



Jefferson County Solid Waste/Air Quality Committee

2014 Wisconsin Integrated Resource Management Conference - Summary AROW/SWANA/WCSWMA

(Associated Recyclers of Wisconsin, Solid Waste Association of North America, and
Wisconsin Counties Solid Waste Management Association)

Wednesday through Friday, February 26, 27 and 28, 2014

Hyatt on Main/KI Convention Center
333 Mina Street, Green Bay, WI 54301

Members: Don Reese-Chair, Greg David-Vice Chair, John Kannard-Secretary, Carlton Zentner and Greg Torres
Staff: Rob Klotz and Sharon Ehrhardt

February 26, 2014 - Wednesday, 11:00 a.m. – 9:00 p.m. Conference Activities

12:30- 2:00 p.m. Council on Recycling Meeting

The Council had election of officers and the new officers are Rick Meyer-Chair, Jim Birmingham-Vice Chair and Joe Liebau-Secretary.

Jim Birmingham gave an update on the Plastic Recycling Subcommittee. Jim said the report will be posted on the Council's website,
(<http://dnr.wi.gov/topic/recycling/council.html>).

Becky Curtis from the plastic committee is planning on doing a pilot project in Jefferson County. The project might be with the Jefferson County Fair Park or could be with the Fort Atkinson or Watertown school districts. Project would involve a supply of 55 gallon drums from local businesses which will be used as recycling containers at the above locations.

Joe Van Rossum-UW Extension is working on recycling ag plastic. He has three recyclers interested, but could not reveal their names. He said he needs to address some issues before he can get the recyclers to consider a program. The problems are no end value in ag plastic and no funding or staff for recycling ag plastic. He also would needs counties to commit to a program. (<http://dnr.wi.gov/topic/recycling/agplastics.html>)

Cynthia Moore-DNR gave an update on the WRAP project which deals with plastic film. This report is on the DNR website:

(<http://dnr.wi.gov/topic/waste/documents/swip/20130515/increasingplasticsrecycling.pdf>)

Cynthia also suggested that funding be through RU resources funding maybe a possibility. Doing a RU prospective survey on plastic recycling programs and funding would help obtain more information.

4:15 – 5:45 p.m. AROW Annual Meeting

AROW had elected three new board members: Meribeth Sullivan, Kyle Kopplin and Mark Heal. Executive Director Karin Sieg and President Meleesa Johnson reported on the following:

- A. Bylaws and AROW Structure
- B. Review and Update Policies
 - 1) Conflict of Interests with Board Members
 - 2) Advisory Committees
 - 3) Planning Future IRS Reporting
- C. AROW's Contract with RCC
 - Including:
 - 1) Office & Storage
 - 2) Office Equipment
 - 3) Part-Time Staff (16 hrs. a week)
- D. Bylaw Revision – “To serve as a professional-level interactive and resource focus on waste reduction , product stewardship and resource recovery.”
- E. Better Define Roles and Responsibilities of the Board and Officers
- F. Define Committee Rules
 - 1) Formalized structures with a chair, vice-chair and secretary
 - 2) Committee voting procedures
 - 3) Add language for duties of staff
 - 4) Add membership language
- G. Address Language to Allow Affiliatio and Partnerships to Expand Membership
- H. Committee Reports (Active)
 - 1) Organics & Food Residential
 - 2) Community Education
 - 3) Product Stewardship
 - 4) Hazardous Waste (Non-Active)
- I. Program Links
 - 1) Waste Less Wisconsin
 - 2) Reduce Your Recycling Challenge
 - 3) Public Place Recycling –Events
 - 4) Reduce Your Waste Stream Challenge
 - 5) Recycle More Wisconsin
 - 6) Like Recycle More Wisconsin (Facebook)

5:45 – 6:30 p.m. SWANA's Badger Chapter with AES celebrate Brian Tippet's – Int'l Board President-Elect and the SWANA Young Professionals Reception

Meleesa Johnson introduced SWANA's President Jeff Meyers. Jeff introduced Brian Tippet and announced his election to the National SWANA Board. Jeff also introduced the

Young Professionals in an attendance from UW-Stevens Point and UW-Green Bay. These students were given the opportunity to network with professional in attendance. This event is to encourage students to look into recycling and waste reduction careers.

6:30 – 9:00 p.m. Welcoming Event

I did not attend this event because Rick Schulz and I were invited to meet with the Carton Council. Debbi Dobson and Jim Birmingham wanted to give us more information about Advance Waste Haulers taking cartons for recycling. Debbi also gave us information about getting Jefferson County schools interested in recycling cartons. Rick and I agreed to support carton recycling in Jefferson County with our limited time and resources.

February 27, 2014 - Thursday, 7:30 a.m. - 11:00 p.m. – Conference Activities

7:30 a.m. – 8:30 a.m. Hot Breakfast Buffet

8:30 a.m. – 9:45 a.m. Exhibit Hall Opens

10:00 a.m. – 10:50 a.m. Welcome and Keynote Speaker (“Top 10 Reasons the EPA Appreciates the Materials Management Industry” – Dr. Susan Hedman, Region 5)

Dr. Hedman’s talk was very interesting and she covered these 10 points of appreciation:

- 10) Appreciation of solid waste disposal from municipalities and hazardous waste programs.
- 9) The work done in recycling and reuse of materials since 1980. In 1980 only 10% of materials were recycled. Recycling has improved to about 60%.
- 8) The MMI (Materials Management Industry) `creates jobs and generates earning by protecting the environment
- 7) The MMI helps Federal agencies improve and protect the environment which saves the government tax money.
- 6) The MMI helps clean up oil spills and contaminated soils.
- 5) The MMI helps clean up rivers. The Fox River which is one of the largest in the world is an ongoing project. They have removed 5 football fields high times 6 football fields long of sediment. Some of the sediment has been recycled and used in road projects.
- 4) MMI helps clean up the Great Lake areas of concern. In 1987 the Water Quality Agreement Industry had 25 areas of concern. The Sheboygan River is no longer on the list.
- 3) MMI helps keep mercury out of the waterways.
- 2) MMI helps reduce carbon emissions by recycling.
- 1) MMI landfill reduction of methane helps reduce the carbon footprint.

It was interesting to understand how the private materials management industry has helped the EPA in protecting the environment.

11:00 a.m. – 5:00 p.m. Track Sessions

Pioneering Mattress Recycling in Wisconsin

Speaker Bob Mudler, Midwest Mattress Recovery said it was estimated that about 40 million mattresses and box springs end up in a landfills every year. 40 million mattresses and box springs equal about 920,000,000 cubic feet which is 2.5% of Wisconsin’s landfill

share. These are the material inside a mattress: metal polyurethane, cotton, shoddy pad, quilted polyurethane. Since the business opened up last March they have recycled 20,000 mattresses or 460,000 cubic feet which is 600 ton diverted from a landfill. It breaks down as follows: 95,000 lbs. of polyurethane, 65,000 lbs. of shoddy pad and cotton, 260 lbs. of metal. Bob said he would like to see mattresses and boxsprings banned from landfills. California, Connecticut and Rhode Island have landfill bans. Bob doesn't think we need product stewardship laws because if we have a landfill band the industry would take responsibility for recycling.

School Carton Recycling Panel – Taking Center Stage in Caring for the Environment

The speakers Debbi Dodson, Tracy Romzek, and Meribeth Sullivan all have successfully implemented carton recycling in their schools. Cartons are made up of 74-80 % paper and 20-26 % Plyothane. In Wisconsin we recycle about 44% of the cartons and in the US about 48%. The River Fiber Mill uses the recycled cartons for tissues.

John's Disposal and Advanced Waste Hauling both recycle cartons, but don't advertise that they do.

Are Your Markets Really Stuck on the Proverbial “Green Fence?” A Market Update

The speakers were Patty Moore, Moore Recycling Associates; Jim Birmingham, Pioneer Recycling International; and Dan McCleanahan, Strategic Materials. Patty said that the market for PET is very large and it is hard to fill the demand. HDPE is made from natural gas and because of the demand for natural gas there could become shortage of materials. Foam domestic markets are growing, non-bottle rigid plastic markets are also growing. We need more solutions for film, bags and ag plastic. Jim explained the Green Fence is that China no longer takes everything we send. They inspect all containers and will send anything back that doesn't pass inspection. Dan explained market strategy and that he is an expert in steel. He said there is even a demand for steel paint cans. The cans can have a light coating of paint, but no measureable paint in the can. Dan said we only recycle 65% of our steel and this could be improved upon. This session was very interesting and the conference should have market updates every other year.

5:00 p.m. – 6:30 p.m. Exhibitor's Reception

I did walk around the exhibitor's hall. I talked to Don Hacker, Liberty Tires, DNR people and other vendors.

7:00 p.m. – 11:00 p.m. Vendor Hospitality Suites

I did not go to the Hospitality Suites.

February 28, 2014 - Friday, 7:30 a.m. through 12:30 p.m. – Conference Activities

7:30 a.m. – 8:30 a.m. Hot Breakfast Buffet

8:30 a.m. – 11:00 a.m. Tracking Sessions

Wisconsin Clean Sweep Program Data Analysis and Update

The speakers were Jane Larson, DATCP, John Katers and Brian Yagle, UW-Green Bay. Jean explained the DATCP Act 34 rules changes. She said the ag chemical ban started in 1990 and collections started in 1990. The DNR started household collections in 2003 and

they were switched to DATCP in 2007. Jane said that five different people held her position at DATCP and the report records are different over the years. Jane said that is why DATCP worked with UW-Green Bay to review all the records and try to put the data in a working form. Brian a student from GB spent last summer at DATCP putting the data in a presentable informational form. Brian did a slide and chart presentation. He suggested that DATCP should decide on what is needed in reports and put it in a spread sheet. It should then be consistent with its information and data reporting. This was a difficult task and Brian did a great job.

Revitalizing the Way We Recycle Packaging and Paper in America

The speaker was Paul Gardner, Recycling Reinvented from Minnesota. Paul's presentation is on this website www.marketbasedrecycling.com. Paul said that Minnesota is looking into doing EPR (extended producer responsibility) for all of the Twin Cities including its 500 suburbs. He said if you have a unified recycling program and same messaging you can increase recycling by 20-35%.

11:00 a.m. – 12:15 p.m. Closing Keynote (“Life Lessons from the Trail” – Jeff Alt)

Jeff walked the Appalachian Trail. The trail spans 14 states, covering 2,180 miles from Georgia to Maine. His pack weighed 50 pounds and he went through three pairs of boots. Jeff averaged 17 miles a day, filtered spring water along the way and had 22 supply boxes shipped to designated Post Offices along the trail. He slept in trail shelters most of the time but did carry a tent. His journey took nearly 5 months (147 days). He lost 30 pounds. Friends and family did meet him at different points along the trail. He would walk out of the mountain to the closest town or Post Office for supplies. Jeff said each year an estimated 2,000 hikers attempt to hike the entire Appalachian Trail in one season (4-6 month time frame) and only 20% actually succeed. Jeff wrote two books: “A Walk for Sunshine” and “Get Your Kids Hiking”.

12:00 – 12:45 p.m. Closing

[A quorum of the Solid Waste/Air Quality Committee may be in attendance, but no business will be conducted.](#)