

October
2010



Costume Swap! Pg. 3

MARION COUNTY PUBLIC WORKS - ENVIRONMENTAL SERVICES

Master Recycler Newsletter

The Second "R": Stepping up to the Reuse Challenge



Although promoting recycling has never been easy, it is a relative piece-of-cake compared to fostering behavior changes aimed at reducing and reusing, the true environmental powerhouses of the 3 "R"s.

Spurred on by the great success of the EarthWISE program, Marion County Environmental Services

decided to investigate the feasibility of using its promotional and advertising strengths to support those who have been working in the trenches of reuse for years: retail thrift, consignment, rental and other reuse business managers and owners.

On September 22, seventeen individuals representing this sector gathered in the community room at the Fresh Start Market at the invitation of Environmental Services for some good coffee and even better conversation.

The topic at hand was how the County could better support those businesses in the "Reuse" industry with a focus on the environmental benefits of shopping second-hand as well as keeping these businesses economically viable and thriving.

There was much excitement and energy in the air as the spirit of collaboration was high. Many of the retail businesses were nonprofits who use the income from these stores to support their missions. Others were for-profit stores who strive to provide high quality, durable merchandise at a fraction of the price consumers would pay for new goods. There was agreement that rather seeing each other as competitors, stores often benefit from being located near one another as shoppers will frequent a group of retail outlets in close proximity rather than targeting just one.

The result of the meeting was the beginning of a Marion County "ReUse Network" or "RUN." Environmental Services will begin by creating a recognizable logo for the program, gathering key information from the businesses including their location and category of merchandise, and asking businesses to agree to display decals and posters in their business in exchange for promoting them through a variety of avenues.

Stay tuned for more as this exciting new program develops!

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*Nobody
made a
greater
mistake
than he*

*who did nothing because
he could do only a little.*

-- Edmond Burke

2011 Recycle Art Calendar Contest

Marion County Public Works – Environmental Services announces the 2011 Recycle Art Calendar Contest. Winning Illustrations will be used in the 2011 calendars!



Who Can Win? Any student (K-12) within Marion County can enter. Only one entry is allowed per student. Families of Marion County Public Works and the Mid-Valley Garbage & Recycling Haulers Association are not eligible to win this contest.

Directions:

1) All illustrations on the topic of waste reduction will be eligible. The students are encouraged to consider ways that they can reduce waste and consumption in their everyday lives. The first two of the “3 R’s” (Reduce, Reuse, Recycle) are more important than recycling or composting. While recycling is certainly an important way to help the environment, reducing the amount of things that we consume in the first place is the best way to help the earth.

Some examples of ways that students can reduce waste include packing lunches in reusable containers rather than buying lunches with a lot of packaging, reminding their parents to bring their own bags when shopping, using both sides of paper, and shopping at thrift stores. We’re looking for creative ways that kids can help reduce waste.

2) Ask the students to draw a colorful picture using crayons, colored pencils or marker pens on 8 1/2" x 11" horizontal (i.e. landscape view) white paper.

3) Ask students to lightly pencil their full name, grade, and school on the back of their picture.

4) Only one entry is allowed per student.

Deadline: Entries must be received no later than 5:00 p.m. on Friday, October 22, 2010!

Please send unstapled illustrations to the address below:

Mid-Valley Garbage & Recycling Association

PO Box 9130

Salem OR 97305

or drop them off at Marion County Public Works -Environmental Services.

Prizes & Awards: Prizes and awards are available to winners in each grade group category: K-3rd Grades, 4th - 6th Grades, 7th - 9th Grades and 10th - 12th Grades. Thirteen winners will be awarded a \$100 U.S. Savings Bond. The Grand Prize winner will be awarded a \$200 savings bond plus a spot on the front cover. Selected winners will be honored at a televised Marion County Board of Commissioners' Meeting.

11 Rs of a Low-Consumption Society

- ◆ Reduce consumption of nonessential products
- ◆ Reuse what is acquired
- ◆ Recycle components of products when finished with them
- ◆ Refuse nonessential goods, excess packaging and shipping material
- ◆ Return products to manufacturers at the end of their useful life
- ◆ Recover organic materials and energy from recycling leftovers
- ◆ Remove barriers that limit waste diversion
- ◆ Rethink subsidies that encourage waste of limited resources
- ◆ Reward industries that make reusable and recyclable products
- ◆ Resist prosperity linked to consumption
- ◆ Reevaluate environmental positions in light of climate change imperatives and technology advances ~ from CGI Action Network

Greening Your Trick-or-Treat

Out with the old and in with the new -to-you! Join Culture Shock Community Project on **Saturday, October 9th** at Clockworks Café at 241 Commercial St NE in Salem as they preview the Project's 13 Nights of Halloween with a Costume Swap and Zombie 101 class!

Save some money and help green our community by swapping out a gently used costume for a costume that is new to you!

IMPORTANT DETAILS:

- 🕸 Anyone may participate in the exchange.
- 🕸 Please only bring costumes that are clean and in good condition (no rips or stains – unless it's part of the costume, of course!)
- 🕸 Costumes for children, adults and pets will be accepted.
- 🕸 If you are unable to find a re-used costume you would like to swap for, you may donate your costume or reclaim your original costume provided that it has not already been claimed by someone else.
- 🕸 Feel free to donate costumes without swapping!
- 🕸 Leftover costumes will be donated to charity or saved for next year.



Costumes being donated may be dropped off at Clockworks Café any time prior to the event.

The exchange will be from 1-5 PM. Zombie 101 class will be from 5-6 PM

Progress on the Yellow Pages Front



Yellow Pages Association (YPA) and the Association of Directory Publishers (ADP) recently put out a press release that they have agreements from their membership to go forward toward a national clearinghouse for Yellow Pages Opt-Out. This clearinghouse will be up and running right after the new year. For the purposes of the clearinghouse, YPA/ADP will be utilizing the link YELLOWPAGESOPTOUT.com. This new clearinghouse site will allow the user to opt-out from one page, one-site.

Other Changes:

-Delivery Employees are no longer being compensated based on number of phone books they deliver, they are now being compensated based on accuracy (cross checking delivery using GPS and opt-out list).

-The industry's first Sustainability Report has been put out and will continue annually. The Industry is using 1/3 less paper than they were 5 years ago and they expect this trend to continue. Yellowbook reduced the size of their directories to 6x9.

-White Pages Program:AT&T and Verizon continue to petition the State Utility Commissions for Opt-In for Residential White pages. They have been successful in Florida, New York and North Carolina, and efforts are currently underway in the Twin Cities.

-Catalog Choice, a new company that tracks opt-outs (mainly junk mail/catalogs right now) should be considered as a complementary system for the Yellowpages, although they will charge governments a fee for use.

On Top Again

The Oregon DEQ released its official 2009 recovery rates for Oregon wastesheds in late September and Marion County is proud to announce that once again tops the state with 58.2%

The statewide material recovery rate in Oregon has increased slightly to 48.4%, and per capita waste generation has decreased, according to the state Department of Environmental Quality.

The Oregon DEQ released its 2009 Material Recovery and Waste Generation Rates Report, showing that material recovery in the state increased by 0.1% over the 2008 rate. However, the state didn't meet its goal of 50% of waste diverted from landfills.

"While people appear to be generating less trash, we also know there's much more that can be recycled," said Mary Lou Perry, DEQ solid waste specialist and report coordinator. "We're not sure if the decline in total waste generation is mainly a reflection of the down economy or if it's due to more awareness of sustainability issues such as waste prevention and material recovery."

The state was divided into 35 "wastesheds" with individual goals set for waste diversion. Individual goals were set for each of these districts, with diversion rates ranging from 20% to 64%. According to the report, 25 wastesheds met their individual goals, including Marion County who's 2009 goal was 54%.

The report, along with data from 2006, 2007 and 2008, can be accessed at <http://www.deq.state.or.us/lq/sw/recovery/materialrecovery.htm>.



Helping the Cause

Climate Masters is a program that parallels the Master Recycler program with a focus on addressing climate change at the household level. The overall goal of the Climate Master program is not just to reduce local greenhouse gas emissions, but also to create a model that can be replicated nationally.

You can help us do that by completing a 15-minute survey and then completing a follow-up survey within the year. You will receive a link to the follow-up survey by email and in your newsletter. The pre-survey is at www.surveymonkey.com/s/G9RB8HQ

The survey will ask about your personal emissions, any actions you have taken to reduce your emissions and some demographic questions. Your information will remain confidential and you may elect for your answers to be anonymous.

Please contact Sarah Mazze, program manager for the Climate Master program at (541) 654-4052 or sarah@trig-cli.org with any questions about the survey. To register for the October Climate Masters program in Marion County or for more information on the class, please contact the Friends of Straub Environmental Learning Center at fselc@fselc.org.



TASTY TIDBITS



Get Organized!



Garten Services has collected more 3-ring binders than they have avenues for distribution.

If anyone has a need for binders, especially if it is ongoing, please contact John Matthews at 503-581-4472 or jmatthew@garten.org

Get a Job...



The University of Oregon is seeking to fill the position of Student Sustainability Coordinator who will work to coordinate the efforts of approximately 16 student programs in the Student Sustainability Coalition.

This will be a part-time position for one year as a pilot program, with the goal to secure permanent funding for a full-time position for the 2011-2012 school year.

The position will be open until filled. However, the priority deadline for consideration is October 5. The position is located in Eugene. For more information, visit :

<http://hr.uoregon.edu/jobs/unclassified.php?id=3165>

Green Schools For All

The U.S. Green Building Council is launching the Center for Green Schools at USGBC with a goal of ensuring everyone has the opportunity to attend a green school within this generation.

"At USGBC, we understand the profound impact green buildings have on our lives and the innovation they have poured into the marketplace, and we believe no other market speaks more powerfully to the benefits and potential of green buildings than our schools," said Rick Fedrizzi, CEO of USGBC. "The Center for Green Schools at USGBC is engaging educators in creating sustainable learning environments for their students." ~ From Waste & Recycling News



A Real Improvement

Home improvement retailer Lowe's Companies Inc. announced it

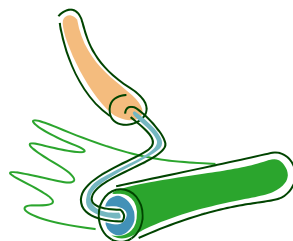


has installed recycling centers in nearly 1,700 U.S. stores to provide a one-stop recycling destination for customers.

In addition to recycling shipping materials such as pallets, wraps and cardboard, Lowe's stores are now offering to recycle hard-to-handle products like mobile phones, batteries and CFL bulbs.

Down with Greenwashing!

The Federal Trade Commission is about to release a new set of Green Guides that will tighten standards for the use of terms like "biodegradable," "carbon neutral" and "recyclable" in advertising and on packaging. Christopher Cole, an advertising law specialist at Manatt, Phelps & Phillips, feels that these new regulations could render obsolete some of the 300 or so environmental seals of approval and certifications now in place. The guides will address "greenwashing" controversies, offering marketers rules on how far they can go when making



claims about their products' negative impacts on the environment.

Support Your Local Inventor



The Toy Inventor's Workshop at A.C. Gilbert's Discovery Village relies on donated items to keep inventive little visitors busy. They are running low on these critical materials:

They are running low on these critical materials:

- Small plastic containers
- Baby food jars
- Corks
- Buttons
- Plastic jewels
- Small square colorful tile
- Film canisters (no prescription bottles)
- 2 liter pop bottles
- Toilet paper tubes
- Paint stirrer sticks
- Artificial flowers
- Ribbons
- Fabric scraps

Call to Serve



Saturdays October 2—31

Salem Saturday Market Zero Waste Station

The market is open through October and in order to keep this project going we need to fill all of our **shifts** which are from **9am to 11pm, 11am to 1pm, and 1pm to 3pm**. Ideally, we need 4 people per shift so we really need YOU! Bring your friends, bring your family and come have fun! If you are interested in volunteering please contact zerowaste@friendsofsalemsaturdaymarket.org or call 503-877-FSSM.

Wednesday, October 6

Job, Safety, Health and Wellness Event at the Salem Armory

Shifts: Noon – 3 and 3 – 6 pm

Free job information, health & medical testing, prizes, and freebies. Flu shots! Marion County will join over 40 other vendors and promote household hazardous waste information. Wanna come? If you can cut class or take the afternoon off we could use a hand. If interested, please contact Alan at 503-365-3188 or apennington@co.marion.or.us.

Friday, October 22 – Sunday, October 24

Salem Home & Remodeling Show - State Fairgrounds

MR volunteers needed f to help us get the word out about recycling in good ole' Marion County. Three and four hour shifts available from 10 a.m. until 8 pm. Contact Alan Pennington at 503-365-3188 or apennington@co.marion.or.us

Events & Occasions



Through Sunday November 7

Critical Messages: Contemporary NW Artists on the Environment Hallie Ford Museum, Salem

This exhibition explores how 26 contemporary artists respond to a host of environmental issues confronting the Pacific Northwest: growth management; waste management; land and sea; mass production and consumption; transportation; preservation of wilderness and wetlands; biodiversity; climate change; and energy. Included in the exhibition are works by artists from Oregon, Washington, Idaho, California, and British Columbia.

Saturday, October 2nd

Salem Green + Solar Tour

Starting at Pringle Creek Community, 9 am - 4 pm

Salem's fourth annual Tour of Green + Solar Homes will include tours of 10 buildings that demonstrate environmentally-responsible practices, and LEED and Passive House certification. There are many new sites this year including the Oregon School for the Deaf's new dormitory - ABC Extreme Makeover's LEED Gold project. Each site will be hosted by someone to inform visitors of features and benefits/costs. Learn about energy efficiency, solar, daylighting, on-site energy generation, rainwater harvesting, innovative construction, building materials and more. Cost: \$10 per car, car-pooling encouraged. Bicyclists free with the option of an organized group tour. More info at www.pringlecreek.com or 503-315-1055.

Thursday, October 7th 2010, 7:00 pm

M.C. Mehta—*Global Climate Change: Options and Next Steps*

John C. Paulus Great Hall, Collins Legal Center, Willamette College of Law

M. C. Mehta, winner of the Goldman Environmental Prize and Ramon Magsaysay Award and one of the world's foremost environmental attorneys, will speak on *Global Climate Change: Options and Next Steps*. Mehta is credited with saving the Taj Mahal from industrial pollution, cleaning up the Ganges River, and fighting for human and animal rights and environmental justice in India. Mehta is on a fundraising tour to set up an International Institution for Climate Change. The talk, sponsored by the Willamette University Center for Sustainable Communities and co-sponsored by the Friends of Straub Environmental Learning Center and the Willamette University School of Law, is free and open to the public.

Tuesday, October 12th, 2010 6:00 – 8:45 pm

Climate Masters Program Kickoff

Painters Hall, Pringle Creek Community, 3911 Village Center Drive SE, Salem

A 10-week training program for Salem residents to become "Climate Masters" begins Tuesday, October 12, 2010 from 6 p.m. to 8:45 p.m. The Climate Masters program was developed by the Climate Leadership Initiative at the University of Oregon. The Climate Masters program provides 30 hours of in-depth, how-to knowledge on climate change science and on ways to use resources wisely and reduce carbon emissions. Class topics include climate change science, transportation, food choices, home energy use, and waste practices, among others.

Subsequent classes will be held every Monday night from October 18 through December 20. All classes begin at 6 p.m. at Painters Hall. The class fee is \$25. Registration is required and the class is limited to 30 students. **Application forms are available on our website www.fselc.org. To register, call 503-391-4145 or email fselc@fselc.org**

The Back Page

Nifty tip 'o the month: A do-it-yourself resealable bag!



Cut the neck and top portion off a plastic bottle (you can recycle the rest).



Remove the lid, Insert a plastic bag through the neck, then screw the lid back on to seal.



Marion County Public Work—Environmental Services

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