

STATE OF CALIFORNIA
 Arnold Schwarzenegger
 Governor

Linda S. Adams, Secretary
 California Environmental
 Protection Agency

**CALIFORNIA
 INTEGRATED WASTE
 MANAGEMENT BOARD**

Margo Reid Brown
 Board Chair

Wesley Chesbro
 Board Member

Jeffrey Danzinger
 Board Member

Rosalie Mulé
 Board Member

Gary Petersen
 Board Member

Cheryl Peace
 Board Member

Mark Leary
 Executive Director

CA Businesses 2
 are Diverting

CalMAX : 3
 Success Story

2006 WOTY 4-5
 Winners

The Climate 6
 Change/Waste
 Connection

RCPs and 7
 Greenhouse
 Gases

Word 3/
 Scramble

Wrap of the Year Winners

Since 1993 when the Waste Reduction Awards Program (WRAP) was created, the California Integrated Waste Management Board has recognized businesses that have demonstrated outstanding efforts to reduce waste by implementing resource-efficient practices and aggressive waste reduction, reuse and recycling activities.

Thanks to companies and organizations who understand their responsibilities to the environment, economy and community, these voluntary efforts around the state continue to grow, and this year is no exception. In 2006 the Board was pleased to present WRAP awards to 1,254 businesses. They are one of the 13,885 WRAP awards winners since the program's inception.

For going above and beyond everyone else with their impressive efforts in waste reduction,

the Board also presents "WRAP of the Year" (WOTY) awards. This year five outstanding California businesses were acknowledged as industry leaders in the reduction and diversion of their waste. These five businesses are:

- Interior Removal Specialist, Inc
- Numi, LLC
- Pacific Builders
- Seton Medical Center
Coastside
- Toyota Motor Sales, U.S.A, Inc.
Headquarters Campus/L.A.
Parts Distribution Center

"It is truly amazing to see what can be accomplished when businesses recognize the potential impacts of their actions, lead by example and become part of the solution," states Board Chair Margo Reid Brown.

WRAP and WOTY award winners act as "Green Ambassadors" as they educate and mo-

tivate other businesses, local cities and counties to reduce and divert their wastes in order to achieve the mandatory diversion rates established by Assembly Bills 939 and 75.

Businesses, local cities and counties are making a difference by looking closely at their impact on the environment.

"I appreciate what the WRAP and WOTY award winners are doing—for business, community and the State of California. These award winners serve as examples to all of us," Board Chair Margo Reid Brown states.

For more information on this year's award winners and the WRAP application process for submitting your business or organization, visit:

www.ciwmb.ca.gov/WRAP/



www.ciwmb.ca.gov/WRAP/

Wrap of the Year (WOTY) award winners are California businesses that demonstrate successful implementation of resource-efficient practices and aggressive waste reduction, reuse, and recycling programs. This year's five WOTY award winners received special recognition from the California Integrated Waste Management Board and the media for their waste reduction efforts. Highlights of their waste reduction achievements can be found beginning on page four.

California Businesses Are Diverting

“WRAP-winning businesses demonstrate that managing discards responsibly can be profitable.”

Nearly 17 years ago, precedent-setting California legislation established one of the most ambitious waste management goals in the country—50 percent diversion for the Golden State. Thanks in great part to the innovative, resource-efficient practices of WRAP winning businesses, California achieved greater than 48 percent diversion in 2005.

Since 1990, California has kept more than 300 million tons of reusable and recyclable materials out of landfills, thus reducing the impact on the environment while conserving valuable resources. This is a success story in a state that generates an estimated 79 million tons of waste each year. Due to the voluntary diversion of materials from the waste stream by

the business sector, this represents an outstanding commitment to environmental protection.

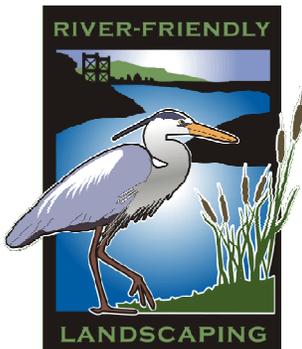
WRAP-winning businesses demonstrate that managing discards responsibly can be profitable. This year’s honorees, comprising 1,254 businesses, diverted an estimated 1,207,827 tons of material, with a cost savings of approximately \$112,213,589 to their bottom line.

How do these proactive businesses do this? By going beyond the common idea of beverage container or paper collection. In addition to buying products manufactured with recycled content, many California businesses are reusing and recycling materials, and creating innovative waste prevention activities while providing additional job opportu-

nities. With California facing unforeseen economic challenges, State and local government agencies are also confronted with diminishing revenues and rising costs. As the business community strives to succeed and stay afloat economically, their waste reduction consciousness and recycling activities have become a much greater priority.

With the ongoing efforts of WRAP participating businesses, California will continue to make progress toward its statewide zero waste goal.

For further information on the annual WRAP application process, visit: www.ciwmb.ca.gov/WRAP/.



River-Friendly Landscaping

Conventional landscaping often relies on large lawns and non-native plants while using excessive amounts of water, fertilizers and pesticides. It frequently requires significant mowing, blowing, trimming and removal of plant debris. This type of landscaping can pollute local waterways, consume fossil fuels, and generate green waste. As California’s population continues to grow and the state becomes more urbanized, landscapes will need to be managed in a more sustainable manner to conserve resources and protect the environment.

The Sacramento Stormwater Quality Partnership, in cooperation with StopWaste.Org in Alameda County, created The *River-Friendly Landscape Guidelines* to educate landscape professionals on sustainable landscaping practices to protect Sacramento’s waterways. The *Guidelines* represent a whole systems approach to the design, construction and maintenance of urban landscapes to protect the Sacramento River watershed. The *Guidelines* are organized around seven principles:

- Landscape Locally
- Landscape for Less

- Nurture the Soil
- Conserve Water
- Conserve Energy
- Protect Water & Air Quality
- Create & Protect Wildlife Habitat

A well-designed and maintained River-Friendly landscape can reduce maintenance costs, conserve resources, and protect the environment. For more information on *River-Friendly Landscape Guidelines*, visit www.riverfriendly.org

CalMAX: A Reuse Success Story

Making connections that foster sustainable reuse relationships and keep waste materials out of landfills is at the heart of the California Materials Exchange Program (CalMAX). Recently, CalMAX staff assisted the City of Elk Grove, the Elk Grove Police Department (Elk Grove PD) and the Sacramento Bicycle Kitchen (the Kitchen) in diverting unwanted materials from California landfills and conserving energy and natural resources.

In March 2007, Catherine Scott from the City of Elk Grove contacted CalMAX staff about 47 bicycles headed to a local landfill unless she could find someone willing to take them immediately. With an ever increasing amount of evidence logged in daily and the need to store that evidence for prosecutions, the Elk Grove PD could no longer house the bikes that had been collected by police officers over a 9 month period. According to Kevin Corcoran in the Property and Evidence Unit, bikes are either

abandoned or confiscated by police officers as a result of a crime and end up unclaimed by their owners. Since many of the bikes collected were in good condition and required only tuning and cleaning, Catherine was looking for a creative way to reuse the bikes or recycle their parts instead of adding them to the waste stream.

Fortunately, Catherine discovered CalMAX and CalMAX staff assisted her in placing an ad. CalMAX staff went that extra step by researching local organizations in the area and discovered the Kitchen (www.sacbikekitchen.org), a volunteer organization operating a community based bike shop that is dedicated to providing low-cost transportation, self-sufficiency through bicycle maintenance, and safety through education. CalMAX staff fostered the relationship between these two groups, resulting in approximately 1,500 pounds of materials being diverted from

landfills and reused. The Kitchen's mission and volunteers impressed Kevin Corcoran, and the Kitchen's President, Chris Dougherty, was thrilled about the donated materials stating this was "a huge benefit to our organization."

Kevin Corcoran summed up the successful exchange best, saying "I appreciate all your assistance in getting us together. We are able to get rid of stuff in a responsible manner and they are able to benefit from the donation. It is a real win/win. Thank you, again!"

The Elk Grove PD anticipates donating bikes to the Kitchen every other month. To search the available and wanted CalMAX ads or to create a listing, visit us at: www.calmax.org.



Word Scramble

How well versed are you on environmental sustainability and conservation? See if you can unscramble the words below.

- | | | |
|-------------------------|---------------------------|-------------------------|
| 1. eiylgrnc _____ | 8. eestwa _____ | 15. tpimorhlcchie _____ |
| 2. eegsrnetaw _____ | 9. gnraocis _____ | 16. tibertesa _____ |
| 3. cersveon _____ | 10. anpiakcgg _____ | 17. taimel _____ |
| 4. rgaelaieibobdd _____ | 11. arepp _____ | 18. duceer _____ |
| 5. eursescor _____ | 12. agnrst _____ | 19. eures _____ |
| 6. wapr _____ | 13. oisnmicprvtgmeo _____ | 20. radasw _____ |
| 7. aulitsatsnybij _____ | 14. esitr _____ | |

“CalMAX is a free on-line materials exchange service designed to help businesses, organizations, local governments, industry, schools and individuals find markets for non-hazardous materials that may otherwise be discarded.”

Word Scramble solutions can be found on page 7.

Interior Removal Specialist, Inc.



Interior Removal Specialist, Inc. (South Gate, Los Angeles) is the premiere Tenant Improvement Demolition contractor in Southern California. Long before winning their first WRAP Award in 2001, the company was a champion of waste diversion and a pioneer in demolition recycling. Interior Removal Spe-

cialist, Inc. has broken new ground by recycling over 17,200 tons of drywall and 1,363 tons of ceiling tiles, making them the largest recycler of ceiling tiles in the Western United States. Interior Removal Specialist, Inc. is proud to say that they have recycled more than 72 percent of all debris removed from their

demolition jobs. Through the recycling of materials and by the donation of many reusable items found on jobsites to non-profit organizations, they have diverted over 38,000 tons of materials from local landfills over the last 3 years; saving the company more than \$1,035,000 in dump fees.

NUMI[®] ORGANIC TEA

Numi, LLC (Oakland, Alameda) is a trend setting, organic specialty tea company offering full-leaf quality tea in tea bags, fresh pure herbs, and real fruits in hand-crafted packaging. From its beginnings, Numi made a conscious choice to eliminate the use of cello-wrap in its packaging and use bamboo for its mer-

chandise packaging. In 2004, Numi converted its tea boxes to 100 percent post-consumer waste. This material has also been used for the packaging of several new items launched in the last 12 months, annually conserving over 2,800 trees and reducing landfill by 184,000 pounds. Numi's redesigned tea boxes in-

clude a bottom box labeling standard that identifies its waste reduction. The current annual savings was realized from their continued commitment to post-consumer waste reduction and sustainability through their packaging, marketing collateral and website. www.numitea.com



Reem and Ahmed Rahim are the brother-and-sister team that founded Numi Organic Teas in 1999.



Pacific Builders

Pacific Builders (Arcata, Humboldt) is a Humboldt County business that takes the extra steps to divert materials from the local landfill and work towards zero waste. As a small general contracting company for commercial construction its main goal is to divert construction landfill waste materials generated on projects sites. All wood, concrete, asphalt, brick, cardboard, asphalt shingles, plastic sheeting, green waste, metal scrap and reusable fixtures are

directed to construction and demolition (C&D) debris licensed recycling facility, local recycling center, salvage operations, or a local non profit. Out of a total of 842.36 tons of construction waste debris generated between May 2005 and July 2006, Pacific Builders was able to divert 546 tons from the landfill. This gives Pacific Builders an overall diversion rate of 65 percent. By using focused resource management plans, a total savings of \$156,089.00 was

accomplished in the overall efforts to recycle and reuse. The Pacific Builders office uses a recycling program and focuses on material procurement to help reduce their footprint before the end waste is created on their projects. Pacific Builders continues to work within their community to educate and encourage waste reduction efforts as well as continue to develop their resource management programs to keep C&D debris out of the landfill.

2006 Wrap of the Year Winners

Seton Medical Center Coastside



Member of Daughters of Charity Health System

Seton Medical Center Coastside (Moss Beach, San Mateo) is a rural hospital located in Moss Beach, California. The facility holds a 116-bed Skilled Nursing Facility, a five-bed Acute Care Unit and the only Emergency Department on the coast between Santa Cruz and Daly City. In fiscal year (FY) 2006, Seton saved an estimated \$8,000 to \$10,000 through waste reduction efforts and diverted more than 25 tons of materials from disposal. The majority of the facility's waste reduction efforts are in the form of donation, reuse and recycling. While not saving much by way of dollars, the benefit is felt to be in the saving of natural resources and the environment. Exact measurement of all material diverted through reuse and donation is difficult due to the variety of items (medical equipment, electronic equipment, pallets, binders, clothes, linen, etc.), but reuse activities have become more and more creative as the staff's environmental awareness has grown. The use of a document and data destruction service has ensured the facility's

compliance with federal regulations while still allowing for an almost 50 percent increase in paper recycling from FY 2003 to FY 2006. The 2001 implementation of "flat mop" system has resulted in annual cost savings of over \$2,000, reduced floor chemical use by 75 percent, and enhanced patient safety by eliminating the threat of cross-contamination between rooms. Extensive use of an intranet vastly improved electronic communication capabilities between facilities. The availability of online policy and procedure manuals has furthered paper consumption reduction efforts by eliminating the need to distribute hard copy manuals to multiple departments. In addition to the intranet, upgrades and additions to internet services provided associates with access to "e-learning" options designed to assist them in fulfilling ongoing educational requirements. Results of this online training are maintained and reported to managers electronically, further reducing paper consumption.

Toyota Motor Sales, U.S.A., Inc. **TOYOTA** think green!

Toyota Motor Sales, U.S.A., Inc. Headquarters Campus/L.A. Parts Distribution Center (Torrance, Los Angeles) is the sales, marketing, distribution and customer service arm of Toyota, Lexus and Scion in the United States. Toyota is the second largest global automotive manufacturer and Toyota is the number one selling car brand in the United States. Toyota operates under a Global Earth Charter that promotes environmental responsibility, recognizing the

need for comprehensive approaches to the effective use of resources and the suppression of pollution and global warming. Toyota is committed to producing affordable, energy-efficient, and easily recycled vehicles with methods that preserve the environment. In fiscal year 2006, Toyota Motor Sales, U.S.A., Inc. Headquarters Campus and Los Angeles Parts Distribution Center diverted over 2,325 tons of material from going to the landfill, saving more than \$180,498 through

disposal cost avoidance, and paper and metal recycling revenue. And as part of the larger Toyota North America operations, the Returnable Packaging Program of Toyota Motor Sales saved over 7 million pounds of wood, 2.7 million pounds of corrugate, and \$5.7 million last fiscal year alone through waste avoidance. At Toyota, working to reduce environmental impact is part of moving forward. www.toyota.com

“When we consume less and reuse and recycle more, we save the energy and associated “greenhouse gas” emissions needed to extract and convert the raw materials.”

“Paper also takes up a lot of room in our landfills and, like all organic materials, will produce methane in the landfill...a greenhouse gas.”

The Climate Change-Waste Connection: Slowing global climate change

There are very few people, today, who are not aware of the concerns over global climate changes. Most want to see the world’s industrialized nations take immediate, constructive action to curtail and eventually reverse the effects.

But that is only part of the picture. We, individually, can also take action. Conserving resources by consuming less, reusing and recycling more, we can help slow global cli-

mate change. When we consume less and reuse and recycle more, we save the energy and associated “greenhouse gas” emissions needed to extract and convert the raw materials. When our waste decomposes in landfills (in anaerobic conditions), two greenhouse gases are produced—methane and carbon dioxide; and methane is a very powerful greenhouse gas with a global warming potential 21 times that of carbon dioxide.

Although a number of California landfills flare or capture landfill methane to use as fuel, gas is still released into the atmosphere.

Slowing global climate change is another good reason to reduce waste and conserve resources. The articles on these two pages show how each of us can help to curtail the effects.

For more information, visit www.climatechange.ca.gov.

Wait! Don’t Toss That Paper!

We all know many reasons why reusing and recycling are good ideas for paper...like keeping materials out of landfills, reducing our impact on the environment, and conserving valuable resources. But did you know that recycling paper uses less water and energy while producing less air and water pollution than does making paper from virgin material? Paper also takes up a lot of room in our landfills and, like all organic materials, will produce methane in the landfill...a greenhouse gas.

Paper is a material that touches all of our lives. We

use it in school, at work, at home and in our recreational activities. Fortunately, virtually every paper product can be recycled and many paper products can be reused.

When you’re finished using a paper product, ask yourself if you can use it again for its original purpose or for another purpose. Paper grocery bags can be used many times, the back of a sheet of office paper can be turned into note or phone messagespads, used paper cups can be utilized to grow seeds, and cardboard boxes can be given to friends who are moving.

If a particular piece of paper cannot be used again, recycle it. Almost every curbside program accepts mixed paper including office paper, magazines, books, cardboard, junk mail, etc.... Commercial recycling facilities can take paper from your office or you can drive it there yourself.

Find out more information about paper at our website, www.ciwmb.ca.gov/paper.

Also, www.conservatree.org is a great website full of lots of useful information about the benefits of recycling paper.

Recycled Content Products Can Lessen Green House Gases

Who, today, has not heard about the implications of what green house gases (GHG) are doing to us individually, or to the whole planet. We can see the effects daily from our respiratory difficulties to polar bears drowning because of melted ice floes. Dirty air affects us all.

While reducing, reusing, and recycling your solid waste can help lessen GHGs, there is an essential fourth step in waste management that you may not be aware of—buying recycled-content products (RCPs). Environmentally conscious consumers should always check the label of the products they buy to determine whether or not they contain recycled content.

If you are conscientious about recycling (and thank you if you are), then you must take that one last step of seeking recycled-content products (RCPs). They are out there, and you can do a pre-shopping web search on the Recycled Content Product Directory (RCPD) at: www.ciwmb.ca.gov/RCP.

But how, you ask, can purchasing RCPs lessen GHGs?

Purchasing RCPs lessens your ecological footprint. When you purchase products manufactured (which also includes used & refurbished products) entirely, or even partially, from recycled-content, materials you lessen energy demands to manufacture a like product from virgin materials.

Examples include natural resources obtained from mining, oil, and timber which all require large energy demands for extraction, transportation and manufacturing. Products from these natural resources can in most instances be recycled and then manufactured again into like or similar products. This recycled-content product manufacturing generally requires less energy, thus creating less GHG and other pollutants that would exit the smokestack at the manufacturing facilities or at the electric power company (especially coal-fired power plants).

Supporting the recycled-con-

tent paper market can help reduce the amount of GHG released into the air as well. Simply put, using fewer trees to produce paper products leaves a larger quantity behind to absorb carbon dioxide (CO₂) emissions, thus preventing a significant amount of this detrimental gas from escaping into the atmosphere.

Purchasing RCPs reduces the impact manufacturing has upon our atmosphere as well as our forests, fields, waterways and oceans. Additionally, supporting the recycled-content market benefits the economy as employees are needed to gather, sort, haul, manufacture and sell RCPs.

Purchasing RCPs keeps our natural resources cycling (or looping, if you will) and keeps them from going to the landfill where burying them will later contribute to GHGs through decomposition. Keep doing your part by asking for and buying recycled content products .

“Purchasing RCPs reduces the impact manufacturing has upon our atmosphere as well as our forests, fields, waterways and oceans.”

Solutions to Word Scramble: 1. recycling; 2. greenwaste; 3. conserve; 4. biodegradable; 5. resources; 6. WRAP; 7. sustainability; 8. e-waste; 9. organics; 10. packaging; 11. paper; 12. grants; 13. vermicomposting; 14. tires; 15. thermophilic; 16. batteries; 17. climate; 18. reduce; 19. reuse; 20. awards