



Visit our Web site at www.ciwmb.ca.gov/WRAP/

* Prevent waste by being resource efficient.

* Grasscycle or compost green waste.

* Purchase reusable not disposable.

* Donate unwanted items.

* Use double-sided copies.

* Eliminate or minimize packaging.

* Purchase recycled-content products.

* Recycle metal, glass, paper, cardboard, etc.

Apply for a WRAP 2000 Award!

State of California

GRAY DAVIS
Governor

WINSTON H. HICKOX
Secretary, California Environmental
Protection Agency

Integrated Waste Management Board

DAN EATON
Chairman

STEVEN R. JONES
Board Member

LINDA MOULTON-PATTERSON
Board Member

DANIEL G. PENNINGTON
Board Member

DAVID A. ROBERTI
Board Member

RALPH E. CHANDLER
Executive Director



printed on recycled paper

California Integrated Waste Management Board
Waste Reduction Awards Program—WRAP
8800 Cal Center Drive, MS 23
Sacramento, CA 95826



WRAP Talk 2000

As we WRAP up a millennium, how appropriate to reflect on the past and look forward to the future. The Waste Reduction Awards Program, WRAP, was originated in 1993 by California Integrated Waste Management Board to recognize businesses for their accomplishments in reducing the amount of waste sent to landfills.

Since 1993, more than 1,200 businesses have won WRAP awards. These businesses have saved money on avoided procurement and disposal costs by implementing resource-efficient practices and aggressive waste reduction, reuse, and recycling activities.

In 1995, the CIWMB began recognizing WRAP winners that stand out for their exemplary and creative waste reduction programs. The Board selects 10 WRAP winners annually and honors them with "WRAP of the Year" awards. Forty WRAP of the Year awards have been presented to California businesses.

Why Worry About Waste Reduction? After All, It's Just Garbage...

California's business sector, one of the world's leading economies, generates roughly 50 percent of all the waste in California. With an estimated 56 million tons of solid waste generated in California each year, it's more than just garbage! Waste reduction translates into savings for both the environment and the business. In 1999 alone, WRAP winners diverted more than 1.5 million tons of waste from landfills and enhanced their bottom lines by nearly \$30 million. But there is room for improvement and there are more businesses to recognize for their waste reduction programs. With approximately 1 million businesses in the state of California, there are success stories to be told. Let us hear from you so we can tell your story and encourage others to reduce their waste too!

Looking Back

In 1999, WRAP recognized 566 businesses as winners, more than in any prior year. Over the years, more than 2,300 WRAP awards have been presented to businesses in California, with many businesses having won awards for several consecutive years. Profiles of each of the WRAP winners can be viewed on the WRAP Web site at www.ciwmb.ca.gov/WRAP/, and examples of media coverage may be obtained at www.ciwmb.ca.gov/Pressroom/. For 1999, the top 10 businesses honored as WRAP of the Year winners were:

- * Autry Museum of Western Heritage
- * Cagwin & Dorward Landscape Contractors
- * Investec
- * Kraft Foods, Inc., Visalia
- * Memorial Hospitals Association (MHA)
- * Pebble Beach Company
- * Straus Family Creamery
- * Swinerton & Walberg Company
- * Trips for Kids/Re-Cyclery
- * UNISYS Corporation

Wrap Winners Use WRAP Logo

All WRAP winners receive a letter from the CIWMB Chairman, a winner certificate, a window decal, and the WRAP logo, which can be used by winning businesses to promote their environmental awareness. In addition, CIWMB provides sample news articles and disseminates press releases to the media about the WRAP winners. Winners have used the WRAP logo in a variety of creative ways, for example:

* **Pacific Bell** uses the WRAP logo on the back side of its telephone directories and Smart Yellow Pages sent to 15 million California homes and businesses.



* **Fender Musical Instruments Corporation** in Corona, a WRAP winner for seven consecutive years, displays the WRAP logo on its packaging, which is made from recycled material.
 * **WorldWise, Inc.** in San Rafael, another seven-time WRAP winner, uses the WRAP logo on its Web site.
 * **Yost Printers & Lithographers** in Monrovia prints the WRAP logo on its stationery. Yost has won a WRAP award for six successive years.

Highlighting WRAP Winners

The Board publicizes all of the WRAP winners by displaying their business information on the WRAP Web site, issuing press releases to the general media, and encouraging publicity at the local level. In addition to these promotional activities, occasionally the WRAP program will feature winners who have implemented creative and/or exemplary waste reduction programs. Feature businesses for this update are Albertsons, Inc. and 49er Pet, Inc.

Albertsons, Inc. is one of the largest retail food and drug stores in the United States and currently operates more than 2,500 stores in 37 states. In the state of California and, since the acquisition of Luckys stores, Albertsons now operates 780 stores throughout the state. Albertsons, Inc. submitted one application for multiple sites throughout California and was awarded a multisite, multiaward WRAP designation in 1999. Albertsons was recognized for recycling more than 50 percent of all solid waste generated by the company. These efforts kept approximately 206,000 tons of waste out of landfills, saved millions of dollars in disposal costs, and brought revenue to the company from the sale of recyclables. Albertsons continues to explore new avenues and new concepts to reduce/reuse/recycle. With the increase in store numbers, the potential for Albertsons to further benefit its customers and the environment is greatly enhanced.

49er Pet, Inc. of Rohnert Park is a locally owned, 17,000 square foot pet superstore. The store rewards customers with a discount if they refill their existing cat litter containers instead of purchasing a new one. Customers love the large variety of bird foods available in bulk, which reduces packaging waste. Since implementing a recycling program several years ago, this company has been able to decrease the amount of trash it sends to the landfills. This has resulted in both cost reduction and increased awareness for employees and customers. 49er Pet, Inc. has received a WRAP award for the last three years.

A Tribute to WRAP Promoters

The success of the WRAP program at identifying businesses worthy of recognition depends greatly on getting WRAP applications into the hands of worthy candidates. There are many folks who help distribute WRAP program information and even assist businesses in filling out the application. We would like to take this opportunity to recognize a few of the exceptional promoters we are aware of and to publicly thank them for their efforts in promoting the WRAP program to their constituents.

Jaime Lozano, City of Carson	Jon Root, Edelman Worldwide Public Relations	Dr. Eugene Tseng, UCLA
Scott Larson, Waste Solutions	Lisa Harris, City of Long Beach	Deborah Shultz, City of El Segundo
Michele Sackman, formerly Stanislaus County	Leslie Kline, City of Fresno	Myra Nissen, The Sutta Company
Dianne Dryer, City of Menlo Park	Allen Welbourn, Los Angeles County	Susan Patane & Rex Richardson, NORCAL for San Bernardino
Leslie Stobbe, City of Milpitas	Rebecca Brown, City of Woodland	Hope McAloon, City of Burbank
Bill Wright, Industrial Recycling Services, Inc.	Amy Garden, Napa County	Heather Abrams, Central Contra Costa Solid Waste Authority
Lewis Pozzebon, City of Vernon	Karina Chilcott, Sonoma County	
Becky Shaw, City of Arcata	Karen Higgins, City of Los Angeles	

Looking Ahead—What's New

You may have noticed that there are new WRAP program coordinators. After four years with WRAP, Linda Hennessy has moved into recycled-content products. Many of you have talked to Linda about WRAP in the past and we will all miss her contributions to the program! The new program coordinators for WRAP are Brenda Smyth and Piper Miguelgorry, who will champion the program in the new millennium. There will be exciting changes ahead as more and more businesses implement waste reduction programs that protect the environment and result in substantial operational savings. WRAP looks forward to identifying and recognizing all worthy candidates.

WRAP Coordinators

Brenda Smyth
 (916) 255-2445
 bsmyth@ciwmb.ca.gov

Piper Miguelgorry
 (916) 255-2497
 pmiguelg@ciwmb.ca.gov

(916) 255-4580 fax

Application 2000 Information

The WRAP application period is open annually from April 1 through June 30. Businesses and nonprofit organizations are eligible. Program coordinators are busy preparing the WRAP application for 2000 and are interested in receiving your suggestions and general comments about the program.

The WRAP 2000 application will include revisions to capture quantifiable answers when possible. Please let us hear your input by completing the short questionnaire below. Separate this page, trifold it, affix the appropriate postage, and return it to us as indicated. You may also contact us personally by phone or e-mail (see above).

1. Please update your mailing address information on the reverse side of this page.
2. Please forward me a WRAP 2000 application? yes no
3. Please provide suggestions or comments. _____

(Separate this page, tri-fold it, affix postage, and mail back to WRAP.)

Affix
Postage
Here

California Integrated Waste Management Board
Waste Reduction Awards Program—WRAP
 8800 Cal Center Drive, MS 23
 Sacramento, CA 95826