



RECYCLING ADVOCATES

JANUARY 2011

WWW.RECYCLINGADVOCATES.ORG

Come Celebrate the 40th Anniversary of Oregon's Bottle Bill

Katy Daily



2011 will mark the 40th anniversary of the passage of Oregon's Bottle Bill. In commemoration of this historic event, please join Recycling Advocates and co-hosts Association of Oregon Recyclers and Environment Oregon as we celebrate the 40th Anniversary and support efforts to bring the Bottle Bill into the 21st Century!

After four decades, Oregon's Bottle Bill still stands as a symbol of Oregon's pioneering spirit and our commitment to environmental protection.

Please join us as we celebrate 40 years of Bottle Bill successes, its evolution, and its challenges as we honor all of those who have been involved in the Bottle Bill over the years. You can purchase tickets at www.thedatabank.com/dpg/232/donate.asp?formid=recycling.

Proceeds will benefit our collective legislative efforts to modernize Oregon's Bottle Bill in 2011. Recycling Advocates and the coalition of groups working for Bottle Bill modernization are optimistic that 2011 will be the year that we can expand the list of covered beverages to include all single serve beverage containers, to increase the deposit to 10 cents, and to ensure that all stores need to take back a small number of containers, even if there is a redemption center in their area.

We really hope you will be able to join the party. There will be plenty of tasty local beer, wine, and hors d'oeuvres so we are hoping you will be able to come and will bring your friends and family so we can celebrate the Bottle Bill with enthusiasm. If you can't attend but would like to donate to the legislative efforts to modernize Oregon's Bottle Bill in 2011, you can make a donation to the effort [here](#).

Here' is to a strong and successful next 40 years!

Oregon's Bottle Bill 40th Anniversary Celebration

- Thursday, January 27, 2011
- 6:00pm-8:30pm
- pear Gallery - 338 NW 6th Ave., Portland
- Tickets: \$25/person

RECYCLING ADVOCATES ANNUAL MEETING

2010 Annual Meeting Recap . . .

Recycling Advocates has at least one opportunity per year for our membership to convene, share ideas, meet like-minded souls, elect board members, and hear where our organization is headed and have a good time. That opportunity is our annual meeting. On October 18, 2010, about 30 of us gathered at the Hawthorne Lucky Lab. The first order of business was to introduce the board members to the group, and to introduce the organization to the visitors. Three of the incumbent board members ran for re-election and two additional members ran for the board. Wayne Rifer resigned from the board after over a dozen years of dedication. We re-elected Rick Paul, Rhett Lawrence, and me, and added Elizabeth Goodman and Kris Olson to our board. The Recycling Advocates website has background information on board members and lists some of their interests and goals for the organization. Check it out.

Following the business portion of this gathering, we got to listen to Zach Hyder, our guest speaker from EnviroMedia. His topic was greenwashing, a term that means falsely spinning the presentation of a product or service to be perceived as environmentally friendly or benign. I encourage people to think and to evaluate information that they receive and not consume it verbatim. So this discussion was particularly interesting to me. Zach engaged the group in discussion and evaluation of print and video ads that hopefully will encourage the audience to continue this practice of questioning. Recycling Advocates would like to thank EnviroMedia and Zach Hyder specifically for the time, dedication and professionalism of this presentation. The Q&A portion of this event could have gone on for hours. And hopefully, it did continue among the attendees.



Zach Hyder of
EnviroMedia

>>> *continued on next page*



Zach Hyder presenting

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Recycling Advocates has plenty of plans for the next year, some legislative, some involving community outreach. We will continue our efforts to expand the bottle bill and to work diligently to minimize single use plastic bags. We will explore ways to creatively engage and inspire the community to progress towards these goals, and have fun along the way. Our continued involvement with EarthShare Oregon helps us to expand our influence, and to benefit from coalescing with similar organizations. I encourage our readers to join and our members to become engaged. This will be a busy year! And thank you to all who attended Recycling Advocates' meeting and presentation. ...See you again soon.

>> By Betty Patton



FROM THE BOARD

“Bag It” film coming to Portland

Recycling Advocates is happy to be one of the sponsoring organizations for a special screening and limited run of the exciting documentary film “Bag It” in early March. This compelling movie investigates the pervasive impacts of plastics and plastic bags on our society. From the film’s website (<http://bagitmovie.wordpress.com/about/>):

Bag It follows “everyman” Jeb Berrier as he navigates our plastic world. Jeb is not a radical environmentalist, but an average American who decides to take a closer look at our cultural love affair with plastics. Jeb’s journey in this documentary film starts with simple questions: Are plastic bags really necessary? What are plastic bags made from? What happens to plastic bags after they are discarded? What he learns quickly grows far beyond plastic bags.

The exact timing of the premiere and length of the film’s run are still being worked out, so watch next month’s newsletter for specifics. But with “Ban the Bag” resolutions being passed in Portland and all around the state recently, and with the prospect of real action in the Oregon Legislature in 2011, the film’s lessons are very timely. Stay tuned for more details!

Rhett Lawrence



Support Recycling Advocates just by surfing the Web

Did you know that when you use [GoodSearch](http://GoodSearch.com), your web searches can benefit RA? Visit GoodSearch.com, and enter "Recycling Advocates" in the "Who do you GoodSearch for?" field. Use it just as you would any other search engine and, with each search you perform, RA earns funds to continue our important advocacy work. You can add GoodSearch to your IE, Firefox or Mac toolbar for easy access whenever you surf the web.

GoodSearch donates 50% of its revenue, thousands of dollars, each year to charities and schools designated by its users.

Help RA by logging in today!

MEMBER OF EARTHSHARE OREGON

Thank you to EarthShare donors

Recycling Advocates is a member of EarthShare Oregon (ESOR), which supports our work by partnering with businesses and public agencies to conduct annual workplace giving campaigns. Last year, EarthShare raised more than \$800,000 through individual and corporate donations in 100+ workplaces. If you are among the thousands of individual donors to this year's EarthShare campaign, THANK YOU!

Through EarthShare, you can support 70 other conservation groups with one gift from your regular paycheck at your employer. You can designate your gift to benefit specific EarthShare conservation groups, like **Recycling Advocates**, or give a general gift which benefits all groups equally.

Giving through EarthShare, even a few dollars per paycheck add up to a generous annual contribution. It's an easy way for both individuals and companies to share the responsibility we all have to protect Oregon's natural legacy.

For more information, please contact EarthShare at 503-223-9015 or meghan@earthshare-oregon.org or visit www.earthshare-oregon.org.



JUNK TO FUNK
trashion collective

"Blind Reformer"
Created from Mini Blinds
by Jen LaMastra

Featured Jewelry
by Besty & Iya

Presents...
"TRANSFORMATION"
A Gallery Showcase

Saturday, February 5th
Boothster: 521 NE Davis
Gallery Open 7 - 11pm
Sliding Scale Donation: \$10-50
www.junktofunk.org

Join us for our 5th year anniversary featuring new work from our top designers in an intimate celebration and launch of the new
"TRASHION COLLECTIVE"

Join us for the Junk to Funk Trashion Collective's 5th year anniversary party "Transformation" on Saturday February 5th 2011. This celebration will be a gallery installation showcase featuring new recycled fashion garments from their top "House of Trashion" designers to provide a fun, new way to experience trashion off the runway - up close and personal. The event will also serve as the re-launch of the Junk to Funk Trashion Collective. No longer the "Recycled Fashion Show Contest", Junk to Funk is now under the new name "Junk to Funk Trashion Collective". This name change represents the growth of the group away from the runway production to new programs that will expand the mission throughout the year. The new areas of Junk to Funk include:

- **Trashion for Business:** Designers create garments out of business waste stream as a unique way to tell their sustainability story.
- **Trashion Event Entertainment:** A smaller version of our runway show unique sustainability based entertainment for other's events.
- **Youth Trashion Art and Edutainment:** Summer camps and school programs to inspire youth towards creative re-use in fashion and conscious consumerism.
- New independent projects and events such as installations and guerilla fashion shows.

So come on down and help us celebrate 5 years of trashion and consumer education. Plus all bar proceeds go to support SCRAP!

Junk to Funk Trashion Collective Presents "Transformation"

Saturday February 5th, 2011

Boothster 521 NE Davis Portland, OR

Gallery will be open from 7:00PM-11:00PM

Suggested Donation: \$10.00-\$50.00

www.junktofunk.org

ADVOCACY CALENDAR

SWANA Oregon Winter Forum, *Eugene* January 20

The topic for SWANA's winter forum is "Organics Diversion: Finding Solutions for Business, Energy and the Environment." SWANA will explore the challenges and benefits of diverting organics and the potential impacts on existing waste systems and infrastructure. www.SWANAoregon.org

AOR Winter Forum, *Oregon City* January 26

AOR's Winter Forum, "Film Plastics - Looking at Solutions," will look at programs working to get film plastics off the curb, results of DEQ's commingled study, and more. www.aORr.org

Oregon Bottle Bill 40th Birthday Pary, *Portland* January 27

Recycling Advocate, Association of Oregon Recyclers, and Environment Oregon are co-sponsoring a fundraiser to modernize our bottle bill (see front page). Tickets on sale [here](#).
www.thedatabank.com/dpg/232/donate.asp?formid=recycling.

Recycling Advocates Board Meeting February 7, 7-9 pm

Call 503-777-0909 for details..



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 Contact me about volunteering for RA Don't sign me up for Action Alerts

Please enclose a check and mail to: PO Box 6736, Portland OR 97228-6736 or visit www.RecyclingAdvocates.org/join.htm and pay by credit card or PayPal.

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Your membership contribution to RA is tax-deductible to the full extent of the law

