmentally responsible.



An interior photo of Cooke Stationery reveals their upgraded lighting. LED lights (not shown) were placed in the front of the

Recycled-content office products are stocked throughout the store and employees will not purchase paper made overseas.

“We buy as local as possible to reduce fuel and transportation costs,” Walther said.

The business is located inside an historic building—making energy-efficient upgrades more difficult. But Cooke Stationery replaced old lighting with LED (light-emitting diode) lights on timers in the windows and energy-efficient fluorescents in the store. The business has saved 5 percent to 7 percent on power bills since the switch.

“Becoming EarthWISE certified is a natural fit for Cooke Stationery Company,” said co-owner Colleen Henery. “The small changes we made eventually became part of the culture at Cooke's. Being a green company is extremely rewarding for us, but it's also part of the reason that Cooke Stationery is one of the best office supply stores around.”

By Beth Casper



The **EarthWISE Bulletin** routinely highlights EarthWISE members who are leaders in sustainability in Marion County. If you have a suggestion for a business you think should be highlighted, please send it to: EarthWISE@co.marion.or.us .

Donated Goodwill books have a happy ending

Reuse business finds creative ways to make money and eliminate waste

If you gave a friend a book and then they sold it, would you be upset? How about if they recycled it without even telling you? The Goodwill Industries of the Columbia Willamette (GICW) does just that.

The only difference, of course, is you'd be ok with it.

Every day, seven days a week, our NW regional Goodwill e-commerce division processes 10-to-15 900 pound containers of book and media material. That includes books, textbooks, DVDs, video games and CDs which are sold on-line. GoodwillBooks.com has been operating for over 10 years and generated more than \$6 million in sales last year.

Highest value sale, so far: A signed George W. Bush biography sold for \$1,800 in 2006.

Needless to say, few donated books ever fetch anything near that price, but many are sold. Books that

don't find a home, either in the Goodwill retail stores or on-line, find another use by being recycled into new paper products.

No book ends up in a landfill," said Dale Emanuel, public relations manager for GICW. "We have a very aggressive program—8,127,400 pounds of books were recycled in 2013. Those are the books that didn't end up in anybody's hands."

Goodwill Industries of the Columbia Willamette received a total of 187,000,000 pounds of donations in 2013 from 44 counties in Oregon and Southwest Washington. During that time, Goodwill kept all but 10.5% of donations received in the recycle stream.

Emanuel says, with every donation sold, 95-cents on the dollar go to mission services. "More than 62,000 NW OR, Central OR and SW Washington people with barriers to employment were serviced last year."

"I find television very educating. Every time somebody turns on the set, I go into the other room and read a book."

— Groucho Marx

BECOME A Master Recycler!

Learn about:

- What happens to your garbage
- Waste prevention, recycling and reuse options
- How to compost and the benefits of composting
- How to build "green" - saving energy and resources
- Products made from recycled content
- Water conservation

Includes Field Trips!

Everyone's welcome!

To register or for more information call 503-588-5169 or visit mcrecycles.net

Next class starts Sept. 4th!



Public Works Environmental Services

503.588.5169 Se habla español
mcrecycles.net



Time to recertify already?

These EarthWISE businesses did



**Salem Conference Center
2008-2014**



**Pacific Sanitation
2009-2014**



**Oregon State Capitol
2008-2014**



**Assistance League - Encore Furniture
2011-2014**



**Garten Services
2008-2014**



**Studio 3 Architecture
2011-2014**

More recertifications



**D & O Garbage
2008-2014**



**Family Building Blocks
2012-2014**



**Salem Public Library
2009-2014**



**Lancaster Mall
2008-2014**



**Assistance League of Salem - Daue House
2011-2014**



**Bentley's Grill
2008-2014**

**Ask
Mister
Sustainability**

Question:

Our green team is sagging a bit. We love what we do but we're running out of doable ideas and/or motivation. Suggestions?

If I was a doctor or an auto mechanic, I'd say your green team needs a sustainability tune-up. Here's a little fact you might consider: approximately 30% of all Earth-WISE businesses have staff that participated in the Master Recycler program. The connection?

Master Recyclers learn about the things that make sustainable organizations function—waste reduction, reuse, green buildings, outreach, and a whole lot more. Plus, the opportunity to network with other like-minded folk is priceless in itself—nothing like singing in a choir to help strengthen a voice. See page 3 for details.

If you or your members can't attend the class, then give the EarthWISE folk (see last page for contact info) a holler and tell em I sent ya. They can help brainstorm with you or your team and, perhaps, discover new angles or ideas that ya'll haven't thought of.

Question: I've heard some businesses claim that they are zero waste. I find it hard to believe that an auto maker like Subaru can really be waste free. Comments?

The idea of zero waste (ZW) has been around for a long time but a movement built around it gained legs in the 1990's. Various ZW organizations grew out of that time, each espousing their own perspective of what ZW looks like. Their main differences are slight, but their overlapping core principles are:

- The flow of materials and energy in our economy should transition from a linear, dead end pathway to a circular system where materials and energy are recovered.
- Any waste that is created in such a process then becomes an input for another subsystem.
- The design of these systems are such that "wastes" are integrated so that all materials are accounted for...and are usable. Toxic materials must be eliminated or replaced.

So...what about Subaru? Evidence supports the claim that their Lafayette, Indiana, manufacturing plant hit the ZW goal a few years ago—99.97% of its waste was re-used or recycled or ended up in a waste-to-energy incinerator. The remaining 0.03% was burned as hazardous waste (it may have been converted to energy, I don't know.)

So, yes, in my book, they've pretty much nailed it. Can they do better? They'll tell you they're trying to, which should be an inspiration to all of us.

Factoid Department

In 2001, Honda Motor's manufacturing plants created 62.8 lbs. of waste per vehicle. By 2011 that number was 1.8 lbs. per car.

Still thinking about cars...General Motors diverts 90% of its world-wide waste and recovers a nifty \$1 billion a year from its recycling and re-use efforts.

Cars are big...and heavy. How many ramen noodle, pretzel, and potato chip bags would it take to equal 1,300 lbs.?

Give up?? 108,000 of them, in fact. That's how many ten OR Dept. of Corrections prisons collected and recycled recently.

The consumer electronics industry recycled a record 620 million pounds of electronics in the United States in 2013.

Marion County accounted for 1.6 million pounds of that " e-waste."

Of that amount, less than 9,000 lbs. of those computers and laptops were put back into reuse.

Ready for another M.C. recycling number? Exactly 17,121 compact fluorescent lights were collected in 2013.

Important? Each fluorescent light—bulb or tube—contains a tiny amount of mercury. Tiny, but there's a lot of them out there.

Switched to LED's yet?

EarthWISE Member Directory

* Denotes new EarthWISE business

Automotive

AJ's Auto Repair, Inc.
Brooks Automotive
Capitol Auto Group
Hillyer's Mid-City Ford
Sanford Automotive

Construction

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

Education

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

Financial

FPS, Inc.
SELCO Community Credit Union

Food

Bentley's Grill
BrucePac - Silverton & Woodburn Plants
Cascade Baking
Jonathan's
Kerr Concentrates, Inc.
LifeSource Natural Foods
NORPAC Foods - Stayton, Brooks, & Salem Plants
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 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 DAS - Salem Motor Pool
OR State Capitol
Salem Center 50+
Salem Civic Center
Salem Fire Department
Salem Housing Authority
Salem - Information Technology
Salem Keizer Transit
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.
Rural Metro Ambulance
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
Marion-Polk Food Share

Not For Profit (Continued)

SAIF Corporation
Temple Beth Sholom
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
Sperry Van Ness Commercial Advisors
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
South Salem Cycleworks*

Tourism

Grand Hotel in Salem
Salem Convention Center
Travel Salem



Look Ma, no hands!

Just last month, Google revealed a new prototype of its driverless car, which has no steering wheel, gas pedal, or brakes, being 100% autonomous. Previous versions have always included these items so that human intervention could occur.

As of right now, this driverless vehicle can only legally operate in Florida, Nevada, and California. And while Google has chalked up over 700,000 test miles with these concept cars, they've yet to encounter a single computer induced accident.

So... the upside? Easy...Fewer accidents and fatalities with other vehicles, bicycles, pedestrians; greater fuel efficiency; less road rage; faster parking; easier transitioning to non-petroleum based fuels.

The downside? Besides the regulatory hurdles that would need to be jumped through, the biggest bump would be labor displacement. There are about 2 million truck and taxi cab drivers in the United States that might quickly find their skills unneeded.

Disruptive innovation indeed. Something to ponder.

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