



RECYCLING ADVOCATES

www.RecyclingAdvocates.org

December 2007

Involving people in creating a sustainable future through local efforts to reduce, reuse, and recycle

Bottle Bill task force becomes reality

Governor Ted Kulongoski made public the members of the Bottle Bill task force in October. The task force was created as a result of the near unanimous passage of SB 707 by the Oregon legislature. Implementation of the bill will add water bottles to the containers covered under Oregon's original bottle bill. The new bill goes into effect as of January 1, 2009. The official duty of the new task force will be to propose legislative ideas to enhance bottle recovery rates throughout Oregon. Here are the governor's appointees:

John Kopetski, Pendleton (chair) - *Financial advisor, Smith Barney.*

Steve Emery, Bend - *President and CEO of Earth2O; serves on the Economic and Community Development Commission*

Steve Apotheker, Portland - *Senior recycling analyst at Metro*

Jerry Powell, Portland - *Publisher and editor, Resource Recycling*

Kelly Griffith, Lake Oswego - *Division president, Safeway*

Eric Forrest, Eugene - *Co-president, Willamette Beverage (an independent Pepsi distributor)*

Suzanne Johannsen, Bend - *Financial advisor at Ameriprise Financial; former Bend City Councilor*

In addition, the Legislature has appointed **Senate President Peter Courtney** and **Representative Ben Cannon** to the task force. The task force is expected to submit a report to the governor by November 1, 2008.

Another year of Junk to Funk success!

The second annual Junk to Funk Recycled Fashion Show Contest was held November 17th at the Wonder Ballroom and with a packed house of 650 people and raising nearly \$4000 for Orlo, this event proves that Portland loves a good "trashion" show. Attendees eagerly dripped over the runway as each of the 28 pieces of wearable art created from the unique uses of trash were introduced by hosts Portland Commissioner Sam Adams and David Allaway from the DEQ (and no, we did not make him wear a kilt!).

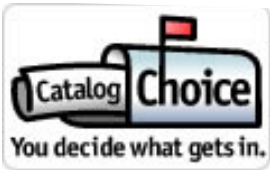
Based on the criteria of percentage of recycled materials, creativity and craftsmanship, the contestants were judged by "Junk Jury" members: Babe O'Sullivan from the City of Portland's Office of Sustainable Development, Sharon Blair from the Art Institute of Portland, Kristin Shiga from the Museum of Contemporary Craft, Kristin Rogers Brown from Orlo and Mike Hogland from Metro. Faced with a challenging decision, the Jury unanimously chose this year's winners: Third place was awarded to "Mistress of the Sea Weeds" by Julie Yanko, a tightly woven tunic and frayed skirt created from bright colored beached ship ropes and buoys found on the beaches of the Oregon Coast. Second place was awarded to "Alato Gelato Alato Trash" by Emily Hyde, a cute ensemble and parasol created from discarded Gelato cups and spoons. "Alato Gelato Alato Trash" also took home the "People's Choice Award" where attendees had the opportunity to vote for their favorite piece. First place was awarded to "Anna Logue" by Kristin Olsen, a strapless gown top made out of sequins created from old records, a sexy open skirt from a discarded bedspread and a wig created from VHS and cassette tape. Receiving "honorable mention" was "Retired Swimwear" by Taylor Stevenson and "Pretty In Peacockary" by Emie Otis.

Thanks for everyone that participated in and attended Junk to Funk this year. Keep updated with Junk to Funk at www.junktofunk.org.

- **Lindsey Newkirk**



'Tis the season to stop unwanted catalogs

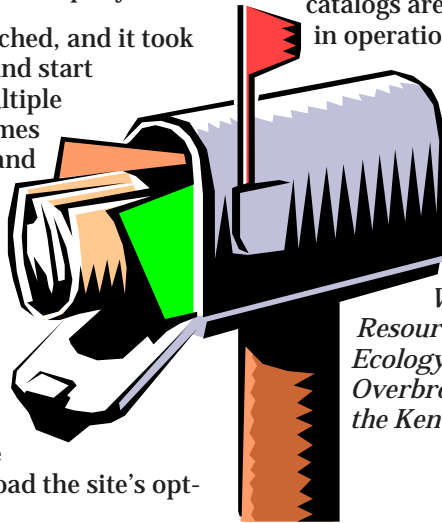


Launched in early October, Catalog Choice (www.catalogchoice.org) gives consumers an easy, "one-stop-shopping" method of removing their names from specific

mailing lists in a way that also makes it easy and beneficial for catalog companies to cooperate. According to Catalog Choice, 20 billion catalogs are mailed annually, and are created at a cost of 53 million trees and by using enough energy to power 1.2 million homes per year.

I signed up shortly after the site launched, and it took only a few short minutes to register and start "declining" catalogs. You can add multiple versions of your name (and other names in your household) to your account, and a link is provided to "report an infraction" if after 10 weeks you still receive a catalog. Just as when you call a merchant directly to remove yourself from a mailing list, it's best to have the address label in hand which also includes your customer number.

Merchants can also register for a free account which allows them to download the site's opt-



out data and electronically reconcile it with their mailing lists. If merchants don't establish accounts for downloadable lists, Catalog Choice will forward name-removal requests to companies one by one. The first six firms to establish merchant accounts feature some of the biggest catalog names: L.L. Bean, Lands' End, Lillian Vernon, Brookstone, Gardener's Supply Co. and Gaiam.

It is too soon to tell whether name-removal through Catalog Choice will go smoothly, however. It can take up to 10 weeks to be removed from mailing lists because catalogs are printed so far in advance. The site hasn't been in operation long enough to determine whether the over 200,000 participating consumer mailboxes will be free of unwanted catalogs. It's also too soon to judge the relationship between Catalog Choice and merchants, including the ones that have established accounts.

Catalog Choice is a project of three environmental organizations: the National Wildlife Federation in Virginia, the Natural Resources Defense Council in New York and the Ecology Center in Berkeley, and is funded by the Overbrook Foundation, the Merck Family Fund and the Keneda Fund.

- Tanya Schaefer

Now you can use your credit card or PayPal to join, renew or make donations to Recycling Advocates!

Join, renew your membership or donate securely to Recycling Advocates with any major credit card or PayPal with a quick visit to our website at www.RecyclingAdvocates.org. It just takes seconds and is a safe and secure way to support Oregon's only grassroots, citizen advocacy organization dedicated to creating a sustainable future through local efforts to reduce, reuse, and recycle. From our website you can select the membership level or donation amount with which you wish to support Recycling Advocates. Suggested levels are Advocate—\$25, Friend—\$50, Supporter—\$100, or become a Sustainer at \$250. Any level of giving will be appreciated—give what you can.

To join or renew your membership go to www.RecyclingAdvocates.org/join.htm. To give a tax deductible donation visit our web page at www.RecyclingAdvocates.org/donate.htm. Of course we will still accept memberships and donations via check or money order. You can also download a donation or membership form at the web pages listed above.

THANK YOU MEMBERS FOR YOUR SUPPORT IN MAKING THIS YEARS IMPORTANT LEGISLATIVE VICTORIES POSSIBLE. LET'S CONTINUE OUR SUCCESSES—DONATE TODAY

Searching for a sustainable gift idea? Give RA memberships to friends and family.



RECYCLING ADVOCATES

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From the Board with Johnny Leuthold



Dear Members,

Hello RA members, and newsletter readers. Greetings from another new board member. I met Betty Patton, who often wrote this column in the past, at a Master Recycler class last winter. When she shared RA's vision, in her Molly Ivins/Ann Richards-like way, I was immediately sold. Try as I might I'm sure never to reach the bar she set here.

I was like many of you who recently graduated from the Master Recycler class: happy to accept the year of free RA membership and ready to go about my business. I didn't even think about financially contributing.

Maybe I needed someone to directly ask me to join...

Dear recent graduates of the Master Recycler program: won't you please make a small donation to RA and join our group?

Perhaps a bit of history will help. Twenty years ago a small group of committed volunteers helped establish the Master Recycler program. They worked countless hours to lobby for the program, help design it, and create the course materials. Since then the program has graduated over 600 participants, who in turn have donated thousands of hours to further recycling and waste reduction efforts in our area. But RA didn't stop there—board members, like Betty Patton and Wayne Rifer -- have continued to make class presentations each year. And of course, let's not forget that free year of newsletter subscription we offer to graduates.

If you couldn't guess already, Recycling Advocates formed a membership committee this fall, and I'm here to convey this message: We need to increase our do-

nor and volunteer base. In the recent past, RA has had a great run of policy victories and countless requests for our input, speakers and collaboration but, truth be told, our member roster and bank balance have fallen a bit. But as I learned while lobbying in Salem on E-waste this year, those numbers matter. When the next state representative asks about our membership statistics, we want to be able to answer with pride.

To that end, the membership team has been busy updating some of our materials and web site. We've added a few new things, like the Holiday Waste Prevention Guide, and we've achieved the ability to accept donations online. Still more improvements are on the way.

To make 2008 as successful as 2007, we need a strong and involved membership. Plainly put, we need some of your time and money. Soon we'll be sending out our year-end appeal, hoping you'll respond by sending us a tax-deductible contribution. Kicker check, anyone? We're also seeking volunteer help, so please contact us if you have more time than money (or at least as much...).

The board of Recycling Advocates is backing up this appeal with a commitment of its own: we've each agreed to find 5 new members by year's end or make up the difference with our own time and money. On behalf of the board, I want to thank you for your dedication and support. As this column should have made eminently clear, we can't do it without you. Please join us in spreading the word about RA.

...And more about those catalogs!

ForestEthics is a non-profit with offices in Canada, the US, and Chile (www.forestethics.org). This organization releases a catalog company scorecard annually, so consumers know the names of companies that are working towards sustainable practices and those who are still clear cutting old growth forests.

This year's scorecard showed a nice trend. In 2005, only three companies rated satisfactory. Now a total of nine have made it to Santa's 'nice' list. ForestEthics grades 21 companies on four criteria. They are: (1) whether or not endangered forests are cut to produce the company's catalog; (2) whether the company uses Forest

Stewardship Council (FSC) certified paper; (3) the amount of post-consumer recycled content in the company's catalogs; and (4) the extent of the company's efforts to reduce overall paper consumption.

Williams Sonoma and Dell were on the 'nice' list in 2005. Now we have Patagonia and Victoria's Secret, among others. The naughty list includes Sears. For full informational press releases and the complete 2007 scorecard, go to <http://www.forestethics.org/downloads/naughtynicelist2007.pdf>.

- Betty Patton

Recycling Advocacy Calendar for December 2007

◆ NW Environmental Conference

Thursday & Friday, December 6 & 7, 2007

19th annual conference in Portland sponsored by Northwest Environmental Business Council, Association of Oregon Industries, DEQ, and Washington Department of Ecology. \$285 - \$515. Register at www.nwec.org.

◆ The Life Cycle of Electronic Products – Impacts and Responsibilities

Friday, December 7th, 2007

RA board member Wayne Rifer returns to offer a one-day workshop in Portland, sponsored by the University of Oregon's Sustainability Leadership Program. \$224-\$249. More info at <http://sustain.uoregon.edu> or call 800-824-2714 or 541-346-4231.

◆ Electronics Recycling Program Advisory Workgroup

Wednesday, December 12th, 2007

The group meets 10 a.m.-3 p.m. at DEQ in Portland. Meeting agendas and minutes are available at <http://www.deq.state.or.us/lq/ewaste/advisory.htm>.

◆ Recycling Advocates board meeting

No December meeting. Next meeting Monday, January 14th, 2008, 7:00 p.m.

For location and information call 503-777-0909



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