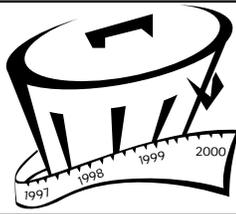


THE WASTE WATCHER



INTEGRATED WASTE MANAGEMENT BOARD • WINTER 1999 • PUB #530-99-001 • www.ciwmb.ca.gov

New chair elected, membership changes at Waste Board

Letter from Chairman Dan Eaton

"A time of transition" is the phrase that keeps coming to mind as I begin my tenure as Board Chair. Maybe these words pervade my thoughts because of recent events that have befallen my beloved Chicago Bulls with the retirement of Michael Jordan or the anticipated changes Governor Gray Davis will bring to the solid waste management arena. Whatever the case, I firmly believe that when assuming an organization's leadership post it is imperative to assess where you have come from, where you are, and where you are going. As a result, I want to take this opportunity to share some of my own thoughts as I begin my new role.

Over the last year, this Board has seen the departure of many of its long-time stalwarts—Janet Gotch, my predecessor, to private life; Senator Wesley Chesbro, one of the Board's original members, to the State Senate; and Bob Frazee, in February, after nearly three decades of public service, to retirement. These Board members, along with others, presided over the initial decade of AB 939 implementation. Their policymaking efforts helped put the state on target to meet the ambitious AB 939 waste diversion goals.

During Dan Pennington's tenure as chair, the Board recognized the need to address the concerns raised by jurisdictions struggling with the waste diversion increment between 25 and 50 percent and also assess our progress. The Board responded to these jurisdictional concerns by developing a targeted implementation assistance program and dedicating resources to waste diversion activities aimed at the largest portions of the state's waste stream, namely organics and construction/demolition debris. Additionally, our 21st Century Project

is designed to discuss and frame the issues this Board will face in future years. I will be speaking more on this exciting project in the coming months.

Today, less than a year from the year 2000 and its waste diversion mandate, many jurisdictions have already met the 50 percent goal and Board staff estimates a statewide diversion rate of 32 percent. Although I see the glass as half full, several policy, market development, and customer service issues are at the forefront of my thinking. In the next few months, the Board must resolve our operational approach to SB 1066, particularly the criteria for what constitutes a "good faith effort." As you may recall, this bill created a framework by which jurisdictions unable to meet the 50 percent goal could, on a case-by-case basis, petition the Board for time extensions or alternative diversion requirements. Under SB 1066, in order to grant a petition, among other things, the Board must determine whether a jurisdiction has made a good faith effort. Given the fiscal penalties associated with failure to achieve AB 939 goals, defining good faith effort is critical. Our staff has already conducted two SB 1066 workshops to solicit stakeholder input, but in the coming months, this policy development will consume much of the Board's time to deal effectively with the anticipated number of petitions.

If you haven't heard me say it yet, you will hear me say it soon and repeat it often—market devel-



Dan Eaton

See Eaton Letter, page 2

Eaton named chair, Chesbro elected to Senate, former Senator Roberti joins Board

In early January the California Integrated Waste Management Board unanimously elected Member Dan Eaton to serve as Chairman. Eaton officially assumed his new duties at the end of January.

This action is the latest in a series of changes in the membership of the Board, which has seen Wesley Chesbro elected to the State Senate and his post filled in by former State Senator David A. Roberti. In addition, Member Robert C. Frazee has made it known that he will resign the post he has held for nearly four years at the end of February.

Eaton was appointed to the Waste Board last January by then-Speaker of the Assembly and now Lt. Governor Cruz Bustamante. He replaces Daniel G. Pennington as chair, who voluntarily relinquished the chairmanship on January 29.

Eaton, a UCLA and Loyola Law School graduate, has been active in California government and politics since the 1970s. Over the years, Eaton has served on the staffs of Assembly members Gwen Moore and Richard Katz and as Deputy Director of the Speaker's Office of Majority Services during the time Willie Brown was Assembly Speaker.

Roberti was appointed to the Board on December 8 by the Senate Rules Committee to serve out Chesbro's existing term through January 1, 1999, after which Roberti's full-term appointment began. That appointment expires on January 1, 2003. Chesbro resigned from the Board on December 4, after having been elected to the State Senate in November.

See Membership, page 6

Work complete on California's second-largest illegal tire pile

In October it was a menacing nuisance, threatening neighbors and the environment. By early December, what was once the state's second-largest illegal tire pile is now a clean, vacant 10-acre lot southeast of Exeter, off Avenue 242. The 1.4 million tires—which had been illegally piled there since 1993, next to several homes and a flourishing cornfield—have been removed as part of a state-funded cleanup project.

The site had the potential to catch fire and burn



Contractors sent the 1,432,400 tires to landfills in Kings and San Joaquin Counties where they were used as cover on solid waste.

for weeks, endangering residents and polluting the environment. It was also a prime breeding ground for disease-carrying rodents and insects.

With the cleanup complete, the Board will now

look at pursuing cost recovery for the work from the property owner and/or the operators of the site. Once final invoices are processed, the total cost could be as much as \$1 million.

Eaton Letter, continued from page 1

opment is the KEY to future waste diversion successes. My colleague on the Board, Steve Jones, always reminds me of the significant statewide investment (estimated in the billions of dollars) by local government and the solid waste industry to create the recycling infrastructure that drives AB 939. This collection infrastructure (MRFs, transfer stations, curbside programs, etc.) is the supply side of the market equation. Markets, however, remain substantially underdeveloped because of various factors on the demand side of the equation, namely, the limited use and procurement of recycled-content materials.

One of the initial market development actions of this Board under my tenure will be to strengthen the statutory requirements and hone the programmatic activities necessary to enhance and expand the purchase of recycled-content materials. Two areas where the Board can immediately play a role are green procurement and green building practices.

Green Procurement. The case needs to be made to the Legislature and the new Administration that State government has yet to embrace and adhere to the reduce, reuse, recycle and buy-recycled ethic. Our reports on the State Agency Buy Recycled Campaign and the Project Recycle Program show a lackluster performance by a number of State agencies when it comes to recycling, let alone purchasing recycled-content products. This Board must take the leadership to ensure that the purchase and use of recycled products becomes the rule rather than the exception.

Green Building. The construction and deconstruction processes are not only sources of recycled materials but also present tremendous market development opportunities. Using recycled-content products in public building construction combined with premium performance in the areas of water conservation, energy efficiency, and indoor air quality is known as "green building." Incorporating green building into public projects makes not only environmental sense but, more importantly, saves taxpayer "cents." During my tenure as Chair, I hope to play a role in shifting the State's construction management system to one of green building.

As you know, the Board received an early holiday present when former Senate President Pro Tem David Roberti was appointed. His vast knowledge, expertise, and leadership qualities will only serve to enhance our ability to meet the challenges that lie ahead as we approach the 21st century. In the coming months, Board dynamics and composition will continue to change as the new Governor makes further appointments. Let us join together in welcoming change rather than be afraid of it. I am confident that by working together we can overcome our differences and obtain successes that will benefit all of California.

1995, 1996 waste diversion rates by county approved since August at Waste Board meetings

County	'95 Rate	'96 Rate	County	'95 Rate	'96 Rate
Alameda County					
Livermore	26	25			
Alpine County					
☆Alpine County (Unin.)	62	62			
Amador County					
☆Amador County (Unin.)	77	73			
Amador City	41	48			
☆Lone	80	83			
Jackson	45	34			
☆Plymouth	62	67			
☆Sutter Creek	42	64			
Contra Costa County					
Brentwood	40	38			
Danville	34	32			
Lafayette	30	30			
Moraga	29	38			
Orinda	25	36			
San Ramon	40	37			
Walnut Creek	32	34			
West Contra Costa Integrated Waste Management Authority	37	33			
Fresno County					
Fresno County (Unin.)	38	40			
Kingsburg	46	34			
Reedley	27	28			
Sanger	38	36			
Imperial County					
Holtville	50	42			
Kern County					
Arvin	33	39			
Shafter	30	25			
Lassen County					
☆Lassen County (Unin.)	71	66			
Los Angeles County					
Los Angeles County (Unin.)	27	29			
Alhambra	32	12			
Arcadia	45	37			
Artesia	27	21			
Bell	24	26			
Beverly Hills	26	39			
☆Bradbury	65	51			
Commerce	32	26			
Culver City	38	27			
Downey	31	45			
Glendale	32	35			
Hawaiian Gardens	0	6			
Huntington Park	32	25			
Inglewood	28	36			
La Mirada	19	28			
Lancaster	33	34			
Long Beach	21	28			
Monrovia	24	33			
☆Palmdale	63	61			
Pasadena	42	37			
Pomona	27	34			
Rancho Palos Verdes	28	20			
Redondo Beach	35	29			
Rosemead	24	32			
San Marino	21	48			
Santa Clarita	28	42			
Signal Hill	19	38			
Madera County					
Madera County (Unin.)	31	41			
Merced County					
Merced Regional Agency	50	48			
Monterey County					
Monterey County (Unin.)	21	23			
Carmel-by-the-Sea	26	34			
Del Rey Oaks	31	39			
☆Marina	43	52			
Monterey	23	28			
Pacific Grove	26	35			
Salinas	22	22			
Sand City	7	30			
Seaside	38	47			
Nevada County					
Nevada County (Unin.)	47	45			
☆Grass Valley	57	59			
Orange County					
☆Cypress	62	66			
Dana Point	19	22			
Huntington Beach	45	49			
La Habra	32	34			
Los Alamitos	30	35			
Orange	34	38			
San Juan Capistrano	26	29			
Tustin	17	25			
☆Villa Park	49	56			
Placer County					
Lincoln	22	37			
Rocklin	7	32			
Riverside County					
Cathedral City	32	34			
Hemet	36	32			
☆Palm Desert	57	56			
Perris	43	42			
Sacramento County					
☆Folsom	48	55			
San Bernardino County					
Chino	24	37			
Chino Hills	34	41			
Grand Terrace	30	38			
Montclair	28	39			
Rancho Cucamonga	26	35			
Redlands	35	45			
Rialto	43	45			
Upland	23	29			
Victorville	22	22			
San Diego County					
☆Carlsbad	57	48			
Chula Vista	42	42			
Coronado	36	27			
Del Mar	40	36			
Escondido	49	45			
Imperial Beach	40	41			
La Mesa	47	41			
Lemon Grove	19	34			
Oceanside	48	47			
Poway	55	56			
San Diego	35	45			
San Marcos	47	45			
Solana Beach	52	48			
Vista	43	48			
San Joaquin County					
San Joaquin County (Unin.)	27	32			
Manteca	31	24			
☆Ripon	66	74			
Stockton	24	27			
Tracy	28	41			
San Luis Obispo County					
Arroyo Grande	20	29			
Atascadero	49	44			
Grover Beach	38	39			
Morro Bay	28	37			
Paso Robles	30	42			
Pismo Beach	36	30			
San Luis Obispo	32	35			
Santa Barbara County					
Santa Barbara County (Unin.)	30	30			
Buellton	39	41			
☆Carpinteria	78	78			
☆Santa Maria	46	50			
Solvang	20	21			
Santa Clara County					
Gilroy	20	17			
Los Altos	12	39			
Morgan Hill	31	35			
Santa Cruz County					
Santa Cruz County (Unin.)	21	20			
Watsonville	25	26			
Stanislaus County					
☆Stanislaus County (Unin.)	66	66			
Ceres	34	33			
Hughson	25	24			
Newman	26	22			
Oakdale	25	23			
Patterson	34	28			
Riverbank	25	39			
Turlock	43	48			
Waterford	44	35			
Tulare County					
Dinuba	28	34			
Exeter	6	25			
Farmersville	24	22			
Lindsay	14	19			
Porterville	15	20			
Tulare	36	45			
Visalia	25	36			
Woodlake	20	23			
Tuolumne County					
☆Tuolumne County (Unin.)	55	56			
☆Sonora	69	54			
Ventura County					
Ventura County (Unin.)	32	34			
Santa Paula	31	25			
Ventura	32	41			
Yolo County					
West Sacramento	27	35			
Woodland	42	41			

☆Indicates city or county has met or exceeded 2000 goal of keeping 50 percent of trash out of landfills

Cleaning up "Poop Lagoon"



Heavy equipment on barges pulled an estimated 100 illegally dumped boats from five miles of sloughs in Redwood City.

Board funds unique illegal dump cleanup in SF Bay area lagoons

A flotilla of San Mateo County-deployed cleanup vessels, buoyed by a \$400,000 grant from the Waste Board, conducted an all-out blitz on tons of floating garbage and abandoned vessels ringing 5 miles of tidal sloughs in Redwood City.

"This is the beginning of the end for this terrible example of criminal and irresponsible trashing of public waterways and environmentally sensitive sloughs," said Waste Board Member Daniel G. Pennington. "Although most of our cleanup operations take place on dry land, this project rivals some of the worst we've dealt with, poses significant public health and environmental safety risks, and is certainly one of the ugliest exhibits of reckless behavior I've seen in years."

Despite their natural importance to marine and freshwater fisheries, the sloughs near Redwood Creek had become little more than watery dumping fields where approximately 100 scuttled boats, crammed with solid wastes, rested illegally on the muddy bottoms. Spread across 5 miles of tidal mudflats, the derelict fleet attracted vagrants and homeless individuals, some of whom lived on the more seaworthy vessels and used the slough waters as their own personal dumping ground—giving one slough in particular the nickname of "Poop Lagoon." The briny waters are on the edge of San Francisco Bay.

Using the grant from the Waste Board, the San Mateo County Health Services Agency hired the Zaccor Company, which removed 56 wrecks and 10 partial wrecks. Debris from the August cleanup operation was estimated to be more than 500 cubic yards. A local metal recycler volunteered to remove and recycle all metal debris, and was able to recycle 36 percent of the waste. Abandoned vessels inventoried for the cleanup ranged in size from a 15-foot runabout to a 90-foot wooden tug.

The entire operation took approximately three weeks to complete by the county and the San Francisco Bay Conservation and Development Commission. A task force involving the County Health Services, Redwood City Fire Marshal, County Sheriff, and County District Attorney will decide what to do about any future illegal disposal and transient inhabitation of vessels in the bay.

Since the start of the Waste Board's Solid Waste Disposal and Codisposal Site Cleanup Program (AB 2136) in 1994, the Waste Board has approved funding to remediate 89 sites. The Board has also completed cleanup operations at 71 locations and begun work on 15 other sites. Since 1994, the Board has approved \$28 million for such work, spending \$24 million on cleanups, with \$4 million remaining for sites still to be finished.

WRAP's '98 top 10 business recyclers

Ten businesses have been honored in as the state's top trash cutters by the Waste Board. The companies received the awards for saving dollars and landfill space by cutting the amount of trash they produce.

"Winning the top 10 spots in this year's competition sets Anheuser Busch, Baxter Healthcare, the Doubletree Hotel, Gardeners' Guild, HdB Electronics, the Marin Conservation Corps, Printer's Ink, Redwood Landscaping, Smurfit Newsprint and the Gillette Company apart as the best of the best of California businesses dedicated to protecting the environment by following the three Rs—reduce, reuse, and recycle," Waste Board Member Daniel G. Pennington said, announcing the statewide winners in the sixth annual Waste Reduction Awards Program (WRAP) for 1998.

Creating less waste benefits businesses and the cities and counties in which they are located. Since 1989, California communities have been mandated by law to cut the amount of trash they send to landfills. Because the business sector generates about half of the state's trash, companies throughout California can make a significant impact on their communities' waste reduction efforts.

Anheuser Busch, Inc. in Van Nuys, a four-time WRAP winner, was recognized as a 1998 "WRAP of the Year" winner for reducing its waste by 61 percent since 1994. The brewer recycles paper, cardboard, scrap metal, glass, plastic strapping and wrap, barrels and drums, toner cartridges, and fluorescent lamps. In addition, it donates reusable items to schools and charities, recycling its waste beechwood chips as mulch for landscaping, and providing waste brewer's grains and hops to local farmers for animal feed.

Baxter Healthcare Corporation in Oakland was honored for saving \$11,000 in disposal costs and recycling 55 percent of its Novacor Division's waste.

The Doubletree Hotel at Fisherman's Wharf in Monterey was recognized for saving more than \$15,000 in disposal costs since 1990 by recycling or reusing virtually every item, including carpet, furniture, cardboard, paper, glass, aluminum, phone books, sheets, towels, and laser toner cartridges.

The Gardeners' Guild, Inc. in San Rafael was honored for reducing its waste by grasscycling, chipping up yard trimmings for mulch, and donating plants to nonprofit organizations. The guild educates its clients about diverting greenwaste with resource recovery actions to promote sus-

Getting the Job Done

A feature designed to highlight the efforts of local governments that are *Getting the Job Done* by working to cut their trash in half by 2000.



10 cities, counties earn first-ever Trash Cutter Awards

The Waste Board has honored 10 cities and counties with the first-ever Trash Cutter Awards for their efforts to develop the best recycling and waste reduction programs in the state. The Waste Board presented the awards as recognition of the local governments' efforts that have helped keep 100 million tons of the state's garbage out of landfills since 1990.

The Trash Cutter Awards were the result of a partnership effort between the Board and its Local Government Technical Advisory Committee (LGTAC) to recognize the wide range of successful waste reduction and recycling programs that have been implemented since 1990 when AB 939 took effect, calling for a 50 percent cut in trash disposed by the year 2000.

In selecting the winners, the Board and LGTAC sought to recognize programs that, among other factors, were effective in terms of the cost for the amount of waste recycled; number of residents participating; innovations in ideas or technologies; and usefulness to other jurisdictions evaluating whether similar programs would work for them.

The following is a list of highlights of the winning programs.

Outstanding Organics Management—City of Palo Alto

The City of Palo Alto established a composting facility in 1977 that processes 17,000 tons of yard trimmings each year. The city in turn produces compost that is sold in bulk and bags. The bulk sales operation, which began in 1993, has sold nearly 60,000 cubic yards of compost, generating more than \$252,000 for the city. The city also offers free backyard composting workshops, and compost giveaway events are held five times a year to educate residents about composting and benefits of participating in the yardwaste collection program.

Outstanding Regional Waste Reduction Program—Sonoma Co. Waste Mngmt. Agency

How to deal with the county's solid waste was the dilemma for Sonoma County and nine cities within the county. As a result, the jurisdictions formed the Sonoma County Waste Management Agency to cost-effectively reduce the amount of solid waste handled within the county. With a budget of less than \$2.5 million, the agency operates yard waste composting, wood waste chipping, household hazardous waste, source reduction, and education programs. Most programs are managed largely by part-time staff. The agency also produces an annual recycling guide, staffs a recycling/disposal information hotline, and runs a local materials exchange program.

Best Education Program—City of Burbank

Free recycling and green waste collection are just some of the services the City of Burbank promotes through its comprehensive education program. To effectively get the word out, the city staff publishes a semiannual newsletter; attends frequent business and apartment workshops and 20 citywide events each year; networks with the local chamber of commerce; speaks before local community groups; visits schools and provides lesson plans for teachers; and conducts tours of its learning center, which serves as a clearinghouse for recycling and waste reduction information



Eureka high school students provide lessons to 4th graders about recycling and waste reduction, and, above, help the elementary students make art projects using recyclable materials.



The Recyclemania Learning Center in Burbank, a one-stop shop for recycling, waste reduction, and composting information, welcomes its visitors with recycled art sculptures like this.

and a site for composting workshops.

Most Creative Partnerships—City of Carson

The City of Carson, along with its hauler USA Waste, developed a unique cooperative waste reduction and recycling program with the University of California, Los Angeles Extension (UCLA) Waste Management and Recycling Program, Cal State Dominguez Hills, Cal State Fullerton, the US Environmental Protection Agency (US EPA), and the Waste Board. During 1997 and 1998, student interns from the various universities were trained by Dr. Eugene Tseng of UCLA, the US EPA and the Waste Board on how to conduct on-site waste audits. As a result, the students did 120 audits of businesses throughout the city. The audits involved assessing and quantifying existing recycling practices and programs and any

additional programs that could be implemented; providing literature; notifying hauler and/or third party recyclers or potential recycling opportunities; assistance to businesses in implementing recycling programs; and databasing audit results.

Best Procurement Program—City of Los Angeles (Facilities Recycling Program)

As part of the City of Los Angeles' Facilities Recycling Program, staff has implemented Buy Recycled 2000. This program educates buyers, specifiers, and supply clerks to include recycled-content specifications for city products ordered through various contract mechanisms. The program's procurement component also requires closed-loop purchasing. This program requires

Please see *Trash Cutters*, next page

The Waste Watcher, Board press releases available on line

If you haven't discovered it already, the Waste Board's Office of Public Affairs would like to remind you that you can get a copy of this edition or past editions of the Waste Watcher on line at the Board's Pressroom, www.ciwmb.ca.gov/Pressroom.

At the Pressroom you can also link to current and past press releases as well as e-mail the media and outreach staff.



Sacramento bikeway repaved with old tires

A \$50,000 grant from the Waste Board helped reopen a portion of the popular American River bikeway in Sacramento. The funding was used to pave 1.6 miles of the trail with more than 4,000 old tires.

The Waste Board's decision to direct \$50,000 towards the project coincides with its goal to find markets and worthwhile applications for the millions of waste tires stockpiled in the state. The Sacramento Metropolitan Air Quality Management District also donated matching funds for the project.

"This project demonstrates the value of recycling in a way that many people can easily relate to," said Waste Board Chairman Dan Eaton. "It's not a four-lane superhighway, but recreational bikers, runners, bird watchers, and outdoor hikers all will benefit from this recycled product technology."

As reported last year on NBC, RAC material offers superior longevity and traction, as well as a more quiet surface and less fracturing than conventional paving. Because of its porous nature, traction in the rain on RAC pavement tends to remain high.



Old tires are reused in asphalt, on a bike trail in Sacramento.

RAC has been used in public roadways throughout California and other parts of the nation. The product is a mix of crumb rubber—small, pelletized pieces of ground-up tire rubber—mixed with asphalt binder and rock aggregate.

Trash Cutters, continued from page 4

suppliers, vendors, or contractors of various products to purchase recycled feedstock from the city's contract recyclers and use the materials to manufacture new products for the city.

Outstanding Construction and Demolition Debris Management—City of Los Angeles (Integrated Solid Waste Management Office)

The City of Los Angeles' Integrated Solid Waste Management Office developed the Building Industry Recycling Tool Kit to encourage the recycling and reuse of construction and demolition debris. The tool kit helps building industry professionals develop programs to recycle construction, demolition, and landscaping materials. It also promotes the use of recycled-content building products and space allocation for recycling at local projects. During the recent construction of the Los Angeles Police Department's Emergency Vehicles Operations Center, the contractor used the tool kit to recycle more than 13,000 tons of inert materials. The contractor also used the tool kit to find a facility that could recycle mixed loads of construction and demolition debris from the project.

Best Waste Prevention Strategies—Central Contra Costa Solid Waste Authority

The Home Composting for Busy People program provides basic instruction on small-scale home composting for residents within the Central Contra Costa Solid Waste Authority and the City of San Ramon. The program has several components to make it simple for residents to compost food, yard waste and other organic materials at home. They include home composting workshops at local nurseries and gardens; an in-home instructional videotape on composting; a telephone information line that provides technical assistance and arranges services; and garbage rate discounts for residents that have become certified composters through the program.

Outstanding Rural Waste Reduction Program—City of Eureka

Fourth graders in the City of Eureka are learning all about reducing waste, thanks to the commitment of local high school students who produce lessons on waste reduction. The main themes of the School Waste Education Project focus on buying smart to reduce waste on reusing waste materials. The pro-

gram's success has come from the basic approach of peers teaching peers. The high school students act as positive role models for the fourth graders, encouraging them to reuse waste to help reduce the amount of garbage in landfills.

Program Excellence in Recycling—City of El Cerrito

El Cerrito began recycling activities shortly after Earth Day in 1970. By 1977 it began offering weekly curbside recycling and opened the Ecology Recycling Center. Since 1990, the city has kept, on average, 4,600 tons of waste out of landfills each year. It estimates that more than 1,000 people visit its recycling center each week, with more than half of those residents coming from nearby communities. In 1990 and again in 1996, residents indicated that the city's recycling services were the most important and best-performed (nonemergency) services in the city. Each week, 43 percent of its residents set out recyclables, 80 percent of eligible households use the green waste recycling service, 17 percent of residents use mini-(garbage) cans, and only 8 percent subscribe to a garbage service level higher than a 32-gallon can.

Outstanding Urban Waste Reduction Program—County of Los Angeles

"Master Recyclers" are the key to the County of Los Angeles' comprehensive Business Recycling Technical Assistance Program. The master recyclers conduct roughly 200 site visits per month throughout the county, helping businesses initiate or expand waste reduction, recycling, and composting programs. The county hopes to expand the size and scope of the program to target 3,200 businesses and increase public awareness about solid waste issues in all of the county's 25,000 businesses.

Most Innovative Program—City and County of San Francisco

In the San Francisco Bay Area, 400 supermarkets and 110 cities and counties have partnered to bring the message to shoppers about the importance of waste prevention and buying reusable products. In 1996, an analysis of product sales in one supermarket chain showed that sales of minimal packaging and recycled-content products increased 19.4 percent during the campaign, while sales of overpackaged products declined 36 percent. By 1997, 84 percent of shoppers surveyed said that their shopping habits were changed based on the campaign messages. Over the three years of the campaign, it has included various supermarket displays, brochures, posters, a drawing, an information hotline and kick off events, all backed by extensive media campaigns.

WRAP, continued from page 3

tainable business practices.

The Gillette Company/Stationery Products Group in Santa Monica, a four-time WRAP winner, was recognized for cutting its trash by over 78 percent. The company manufactures pens, pencils, and markers and recycles its paper, newspaper, cardboard, computers, cans, glass, plastic, brass, stainless steel, electrical wire, construction materials, steel drums, wood pallets, cutting oil, and hydraulic oil. Usable items are donated to schools and charities.

HdB Electronics in Redwood City was honored for its waste reduction efforts, which saved the company \$4,188 in 1998. This included redesigning its forms and invoices to reduce paper usage. The company also cut its trash by reusing and recycling packaging materials.

The Marin Conservation Corps in San Rafael was recognized for preserving Marin's natural resources and providing recycling and reuse education to thousands of children. The corps members also perform conservation activities throughout the county and provide recycling collection services on public lands.

Printer's Ink, a publications specialist in Woodland, was honored for reducing its paper waste to almost nothing over the past three years.

Membership, continued from page 1

One of California's most prominent legislators, former Senator Roberti was an influential fixture in the State Legislature for 28 years, serving as President Pro Tem of the Senate a record 13 years. His stand on a number of issues—including sponsoring the source reduction and recycling bill that

Unless otherwise specified by customers, all house paper, stock, and other products are recycled or are recyclable.

Redwood Landscaping in Santa Rosa was recognized for saving \$120,000 in disposal fees by recycling the majority of its office paper and the yard-waste generated by its field operations. The company also maintains composting, education, and donation programs and actively promotes reuse.

Smurfit Newsprint Corporation of California, located in Pomona, is a 100 percent recycled newsprint mill. The company has reduced its internal waste stream by more than 80 percent. Smurfit's recycling efforts have helped fund college scholarships for employees' dependents and provided donations to local charities such as the YMCA, YWCA, and the House of Ruth.

Each year from among hundreds of WRAP honorees, the Waste Board selects 10 outstanding businesses as "WRAP of the Year" winners. The Waste Board's WRAP awards are designed to recognize companies that develop creative and aggressive programs to reduce the amount of waste sent to landfills. Winners receive a certificate of recognition from the Board, as well as the right to advertising and promotional use of the WRAP logo to promote their waste reduction accomplishments. Applicants are honored based on a set of criteria

the Waste Board enforces—helped shape California politics. A graduate of Loyola University in 1961 and USC Law School in 1964, Roberti chaired the Senate Judiciary, Assembly Labor Relations, Northridge Earthquake Senate Select, and Small Business Enterprises committees during his years in the Legislature. Most recently, he has served on the Unemployment Insurance Appeals Board since 1995.

developed in cooperation with the business community. Practices evaluated include waste prevention, materials reuse, recycling, recycled-product procurement, and employee education. Top 10 honorees are recognized for going above and beyond traditional recycling and waste reduction practices in their daily operations.

Since its inception—and including 1998's winners—1,775 WRAP honors have been awarded, recognizing California businesses that have made significant strides in waste reduction, many of them repeat winners. Previous years' top 10 winners have included the Walt Disney Company, Sea World, and Warner Bros. Studios.



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