

# THE Regional Waste Line

The Newsletter of the CVWMA



FEBRUARY 2005

## Reduce, Reuse, Recycle... Win Prizes? Central Virginia Rewards Recyclers

### In This Issue

Rewarding Recyclers For America Recycles Day..pg 1

Litter Summit Planned for Spring.....pg 2

Outreach To Adults.....pg 2

The Need To Recycle Electronics.....pg 3

CVWMA Selects Ad Agency.....pg 3

Holiday Collections Schedule.....pg 3

Announcements.....pg 4

The Regional Waste Line is published by Central Virginia Waste Management Authority, a public service authority created to assist member localities in developing and implementing effective solid waste management and recycling programs.

#### Member localities include:

Ashland	Hopewell
Charles City	New Kent
Chesterfield	Petersburg
Colonial Heights	Powhatan
Goochland	Prince George
Hanover	Richmond
Henrico	

America Recycles Day (ARD) is a chance for recycling coordinators across the nation to thank people for recycling by hosting fun community events and awarding prizes to dedicated recyclers. This year, residents in every state of the nation participated in America Recycles Day and made a pledge to recycle more throughout the next year.

#### How CVWMA Celebrated ARD 2004

In central Virginia, citizens participated in several events sponsored by CVWMA. On November 12th we held a "Score One For Recycling Night" at the Richmond RiverDogs hockey game where fans brought 2,000 aluminum cans and earned hockey pucks printed with the RiverDog and CVWMA logos.

At a table staffed by CVWMA employees we were able to answer questions about our recycling programs

and people signed up for the America Recycles Day pledge contest. On Saturday November 13th, CVWMA partnered with the Children's Museum of Richmond for a family festival about recycling, complete with children's recycled art activities.



Our mascot "Bin" poses in front of the Children's Museum.



Bank of America employees donated over 20 bags of recycled art supplies to the Children's Museum.

The Museum's Art Studio regularly features common household items such as plastic tubs and lids, egg cartons, buttons, yarn and clothes that visitors use to create art. Many of these items are not recyclable in CVWMA programs, so we teamed with the Museum for a supply drive to collect these needed items for the Art Studio. At the event, museum visitors made handmade recycled paper in the Art Studio along with all kinds of other creations using the Studio's supplies. The kid's kitchen featured a "recycled" snack of bread pudding that participants made and then enjoyed

*Continued to page 2*

## Win Prizes

*Continued from page 1*

eating. Kids practiced bowling using plastic soft drink bottles as pins and had their picture taken with Bin, CVWMA's big animated curbside recycling bin. They also played the recycling trivia game to earn prizes and entered the America Recycles 2004 pledge contest. Six hundred children and adults visited the Museum on the day of the event.

*Continued to Next Column...*



Wagon



Goblet

## Prizes - Virginia & Local

Congratulations to the following individuals who won prizes in the CVWMA pledge contest:

**Margie Pugh**  
glass goblets

**Eleanore Meinhardt**  
recycled lumber wagon

**Alexis Tlusty**  
season passes to RiverDogs  
hockey games

**Bethany Bell**  
suncatcher

**Jane Hall**  
suncatcher

**Miranda Mullen**  
suncatcher



Trek Model 4300



Ford Escape Hybrid  
SUV

## National Prizes

After the local drawing, all entries were mailed to ARD for the national drawing where the Grand Prize was a Ford Escape Hybrid, the industry's first no-compromise SUV with a full gasoline-electric hybrid power train. The Grand Prize for kids was a recycled aluminum content Trek Model 4300 24-speed bicycle (five to be awarded).

Prizes for America Recycles 2004 are very earth-friendly, such as being made from post-consumer recycled materials (meaning they are made from things you put in your recycling bins!) ♻️

*Continued to Next Column...*

## CVWMA To Host Litter Summit This Spring

Central Virginia Waste Management Authority is planning a regional litter summit for this spring. "This event will bring together broad constituencies of local elected officials, law enforcement personnel, government agencies, businesses and individuals," said Executive Director John Mitchell. "It is our hope to identify regional litter problems and design specific solutions in a long-term litter prevention plan."

Look for more information about this event in upcoming editions of *The Regional Waste Line*.

## Increasing Outreach to Adult Citizens Identified as Goal of CVWMA

Two CVWMA committees, the Executive Committee and Curbside Recycling Education Advisory Committee, have asked the staff to explore methods to increase outreach to the adult population in our service area. While the public information staff routinely responds to requests from area groups and organizations for presentations about waste issues, we hope to increase the public's awareness of this service by specifically targeting local groups with mailings and telephone calls.

Working with member local governments, CVWMA staff has developed a list of more than 300 groups to contact with the offer of doing presentations to their members. Postcards featuring the offer will be mailed each month to different groups throughout the region.

CVWMA outreach served 24 adult-oriented groups in fiscal year 2004, including fourteen presentations to groups such as Rotary clubs and homeowner associations with approximately 300 people in attendance. More than 450 copies of CVWMA publications were also distributed to these organizations. We look forward to surpassing these figures in 2005 and educating more adult citizens about CVWMA programs. We will also continue to serve youth-oriented groups, such as schools and scout troops, by providing publications and presentations.

If you would like to invite CVWMA staff to visit your group, please contact the public information staff at [info@cvwma.com](mailto:info@cvwma.com) or by calling 359-8413. ♻️

## Regional Electronics Recycling Begins

Recycling electronics is a young but growing trend in the United States. Over the last two decades, spectacular advances in technology have led to a dramatic increase in our reliance on electronic products. Televisions, computers, wireless phones, copiers, fax machines, telephones, and VCRs, are just some of the electronics that have become a central part of our everyday lives.

As product innovations multiply and electronic product use increases, the lifespan of electronic equipment has decreased. The question emerges for consumers of what to do with old electronic equipment that no longer fully meets our needs.

Central Virginia Waste Management Authority responded to this region's need to recycle electronics and in November began an ongoing program to help residents safely dispose of unwanted electronic equipment. Three Saturday collections were held during the month in Richmond, Henrico and Chesterfield. In all, 204 vehicles attended and 16,678 pounds of materials were collected, including 206 televisions and computer monitors.



*At three area collection events over 8 tons of electronics were collected.*

Citizens and businesses can also take equipment to the Sims Recycling Solutions recycling facility at 3220 Deepwater Terminal Road in Richmond. Items will be accepted Monday through Friday between 7 am and 4 pm.

### Items accepted in the program:

- Televisions
- Computers
- Computer monitors
- Computer accessories (cables, wires, keyboards, mice, speakers, etc.)
- Printers, scanners & copiers
- Telephones & cell phones
- Fax machines
- VCRs & camcorders
- Stereos

### What Happens to Equipment After Collection?

The contractor will first assess items for reuse potential and functionality. Working devices may be refurbished by the contractor and distributed for reuse. The hard drives of computers will be securely and completely erased for our citizens' protection. Nonworking or older equipment will be demanufactured into components like plastics and metals for recycling. Reuse or recycling will be applied to whole items/systems and individual components.

### Get Signed Up

Get on our Electronics Mailing List and receive emailed information about upcoming collection events. Visit [cvwma.com/electronics.htm](http://cvwma.com/electronics.htm) for more information.



## Ad Agency Selected

In October CVWMA hired The Ad Agency, based in Washington, D.C. to assist with creating radio and print ads as well as other printed materials that are needed.

The Ad Agency is not only a highly esteemed organization known for their creative work, they also have experience working with a recycling authority, which is a huge advantage. "They understand the marketing issues associated with getting people to recycle. They understand how the industry works," said Kelley Hope, CVWMA's Public Information Coordinator.

The Ad Agency has already worked on their first project for the Authority- a radio ad that ran for two weeks in the beginning of February. The ad featured original music and lyrics that encouraged people to recycle because "it makes you feel good." ♡

## Curbside Holiday Collection Schedule

Collections will be made one day later to observe the following upcoming holiday.

### Memorial Day

Monday May 30<sup>th</sup>

Pick up will occur on Tuesday May 31<sup>st</sup>

Tuesday May 31<sup>st</sup>

Pick up will occur on Wednesday June 1<sup>st</sup>

Wednesday June 1<sup>st</sup>

Pick up will occur on Thursday June 2<sup>nd</sup>

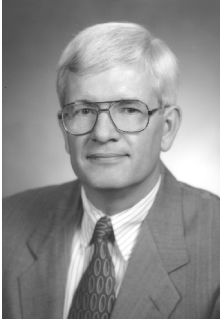
Thursday June 2<sup>nd</sup>

Pick up will occur on Friday June 3<sup>rd</sup>

Friday June 3<sup>rd</sup>

Pick up will occur on Saturday June 4<sup>th</sup>

## Announcements



**John H. Mitchell** celebrated his 10-year anniversary as Executive Director with Central Virginia Waste Management Authority in January. John has overseen the growth of the Authority's many programs, including curbside and drop-off recycling collection and residential solid waste collection. John's resume includes 28 years serving local governments in Virginia, including positions as Deputy

Director of Finance for Henrico County, Assistant City Manager of Colonial Heights and past President of the Virginia Government Finance Officers' Association. John has a bachelor's of science from St. Paul's College and is a 2002 graduate of Leadership Metro Richmond. ♡

*Chairman Bob Dunn presents Ken Chandler (right) with a service appreciation award.*



CVWMA wishes **Kenneth Chandler** the best of luck in his new position. Mr. Chandler took a position as Deputy County Manager for Arlington County. He was the Director of Utilities for the City of Richmond since 2001 and a member of the CVWMA Board of Directors. ♡

### CVWMA Board of Directors

**City of Colonial Heights:**

Richard A. Anzolut, Jr.

**City of Hopewell:**

Phillip E. Elliott, *Director*

**City of Petersburg:**

Michael D. Briddell

**City of Richmond:**

Terri L. Cofer-Beirne  
William R. Pully

**County of Charles City:**

Angelia G. Yancey

**County of Chesterfield:**

Robert L. Dunn, *Chair*  
William H. Howell  
Marcia R. Phillips, *Secretary*

**County of Goochland:**

Richard D. Harvey, Sr.

**County of Hanover:**

Rebecca G. Draper  
Robert R. Setliff

**County of Henrico:**

Marcia E. Kelley, *Vice-Chair*  
William S. Dewhirst  
Robert C. Whiteman

**County of New Kent:**

James H. Burrell

**County of Powhatan:**

Elliot Danburg

**County of Prince George:**

William G. Kuthy

**Town of Ashland:**

William S. Barnett



John H. Mitchell  
Executive Director



Central Virginia Waste Management Authority  
2100 West Laburnum Avenue, Suite 105  
Richmond, VA 23227



Printed on  
Recycled Paper

Prsrt Std  
U.S. POSTAGE  
PAID  
RICHMOND, VA  
PERMIT NO.  
2249