

# Material

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# M A T T E R S

A NEWSLETTER OF THE ILLINOIS RECYCLING ASSOCIATION

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## If Abe Could've, He Would've!

### IRA'S CONFERENCE CELEBRATES 25 YEARS OF RECYCLING IN ILLINOIS

The Illinois Recycling Association's 25th Annual Conference is just a few weeks away! The conference, to be held June 6 - 8 in Springfield, will celebrate 25 years of recycling in Illinois. Much planning by the conference committee will pay off in a great time of networking with colleagues and timely educational information for conference attendees. A dynamic keynote speaker will be included for each of the three days of the conference, including:

- Dan Knapp of Urban Ore, Inc. in Berkeley, California
- Pete Grogan of Weyerhaeuser
- Chad Pregracke of Living Lands and Waters.

Our conference session tracks are jam-packed with great speakers and topics like the latest information on electronics recycling, vermicomposting in Illinois, C&D recycling, and what privacy/identity theft concerns mean to recycling programs, to name just a few. Some of the special events featured as part of this 25th anniversary celebration include:

- Candlelight Gala Anniversary Reception in the Old State Capitol – semi-formal attire optional!
- Special awards welcoming back and honoring past IRA presidents
- Unique panel presentation: Recycling In Illinois – A Look Forward, A Look Back, featuring current and past movers and shakers in Illinois recycling
- Private, optional tours of the new Abraham Lincoln Presidential Museum & Library.

The conference is being held at the beautiful Hilton Hotel in historic downtown Springfield, with many attractions available within easy walking distance. Want to extend your stay to take in some of the area's historic sites? Visit the Springfield Convention & Visitors Bureau at <http://visitspringfieldillinois.com> or call them at 800-545-7300.

More detailed information about the conference is available on the IRA web site at <http://www.illinoisrecycles.org>. Make your hotel reservation early to take advantage of the reduced room rate by calling 800-445-8667 or online at <http://www.hilton.com>.

**SHOW OFF YOUR PROGRAM BY CREATING A DISPLAY BOARD FOR THE PARADE OF PROGRAMS TO BE FEATURED AT THE CONFERENCE! SEE ROD FLETCHER'S COLUMN ON PAGE 2 FOR MORE INFORMATION.**





## A Message from the President

BY ROD FLETCHER

### 25TH ANNIVERSARY OF THE ILLINOIS RECYCLING ASSOCIATION!

This year marks the silver anniversary of IRA. Did the founders of the Illinois Association of Recycling Centers (IARC as it was known back then) ever think the association would have lasted this long and contributed so much to recycling in Illinois? Attend this year's conference and you'll find out the answer to this and more! The 2005 conference will be very special – great speakers, honored guests, current topics, special exhibitors, fabulous food and great friends - old and new - await you! **Don't miss this conference!**

### SHOW OFF YOUR PROGRAM!

We are all proud of our programs, but rarely do we get an opportunity to show them off, especially among our peers. So this year's conference will provide a venue to do that – the **Parade of Programs**. Whether your program is private or public, old or new, you are invited to assemble news clippings, pictures, flyers or any memorabilia from your recycling program on a display board. The maximum display board dimensions should be 30 inches wide by 40 inches high. In order for us to plan for adequate space, please contact Mike Mitchell by May 20 if you plan on bringing a display board. Place the name of the program and/or city at the top of your display board and bring it to the conference registration area.

This will be a unique addition to the conference and it should be fun to assemble the many displays and see just how far we've come over the past 25 years. We want to show off your program!

### IRA BOARD WORKING HARD

In addition to the dedication of the conference committee, board members have been busy developing an E-waste promotion campaign, which will be released soon. Other members have been busy monitoring new legislation being proposed for E-waste and the formation of a task force initiated by the Lt. Governor looking to change and encourage more composting efforts. The proposed recycling rules still linger and a new bill is intended to clarify the definition of recycling... yes, even after all this time recycling still needs to be defined. The board has modified its accounting practices and is also planning to unveil an electronic newsletter. Finally, the Board has hired a consultant to develop a Best Operational Practices Manual for Recycling Facilities. This manual will serve as a basis for a certification program that is under development and will be unveiled at the conference.

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# PHOENIX

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## RESEARCHER DEVELOPS NEW CONCRETE COMPOSITE USING BOTTOM ASH FROM COAL

BY K.C. JAEHNIG

CARBONDALE, Ill. – When construction begins on the Southern Illinois Research Park's first new building this spring, a new kind of concrete developed at Southern Illinois University Carbondale will help it take shape. Bottom ash, part of the waste generated when power plants burn coal, will substitute for some or all of the sand used in conventional concrete. Contractors will use this new mix in the foundation and slab of the one-story, 19,920-square-foot facility as well as in surrounding curbs and their gutters and in sidewalks and driveways.

with different amounts of the stuff for strength, stiffness and durability. Encouraged by the results, the researchers next tried out their altered concrete by building make-believe foundations at the Illinois Coal Development Park in Carterville and testing them under field-loading conditions.

"The performance of the concrete composites was almost as good as, and in some cases better than, the equivalent conventional concrete," Kumar said.

Last summer, the Illinois Department of Transportation agreed to test the SIUC concrete composite in constructing the temporary road barriers used to divert traffic during road repairs. "We'll know more with the passage of time, but the performance we have seen so far is similar to that of the barriers made with equivalent conventional concrete," Kumar said. "The work with IDOT lets us test under real-world conditions. This current project (at the research park) takes us a step further because we're using these composites on an actual building."

New products always meet with some hesitation in the marketplace precisely because they are new and therefore have no track record, Kumar noted. "Unless they have been tested for several years, end users are reluctant to adopt them," he said. "Even though we have done extensive lab testing that shows results similar to conventional concrete, (this product) has never been used on an actual project. That was one of the troubles with taking it into commercial production."

Kumar anticipates that those in the building trades will have to see several more projects with good results before they begin to feel confident about using the new concrete. But he thinks that will happen.

"I have talked to several industrial partners who have shown interest in what we are doing," he said.

Leading in research, scholarly and creative activity is among the goals of Southern at 150: Building Excellence Through Commitment, the blueprint for the development of the University by the time it celebrates its 150th anniversary in 2019.



*Concrete Feat. Workers at the Egyptian Concrete Co. in Salem pour concrete made with bottom ash, a type of coal waste, into forms used in making temporary road barriers. Researchers at Southern Illinois University Carbondale developed the experimental material, which performs as well as conventional concrete.*

"This is a waste product that would otherwise go into landfills and ash ponds," said Sanjeev Kumar, SIUC associate professor of civil engineering who, with the help of his students, created the composite. If the building trades adopt this new material, after seeing how well it works at the research park, everyone comes out

ahead. Construction companies could save as much as 10 percent on concrete costs. Utility companies would save big bucks by not having to pay landfill charges. And the environment would benefit from having one less product in the waste stream.

Right now, the research team is in the lab, tinkering with percentages of cement, sand, gravel, water and bottom ash needed to meet the design team's strength and stiffness specifications. They're building a test pad at the construction site to make sure the mix works as it should and they'll do some tweaking if it doesn't. Kumar expects construction to begin later this spring.

While this is the first full-scale use of bottom ash in a construction project, Kumar and his team have been working on ways to make it into a building material for about five years. They began with a series of laboratory experiments designed to test concrete made

# E-Cycling Update

BY GARY MIELKE

## CRT DISPOSAL BANS

Disposal bans are considered a vital first step before advanced recycling fees are legislated. Four states have banned the disposal of cathode ray tubes: California, Massachusetts, Maine and Minnesota.

## CALIFORNIA

The Golden State's advance recovery fee went into effect January 1. Consumers pay a recycling fee ranging from \$6 to \$10 at the time of purchase for any television, monitor or laptop. The fees are collected at 70,000 retail locations and forwarded to the state, which then pays recyclers 20 cents per pound for collection costs and 28 cents per pound for recycling costs. Visit <http://www.ecycle.org> for the details. Beginning January 1, 2006, all cell phone retailers in the state must accept old cell phones for re-use or recycling.

## OTHER STATES

Minnesota's governor has said he would sign an e-cycling bill similar to California's. Several versions are currently pending in their legislature.

Maine has developed a system of shared responsibility. The state will fund the development of a collection infrastructure. Municipalities will collect e-scrap and deliver it to consolidators who sort material by manufacturer and bill manufacturers for the number of their CRTs and a percentage of "orphan" CRTs. Maine stayed away from advanced recycling fees for several reasons: retailers opposed them; fear that such a fee would drive sales into New Hampshire; and fear that a state recycling fund could be raided to pay for other programs (have they been following Illinois actions?).

## OTHER COUNTRIES

In the European Union, regulations regarding e-cycling are slated to take effect in January 2007. Retailers in Alberta, Canada are now collecting recycling fees of about \$4 (US) for laptops, \$8 for a CPU, \$10 for a monitor and \$36 for a large-screen TV. Fees are paid to a nonprofit recycling authority and redistributed to collectors and recyclers. Processors will receive about 25.6 cents per pound. Some 75 collection sites are currently operating in the province, which has a population of three million.

## OFFICE DEPOT RESULTS

All 870 Office Depot stores in the U.S. partnered with Hewlett-Packard to offer free recycling of selected e-waste during a seven-week period in 2004. The Office Depot program resulted in 300,000 customer visits bringing in 425,000 items weighing a total of 10.2 million pounds. Fifty percent of the material brought in was monitors and televisions. The trial program was able to leverage existing reverse logistics to ship the used equipment to HP's recycling plants. Store managers reportedly liked the increase in store traffic and sales.

## ARE CRTS DISAPPEARING FROM THE MARKET?

In 2004, market share for LCD flat panel screens reached 50 percent, and industry analysts expect that to reach 80 percent by 2008. A switch to flat-panels will not avoid environmental concerns. The California toxic substances control agency found that PC boards exceed state standards for lead and copper, inner panels of plasma TVs exceed lead standards, and cold cathode fluorescent lamps in LCDs exceed mercury standards.

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# FROM THE EXECUTIVE DIRECTOR

**MIKE MITCHELL**  
Executive Director

Welcome — to the first edition of *Material Matters Online*. The Board of Directors decided

to move to an electronic newsletter for budgetary reasons and to receive several other benefits as well. In spite of the fact that this issue has been delayed, it will be easier to maintain a reliable publishing schedule, and possibly even increase the number of issues per year. It will also gives us the flexibility to include articles without page constraints. Furthermore, companies choosing to advertise in the online edition will have the added benefit of a hotlink from the newsletter directly to their Web sites. As always, your feedback is invited and appreciated. Even though we are utilizing more electronic communication, a printed Annual Report will be mailed to members following our June conference.

## 25TH ANNUAL CONFERENCE

Preparation for our 25th Annual Conference and Trade Show is in full swing and the event is approaching fast. Both the sponsor/exhibitor and the attendee registration brochures are available at <http://www.illinoisrecycles.org> in printer-friendly formats. Attendees can register online and make their hotel reservations quickly and conveniently. Note that the hotel room block deadline is May 13! In order to make this our largest event in recent memory, exhibitor registration fees are the same as last year and attendee registration was adjusted only slightly due to the larger number of meals being served. The result is an amazing value for everybody. So please join us.

## GET THE MOST OUT OF YOUR NRC MEMBERSHIP

The National Recycling Coalition also utilizes electronic means of communication as its primary method of contact. Their e-newsletter, *The Mobius*, comes out an average of twice per month and they continue to add to the resources on the Members Only portion of their Web site at <http://www.nrc-recycle.org>. In the Members Only section you can join any of the NRC technical councils such as the Rural Recycling Council, the Non-Profit Recycling Council or the College and University Recycling Council. These councils are great opportunities for you to

## COMPOST ROUNDTABLE

On February 23 at Illinois State University, the Lt. Governor's Office hosted a compost regulation roundtable for the purpose of facilitating alternative manure management and decreasing the amount of food waste entering landfills. The meeting included presentations by Kay McKeen from SCARCE and Dr. Paul Walker from ISU. Approximately 30 public and private stakeholders discussed ways to increase the beneficial use and develop a comprehensive policy for composting organic residuals in Illinois. This issue is significant for a variety of reasons, including the fact that food waste accounts for 10-15% of the municipal waste stream. If we want to see a dramatic increase in the state recycling rate, food waste is a key component. Much of the discussion focused on regulatory changes necessary to meet these goals, such as eliminating the requirement that only the generator of food waste can compost food waste, and allowing more than 10% manure and other organics to be mixed with landscape waste without an Illinois EPA permit. At the end of the meeting, a subcommittee was formed to draft a bill to be introduced during the current legislative session. The bill will address a portion of these concerns and be used as a stepping stone for discussions in subsequent sessions later this year.

## SUPPORT IRA

5% of all purchases at [www.I-Give.com](http://www.I-Give.com) will be donated to IRA if you register and select IRA as your designated organization.

Color-Ons by O'Neill Enterprises can be viewed at [www.majormidnight.com](http://www.majormidnight.com). A portion of all sales from IRA members is donated to IRA. Free samples are available upon request from the IRA office.

Resourceful Bag and Tag will donate a portion of sales to IRA members of its ClearStream™ public event recycling system. Visit [www.bagandtag.com](http://www.bagandtag.com) for terms and conditions.

# BIG QUESTIONS OF THE MONTH

BY GARY MIELKE

## **CAN I PUT WALLPAPER SAMPLES IN MY RECYCLING BIN?**

Good question. Wallpaper, like so many other things, can be a very complicated material. What is in wallpaper? The backing can be made from paper, woven fabric or latex acrylic. The wallpaper itself comes in five basic categories: (1) vinyl coated paper, (2) coated fabric, (3) solid sheet vinyl, (4) paper-backed vinyl and (5) fabric-backed vinyl.

Flocked wallpaper, string effect, natural fiber, foil and molded wallcoverings all add

additional materials to the mix. Adhesives can range from cellulose to wheat paste to vinyl adhesives.

Did you know that the Chinese glued rice paper onto their walls as early as 200 B.C.? A paperhangers guild was established in France in 1599. The first flocked wallpaper was made in 1680 in England. In 1778, Louis XVI issued a decree that required the length of a wallpaper roll be about 34 feet.

But the answer is, to the best of my understanding, no. You should not put wallpaper in your recycling bin.

This month, I've included a second, very common question since it has a brief answer.

## **I SHRED ALL OF MY BILL STATEMENTS AND OTHER FINANCIAL DOCUMENTS. CAN I PUT SHREDDED PAPER IN MY RECYCLING BIN?**

Yes, but please place the shredded paper in paper (not plastic) grocery bags and crimp the tops of the bags tightly, so shredded paper won't be blown around your neighborhood.

## **Does it pay to pay people to recycle?**

BY TOM AVRIL, PHILADELPHIA INQUIRER STAFF WRITER

*THE FOLLOWING ARTICLE HAS BEEN REPRINTED FROM THE PHILADELPHIA INQUIRER.*

It was an odd-looking convoy that crawled through Chestnut Hill yesterday: Three city officials muttering on the sidewalk, two guys darting into the street with handheld computers, four cars, two photographers and one aging trash truck.

One aging trash truck, that is, with a very modern gizmo attached to the back.

It was a grand experiment - believed to be the first in the nation - that sought to answer a question that has eluded Philadelphia for decades: What does a city have to do to get its residents to recycle?

In this experiment, the theory was: pay them.

In the next few weeks, about 6,000 city households will start earning \$5 for every 10 pounds of recyclables they set out on the curb, up to \$25 per month. They get the money in the form of coupons, good at more than 50 local and national stores and restaurants.

Yesterday, the program began with 500 homes in Chestnut Hill, whose occupants were told to place their materials into blue 36-gallon bins. Others in West Oak Lane and in a small section of East Oak Lane will get bins soon.

Chestnut Hill has one of the highest compliance rates in the city; the other sections in the pilot program have not done so well.

RecycleBank, the company that dreamed up the program, also is fielding inquiries from interested municipalities in Bucks, Chester, Delaware and Montgomery Counties and South Jersey.

"I think it's just brilliant," said Chestnut Hill resident Anne von Scheven.

She put out 20 pounds of newspapers, scrap paper and plastic bottles on her curb yesterday, and did not have to separate them because it all goes to the same place - Blue Mountain Recycling in Southwest Philadelphia, a special automated facility that sorts the materials.

Von Scheven later visited RecycleBank's Web site and learned that she had earned \$10, which she said she might spend at a Whole Foods market.

She and other residents said that they had been recycling for years without incentive, but that the new program might encourage those who do not comply to do so.

The main goal is to save the city money.

For every ton of trash that is recycled instead of being thrown away, Philadelphia avoids paying a \$54-per-ton landfill-disposal fee.

Last year, the city spent about \$40 million in landfill fees for about 750,000 tons of garbage. Residents recycled just 45,000 tons of trash - for a "diversion rate" of 6 percent.

CONTINUED ON PAGE 8

# IRA *members*

THE ILLINOIS RECYCLING ASSOCIATION WELCOMES ITS NEW AND RETURNING MEMBERS

## NEW MEMBERS

E. KLAFTA  
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SERGIO FIRPO  
Azure Technologies, Inc.  
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JEFF PHILLIPS  
Barker Lemar Engineering  
West Des Moines, IA

SAHEEM BALOCH  
COM2 Computers & Technologies  
Carol Stream, IL

RANDY LETSINGER  
Continental Paper Grading Co.  
Chicago, IL

CHARLEY WILLIAMS  
CORE Recycling Concepts  
Ottawa, IL

MICHELLE COVI  
Ecology Action Center  
Normal, IL

TRACY OWENS  
Freecylen Springfield Illinois  
Springfield, IL

NATHAN ZACK  
Great Lakes Electronics Corporation  
Detroit, MI

KENNETH MATHIS  
Macks Twin City Recycling  
Urbana, IL

MIKE GIANNESCHI  
MICOMP Computer Recycling  
Wood Dale, IL

JERRY O'NEILL  
O'Neill Enterprises  
Mason City, IA

PAUL HAUPTLY  
Recycling For Illinois  
Peoria, IL

COURTNEY RUSHFORTH  
City of Urbana  
Urbana, IL

RANDY SMITH  
Western Illinois University  
Macomb, IL

## RENEWING MEMBERS

DEAN OLSON  
Will County Land Use Waste Services  
Joliet, IL

KIM GROHARING  
Whiteside County Highway  
& Public Works  
Morrison, IL

GEORGE BRABEC  
Weyerhaeuser  
Chicago, IL

JAMES CAPORUSSO  
West Cook County Solid  
Waste Agency  
Westchester, IL

KAREN FIEDLER  
Waukesha County Recycling Office  
Waukesha, WI

DAN QUICK  
Village of Wauconda  
Wauconda, IL

LYNN WOLGAMOT  
Vermilion County  
Danville, IL

ROD FLETCHER  
City of Urbana  
Urbana, IL

BETSY VANDERCOOK  
University of Illinois at Chicago  
Chicago, IL

BRAD SERLIN  
United Scrap Metal  
Cicero, IL

KAREN LAMAZZI  
U.S. General Services Administration  
Springfield, IL

CHAD BRAATZ  
Tri-County Resource & Waste  
Mgmt. Council  
Macomb, IL

ANNE LOBDELL  
Tri-County Resource & Waste Mgmt.  
Macomb, IL

JADE LEE  
Supply-Chain Services, Inc. (SSI)  
Lombard, IL

DENNIS DARLING  
St. John's Hospital  
Springfield, IL

TASIS KARAYIANNIS  
Southern Recycling Center  
Carbondale, IL

PETER ADRIAN  
Solid Waste Agency of Lake County  
Gurnee, IL

KAY MCKEEN  
SCARCE  
Glen Ellyn, IL

JOHN MERTES  
Rhodes School District 84.5  
River Grove, IL

JIM ALDERDEN  
Resourceful Bag & Tag, Inc.  
Palos Heights, IL

CALVIN TIGCHELAAR  
Resource Management  
Chicago Ridge, IL

KRISTINA A. KAAR  
Resource Management  
Chicago Ridge, IL

GREG MAXWELL, CEO  
Resource Management  
Chicago Ridge, IL

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Regenex Corp  
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ALLAN COVILLE  
City of Princeton  
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MATT COULTER  
Peoria Disposal Company/Area  
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Geneva, IL

JULIE MAIN  
City of Galesburg  
Galesburg, IL

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Freeport Recycling Center  
Freeport, IL

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Flood Brothers Disposal Co.  
Oak Brook Terrace, IL

KELLY AARON  
Everlights  
Chicago, IL

SHERYL SMITH  
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Management, L.L.C.  
Columbus, OH

DAVID COOK  
Engineered Plastic Systems  
Cary, IL

PHILIP ALLEN  
Elliott Equipment Co.  
Davenport, IA

CHERI MCMAHON  
Earth & Landscape Solutions -  
The Parksite Group  
Batavia, IL

PATRICIA DASHNEY  
DeKalb County Health Dept.  
DeKalb, IL

JOHN DE YOUNG  
D & B Fabricators & Distributors Inc.  
Lemont, IL

MATTHEW SNYDER  
Community Resource, Inc.  
Urbana, IL

LAURA GALTO  
College of DuPage  
Glen Ellyn, IL

BETSY VANDERCOOK  
Chicago Recycling Coalition  
Chicago, IL

CHRISTOPHER OAKLEY  
Village of Carol Stream  
Carol Stream, IL

WAYNE WHEELLES  
City of Carbondale  
Carbondale, IL

LILIANA BRADFORD  
Bradford Chiropractic  
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Aurora Sanitation Dept.  
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JAMES MCCALISTER  
Village of Arlington Heights  
Arlington Heights, IL

ALAN ROSS  
Alan Ross Machinery Corp.  
Northbrook, IL

KEVIN RUSH  
Abitibi Consolidated  
Recycling Division  
St. Charles, IL

LORRAINE BUCKELY  
Abbott Laboratories  
North Chicago, IL

BARBARA WONSER  
Wheaton, IL

## DOES IT PAY TO PAY PEOPLE TO RECYCLE?

CONTINUED FROM PAGE 6

If the city could double that rate to 12 percent - still modest by suburban standards - that would save more than \$2.4 million.

RecycleBank officials are doing the pilot program at no charge to the city, installing special hydraulic arms on city trucks so that each recycling bin can be weighed. If, after six months, the city decides to expand the program citywide, company officials would negotiate to be paid a portion of any savings.

City recycling coordinator David Robinson, a government official with the heart of an industrial efficiency expert, followed the truck on foot yesterday, using phrases such as "time-motion factor."

He liked what he saw.

It took city workers about 30 seconds per house. Robinson wants it down to 16 seconds, he said, though he'll settle for 22.

"I see at least eight seconds we can trim mechanically," he said, after scrutinizing the pickup process.

Participating stores include Starbucks, Bed Bath & Beyond, Acme, FedEx/Kinko's, Whole Foods and many stores in

the Reading Terminal Market. In Chestnut Hill, many Germantown Avenue merchants are participating.

Does it pay to pay people to recycle?

Those who do not wish to earn coupons may donate their earnings to the Free Library. The Philadelphia Coca-Cola Bottling Co. will actually make the donations, up to \$10,000 for the duration of the pilot project, said president Ron Wilson.

Wilson predicted that the RecycleBank approach would work better than what some cities, including Philadelphia, have tried in the past: fining those who don't recycle.

"Most cities they go with the stick. This is a nice carrot," Wilson said. "Capitalism at its best."

For details on the program, visit <http://www.recyclebank.com>.

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## SPOTLIGHT ON DCEO

### THE DCEO RECYCLING EXPANSION AND MODERNIZATION (REM) PROGRAM

The DCEO Division of Recycling and Waste Reduction recently consolidated the services of three previous programs into one umbrella program, the Recycling Expansion and Modernization (REM) Program. The REM Program is good for both business and the environment. The goals of the REM Program are to divert materials from the municipal solid waste stream and improve the performance of Illinois businesses and organizations, while demonstrating public economic benefits. The REM Program consolidated the services of the Recycling Market Development Program, the RIM (Recycling Industry Modernization) Program and the Technologies and Practices Demonstration Program.

The purpose of the program consolidation was to improve effectiveness and increase

efficiency of the division's program mix. To improve effectiveness, the REM Program elevates the importance of measurable project results in grant award and grant management procedures. To increase efficiency, the REM Program offers flexibility in funding projects that vary in focus and scope. Consequently, program customers (i.e. grant applicants) are benefiting from the streamlined grant application process which now involves one set of program guidelines and one standard grant application, instead of three, for a wide range of projects.

The REM Program offers matching grants for market expansion and waste management projects at three service levels, ranging from \$30,000 to \$250,000. In the first few months of program

operation, six projects have successfully moved through the application process, with four REM projects already started and two applications currently pending final approval. Several additional companies are in the early stages of the REM grant application process. In addition, DCEO just publicized a new initiative — the REM Business Waste Assessment Service. Through this initiative, Illinois firms can receive a grant of up to \$10,000 to contract with a waste management consultant for waste audit and first-stage waste reduction implementation services.

For more information please contact Mike Motor, business modernization program manager, at 217-524-0933 or at [Michael\\_Motor@commerce.state.il.us](mailto:Michael_Motor@commerce.state.il.us).

# Byte Back E-cycle Campaign Launches in May

IRA's Public Education Committee will launch its new point of purchase (POP) electronics recycling campaign in May. This pilot project will be produced in conjunction with the Illinois Department of Commerce and Economic Opportunity (DCEO), and will feature sleekly designed four-color panel cards placed in major electronics retailers such as Best Buy and Circuit City in select locations throughout the state. The two-sided brochures will provide information on the importance of recycling electronics as well as where people can take their used equipment.

The goal of this project is to promote permanent electronics collection programs. "Permanent" means that recycling events are offered at least monthly. The locations chosen for the pilot program have permanent collection programs in place: Kane County, Peoria, Bloomington-Normal,

Springfield and Jackson County. A general version of the brochure is also available to point people to <http://www.illinoisrecycles.org> for information on recycling opportunities in their area.

This pilot project anticipates a second phase to include new permanent recycling programs started through DCEO's recent electronic recycling grants. The same POP strategy will promote public awareness and participation in these programs later this year or in 2006. The BYTE BACK brochures, as well as information about all other electronic collection events in Illinois, can be found on <http://www.illinoisrecycles.org> beginning in May. If you are conducting an electronics collection event, please email IRA at [info@illinoisrecycles.org](mailto:info@illinoisrecycles.org) so we can post your event on our web site.

**Register now for the 24th Annual NRC Congress & Expo  
"Heartland of Recycling" • August 28 - 31 Minneapolis, MN  
Early registration rates are available through June 30.**



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