



CAFR NEWS

Quarterly Publication of the Colorado Association for Recycling
Turning today's waste into tomorrow's resources.
FOCUS ON PRODUCT STEWARDSHIP ISSUE

FALL 2011

INSIDE THIS ISSUE...

News Briefs:

- Transforming Consumer Culture (*Guest Editorial*)
- Manufacturer Sponsored Take-Back
- Colorado Haulers Go Natural

Letter from the President

Member Articles:

- Product Stewardship Annual Meeting Highlights
- MRF Safety Tips

And much more.....

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Transforming Consumer Culture Through Product Stewardship

*The Fall 2011 editorial is contributed by **Darla Arians**. Darla is a Resource Conservation and Zero Waste Specialist for Boulder County and is the Secretary for the Colorado Product Stewardship Council. Darla also teaches Vinyasa yoga, is an active yogini, and is the mother of one amazing little boy.*

During the last week of September, I had the opportunity to attend the 26th Annual North American Hazardous Materials Management Association (NAHMMA) conference, which was combined with the 7th annual National Product Stewardship Forum. This awe-inspiring event was held in one of the most environmentally friendly cities of the world, Portland, Oregon. Nearly every presentation I went to had a plug to visit one of the famous microbreweries, microdistilleries, vineyards or aromatic coffee houses. Not only did I bask in the delights of the city, but I became completely immersed in the world of product stewardship (PS).

The first keynote speaker was Erik Assadourian, Director and Senior Fellow at the Worldwatch Institute, presenting his "State of the World 2010: Transforming Cultures" message. Although some of his ideas were difficult to grasp (i.e., everyone start working a 20-hour work week so more people have jobs and everyone has more craft/community time), he made some valid points which most of us fully understood (we are over-consuming the finite resources on our planet).

Erik reminded us all that we live in a consumer culture, and it has been a consumer-engineered society for decades. You define your status through what you own, what you watch, all of which is part of the consumer culture, which drives you to live a high-consumption lifestyle. In theory that's okay, but on a planet with a growing population of 7 billion people, that is not possible. What Erik's message boils down to is we need to make a shift so living sustainably feels normal – it becomes the

natural default setting. He suggests there are six agents of change to achieve this: 1) government; 2) business; 3) education; 4) social marketing; 5) social movements; and 6) traditions. It will take decades of re-programming for this cultural shift to happen. The time I spent attending PS sessions showed me how these six agents are already working together to make this happen through producer responsibility.

News Briefs

The producer responsibility movement that began ten short years ago has made tremendous progress in shifting us to a more sustainable lifestyle. In 2001, the US had a blank slate with no product stewardship laws or policies in place, yet we faced expensive and toxic disposal issues across the nation. We now have 32 states with over 70 PS laws or extended producer responsibility (EPR) legislation in place, and more pending.

I now have a vision for Colorado that we, too, can make leaps and bounds in the next ten years to join cultural pioneers in creating an environmentally responsible consumer lifestyle. We can't just treat symptoms like climate change but instead must transform our culture so it becomes natural to live sustainably. Instead of celebrating the newest iGizmo, let's rejoice in a 10-year old cell phone that has been refurbished and still functions great, as we enjoy our locally brewed drink and organic food from the garden.

We need to make a shift so living sustainably feels normal – it becomes the natural default setting

Take a moment to read my member article (page 8), which goes into more detail about the latest and greatest news from the Product Stewardship Forum conference sessions!

Manufacturers' are Paying for Electronics Recycling in Colorado

Dag Adamson and Cindy Miller, Lifespan Recycling

While legislation and regulations are helping pave the way to encourage electronics recycling, Original Equipment Manufacturers (OEM) are stepping up their efforts to pay for consumer's electronics recycling in Colorado. A consortium founded in 2009 with a growing list of manufacturers including companies such as Sony, Acer, NEC, Viewsonic, LG and Gateway now participates in a program called the Manufacturers Interstate Takeback System (MITS).

The goal of the MITS program is to offers OEM's a national, R2-certified, one stop shop solution to provide consumer takeback programs for **both** regulated and non-regulated states. The benefits to the OEMs include use of regional certified electronics recyclers to reduce the costs of using internal resources, learning curve of regulations and markets, reporting deadlines, and downstream processing liabilities. In states where there are no Extended Produce Responsibility (EPR) laws or regulations, it offers OEM's the ability to demonstrate that affordable electronics recycling is possible through market driven solutions.

For electronics recyclers, the MITS program provides a competitive edge to other manufacturer



America Recycles Day

11.15.11

- A day to educate
- A day to encourage
- A day to make recycling bigger and better 365 days a year!

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For more information go to
AmericaRecyclesDay.org

News Briefs

consortiums or programs, since it covers **all** consumer electronics rather than just focusing on particular technology category like display-based technologies or a particular manufacturer's materials. With funding from the OEMs, a participating electronics recycler can offer a complete electronics recycling program to municipalities and consumers typically at a 50% lower cost than existing market options.

Colorado municipalities with no electronics recycling programs can benefit immediately by taking advantage of 3rd party independent and accredited certified electronics recycling services without the risk of illegal and illicit exporting and get a program off the ground with a cost that is more affordable. Colorado municipalities that have had programs in place have proven to reduce their costs by more than 50%.

LifeSpan Technology Recycling, a long time CAFR member, is the first electronics recycler in Colorado to offer the MITs program to municipalities.

"We see this as a fantastic opportunity for our existing municipal accounts and future municipal customers that are looking to 'raise the bar' on obtaining services from a Certified Electronics Recycler® while getting services at a more affordable cost," said Dag Adamson, president, of LifeSpan Technology Recycling. Dag also added, "As the primary electronics recycling stakeholder working on the HB 09-1282 Electronics Recycling Device Task Force in 2009, its great to see that we can finally bring affordable electronics recycling to both the Front Range and rural Colorado."

President's Letter

Product Stewardship: Who Should be in Charge?

Anne Peters- CAFR President

Colorado – via CAFR's member council, the CO Product Stewardship Council – is dipping its toes in product stewardship waters. Product stewardship (PS), also known as extended producer responsibility (EPR), is a policy and operational concept in which a product's maker takes responsibility for managing its products at end of life. This letter discusses one of the current controversies in the PS/EPR world – whether product stewardship should be voluntary or mandated – to help you decide where you'd like to land in your own stance, as both forces have come to Colorado.

Voluntary, market-based product stewardship looks like an industry getting together and figuring out how to manage the process of collecting and recycling its products. To date, the best example of this is the battery industry, which launched the Rechargeable Battery Recycling Corp. in the 1990s. RBRC has been the model in the US for other industries seeking to initiate voluntary takeback schemes: it formed a non-profit to manage the work, got federal legislation passed that protects industry members from anti-trust laws, created a sustainable stream of funding (makers of products containing rechargeable batteries pay to belong; fees are based on number of products sold containing covered batteries), arranged for collection and recycling with legitimate vendors, audits its operations regularly for compliance and fiscal responsibility, and publicizes its services appropriately. In recent years, RBRC launched a more public face: "Call2Recycle" (www.call2recycle.org), offering education, outreach, and support to expand collection.

News Briefs

Other industries venturing into market-based PS efforts include paint, carpet, alkali batteries, mercury thermostats, electronics, and a few multi-industrial efforts. These various industries have implemented a variety of models and approaches with varying levels of success.

Government-mandated product stewardship is demonstrated by the current inventory of PS laws: in the US, to date 31 states have enacted scores of PS laws, and 14 states introduced PS legislation in 2011. Globally, there are thousands of laws at local, provincial, and federal levels that address many, many aspects of EPR. Government-enacted EPR/PS reflects the will of the people and (speaking optimistically), can achieve environmental benefits that market forces will not yield on their own.

What are the pro's and con's of industry-led, market-based initiatives?

Pro's – Canada's efforts are yielding excellent collaboration between industry and government, and dramatic increases in e-scrap diversion in the provinces with industry-led, government-mandated programs. EPEAT's dramatic environmental benefits argue for voluntary standards to green and take back products, relying on market forces to obtain those benefits. And, industries often know the best technologies to capture value from their end-of-life products.

Con's – Market success under capitalism is based on a model of perpetual consumption – requiring consumers to consume more and bigger products to 'keep our economy healthy'. Product makers have no vested interest in greening products and selling less – unless consumers demand it. In a world where the average household TV size is projected rise from 37" to 60" by 2015, and users get a new cell phone on average every 15 months, it doesn't look like most consumers "get it." And, voluntary takeback initiatives may encourage brand owners to use national contracts to ship material out of state, thus undermining local recyclers' efforts to build processing capacity.

What are the pro's and con's of government-mandated initiatives?

Pro's – Data supports that government-led initiatives move the needle to higher per-capita diversion rates and 'greening' of products (think toxics reduction) than voluntary initiatives and market forces ever can. This is especially true for hard-to-recycle or toxic products clogging up our landfills – like mercury thermostats, plastic packaging, or carpets. Legislation enables clear goal-setting and transparency in how those goals are met – and it can assure equality of access to takeback options.

Con's – Unlike the European Union or many Asian countries, in the US it is really hard to get consistent, harmonized EPR laws for specific products, leaving both consumers and manufacturers frustrated by the current patchwork of EPR laws and services. There is an ethical question raised, as well, by mandated takeback laws: if a law requires takeback, shouldn't the party that pays (the maker) have full latitude to decide how to do that? And, mandating PS does drive costs for products higher, as makers internalize costs driven by those PS laws. There's an equity issue too: if your state doesn't have such a law, you are paying for citizens in other states to reap the benefit of those laws.

Anne Peters

CAFR Board President

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News Briefs

Two of Colorado's Leading Haulers Go Natural

(Both Western Disposal and Republic Services are members of CAFR and supporters of our annual meeting.)

Natural Gas Powered Trucks Are the Green Standard for Haulers. *Dan Powers Community Relations Coordinator*
Western Disposal Services: As a complementary investment to providing waste-reducing recycling services, many haulers across the country are adding natural gas powered trucks to their fleets. The significant premium for this technology is worth paying for a few reasons: the cost of diesel fuel is projected to increase more rapidly than the abundant natural gas resources in the United States, the trucks are up to 90% less polluting and the better air quality is good for employees, the public and the environment. They even run quieter too.



This month Western Disposal Services in Boulder put their 10th natural-gas powered truck on route on the way to replacing the entire fleet. Western has invested almost \$2M in the on-site CNG fueling station for its trucks. "This is another example of our company being in alignment with the values of our community as we make long-term operational decisions" says Gary Horton, CEO of Western Disposal.

Republic Services Opens New CNG Facility: On September 22, 2011, Republic Services Inc., cut the ribbon on a new, Compressed Natural Gas refueling (CNG) facility in Commerce City, Colorado and announced its decision to replace its entire fleet of 140 trash and recycling trucks with compressed natural gas (CNG) trucks by 2013. This commitment will result in a significant reduction in harmful vehicle emissions, a step toward greater domestic energy security, and support for Colorado's natural gas industry. Several local officials were in attendance at Thursday's event to celebrate this environmental milestone. Director of the Governor's Energy Office TJ Deora, Commerce City Mayor Paul Natale, and Greenprint Denver Deputy Director Scott Morrissey addressed the crowd in attendance.



About Republic Services: Republic Services Inc is the second largest provider of services in the domestic, non-hazardous solid waste industry, serving more than 13 million commercial, industrial, municipal, and residential customers. The company employs 270 people in the Denver region, between Republic Hauling and two landfills.

ANNOUNCEMENTS

What Are You Doing for America Recycles Day?

Amy Randell, CAFR

Join people from across the nation and help celebrate America Recycles Day (ARD), November 15. ARD is the only nationally recognized day dedicated to encouraging Americans to recycle and buy recycled products.

Here are just a few of the events happening in Colorado for America Recycles Day:

- Upper Arkansas Recycling is coordinating the 3rd Annual UAR Recycled Art Show in Cañon City.
- Recycle Depot/Bulbs Plus is collecting electronics in Colorado Springs.
- The City of Aurora is collecting waste batteries and mercury-containing devices.
- The City and County of Broomfield is providing information on recycling programs to residents.
- U'SAgain 2000 is inviting schools across the nation participate in a competition to collect gently used clothing and other textiles.
- U.S. EPA Region 8 is holding a collection event for employees in Denver.

Attend an event near you, visit www.americarecyclesday.org.

RECYCLEBANK Rewarding Green Actions

Recyclebank helps create a more sustainable future by rewarding people for taking everyday green actions with discounts and deals from local and national businesses. Recyclebank's mission is to motivate individuals and communities to realize a world in which nothing is wasted.

Our goal is to increase recycling rates, curb energy and water consumption, encourage smarter transportation, strengthen local economies, and help people realize the financial benefits of making greener choices every day. Through our online platform at Recyclebank.com and partnering with municipalities, haulers, and small businesses and corporate brands, Recyclebank empowers individuals to make a collective impact on the environment.

Recyclebank

Recyclebank is a sponsor of the CAFR Annual Meeting.

Host Your Own ARD Event

It's not too late to host your own event. One of the biggest barriers to recycling for individuals is knowing what is recycled in their community. On America Recycles Day, local event organizers help to overcome this barrier by hosting events that inform people about what is recycled in their community. By inviting local elected officials, such as your state representatives or county commissioners, and the general public to your event, you will give them the opportunity to see firsthand how recycling happens and you'll have an opportunity to let them know why it's important.

Here are some resources to help you organize and host an event:

- Staging A Tour of Facilities – A "How To" Primer for a Successful Public Affairs Event (<http://www.cafr.org/pdf/events/HowToPlanTourofFacilities.pdf>), provided by CAFR.
- Check out KAB's "Go-to-Guide" (http://americarecyclesday.org/toolkits/OrganizerGuide_8.5_x_11_N0_NA.pdf) for organizing a local event and getting the word out.

Register your event and gain access to even more resources. To set up an account and register your America Recycles Day event go to: <http://events.kab.org>. After setting up your account, hit the register button and you will be taken to the registration site: <http://events.kab.org/events/ard/register/>.

Announcements

Opt-Out Option for Phone Directories

YellowPagesOptOut.com provides communities with a convenient and secure way to help limit or stop the delivery of directories – at no cost to taxpayers or local governments. This publisher-funded consumer choice program ensures that Main Street businesses can still reach those who want to buy local and that those who need a printed directory still get one.

YellowPagesOptOut.com is the only website endorsed by directory publishers nationwide to collect delivery requests as part of an overall sustainability initiative that has contributed to a 35 percent reduction in the amount of paper used in directories since 2007. (More information may be found in the [Local Search Association's 2011 Sustainability Report.](#))

Schools Can Compete in CAFR's Poster Contest for America Recycles Day

Spread the word! Tell schools in your area about CAFR's 6th annual recycling poster contest. All students in Colorado schools and youth organizations, grades K through 12, are invited to participate. The contest is a great way for students to display their artistic talents and their commitment to the environment.

Students can submit their artwork anytime between America Recycles Day, November 15, and Earth Day, April 2012. Prizes will be awarded to twelve winners, who will also have their artwork showcased in CAFR's recycling calendar. Teachers will receive educational materials and supplies.



Eco-Products, a leader in environmental foodservice items is proud to introduce our latest advance in recycled content materials. The EcoLid® 25% Post-Consumer Recycled Hot Cup Lid is the world's first and only lid of its kind. A lid may seem like a small thing to make from recycled materials, but it's an important step toward reducing the non-renewable, virgin polystyrene found in most of the world's plastic hot lids. Did you know that a typical lid contains 2x more plastic than the cup lining? EcoLid® 25 is an industry-leading change away from disposable items made from finite, petroleum resources. [Learn more at ecoproducts.com](http://ecoproducts.com)



WORLD'S FIRST
25% Recycled Content Hot Cup Lid

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Member Articles

Training: Wire Tie Systems 101: Knowing the Basics is Key to Safety and Productivity

Carley Porter, L&P Wire-Tie Systems

It's preferable to conduct on-site training sooner than later after delivery and installation. It is important for two reasons. One, you've just bought an expensive component that you depend upon to keep your facility online and profitable. Two, it's a complex device and for both safety and productivity's sake, should be well understood by all who may come in contact with it.

Nothing "off the shelf"

Every recycling facility is different. Some large facilities operate around the clock with many individuals who interface with the wire tie system at various times of the day or week. Smaller facilities may operate a single shift with perhaps only one or two people who need system familiarity. Training should fit the needs of the facility, helping those individuals involved to understand safety procedures, operation, preventive maintenance and overall knowledge of a particular system.



While all training should cover safety, operation and maintenance, it may vary to different degrees depending on the operation and the staff's existing knowledge. Tailoring training to the needs of each customer is really the only way to go about it; it's all about making it meaningful.

Preventive maintenance

Think of a day-one training session as preventive maintenance. It helps ensure familiarity from the outset and helps employees become familiar with the new system in the presence of an expert.

Some facilities delay training. After all, the system is there to produce bales. And while that's true, it's a bit like buying an expensive new car and driving away from the showroom without a basic demonstration. After all, you've used wire tie systems – and cars – for years, right? They're all the same, right? Think again. If you had taken the time at the showroom to listen to the salesman's instructions – or, better still, looked through the owner's manual – you may have saved yourself a lot of time the first time you discovered your battery had died.

Guess what? Newer models of wire tie systems probably aren't like the ones you're used to, either. Some have been redesigned to simplify maintenance by adding an interchangeable module that allows an operator to safely remove debris and insert replacement modules. This new design allows 80 percent of the metal-on-metal wear parts to be replaced in less than five minutes. If you hadn't arranged for your personnel to be trained on the new equipment from the day the system went online, you may have slowed the return on your investment.

Operation and maintenance

An initial classroom session can help both operators and maintenance personnel understand the basic operations. This covers the overall theory of the machine – the sequence of operation,

Member Articles

electronics, hydraulics and mechanical, plus troubleshooting procedures. It should include instruction on everything from wire fanning to identifying broken parts. This, however, should be augmented by "real world" instruction on the facility floor, turning theory into practical hands-on experience. Classroom time without hands-on floor experience will have little effect.

And again, "real world" should mean just that – on the floor of the facility where the system is operating. Every facility is different – the sights, the sounds – and every system will operate in a different environment. Helping operators understand the importance of the old adage "Stop; look; and listen" is critical. Operators should be trained to take the time (stop) to observe (look) their system in normal operation.

Each system has its own sound (listen) on the shop floor; operators should be trained to listen for what is normal. If the system sounds different at a given moment, chances are there's a problem.

The training session should serve to help operators work with maintenance personnel (if they are not one and the same) to make sure that systems remain online. Downtime is in no one's best interest; a facility that is shut down because of a wire tie system issue is losing profit; chances are, the operator and others are losing pay because of downtime.

Looking at training as an expense is looking at it backward. It's an investment in your people, and it's an investment in defending against downtime. A few hours spent on "delivery day" can save days of downtime in the future. Keep your eye on your goal – production – by providing your personnel with the right equipment *and* the right training to make attainment of that goal a reality.

*And again, "real world"
should mean just that
– on the floor of the
facility where the
system is operating.*

Highlights of the 7th Annual Product Stewardship Forum September 26 – 30, 2011

Darla Arians, Boulder County Resource Conservation

The 7th Annual Product Stewardship Forum was held in Portland Oregon during the last week of September. Its hard to believe that this fantastic event has only been around for seven years and one would never have know this based on the excellent turn-out for this year's event. A few of the highlights of the event are included for those that could not attend.

Industry-led Initiatives

Alkaline Batteries: The National Electrical Manufacturers Association (NEMA) is initiating a national primary (non-rechargeable alkaline and zinc carbon) battery recycling program. The foundation of their program includes lifecycle assessment, stakeholder engagement, and six guiding tenants: 1) Net environmental benefit; 2) Industry led; 3) Shared responsibility; 4) Non-fragmented; 5) Phased implementation; 6) Non-legislated. A battery summit was held in April with 75 representatives in attendance from battery manufacturers to recyclers to municipalities and retailers. The program is now set in a four-stage rollout, with the fourth phase being the national roll-out in Spring of 2013. All majority battery manufacturers are on board

Electronics: The Consumer Electronics Association (CEA) is focusing on operational issues – how products are formed and will operate. In April 2011 they launched the "eCycling Leadership Initiative" which has a goal to recycle a billion pounds of electronic waste annually in the United States (US) by 2016.

Member Articles

Using 2010 figures as a baseline, this goal would more than triple the amount of electronics recycled in the US. The eCycling Leadership initiative is an ongoing, permanent initiative that will follow the best practices and commitment of industry, including practices that prohibit the use of recyclers and downstream processors who dump end-of-life electronics in developing nations.

Mercury Thermostats: The Thermostat Recycling Corporation (TRC) has partnered up with Heating Air Conditioning Refrigeration Distributors International (HARDI) to provide thermostat recycling stations for distributors nationwide. For a nominal \$25.00 fee, TRC provides recycling bins for heating and air conditioning (HVAC) wholesale distributors, contractors, household hazardous waste (HHW) collection sites, and retail establishments. TRC then covers all costs for shipment and recycling of the thermostats.

Legislative News

Paint: Oregon's 2009 paint stewardship law (House Bill 3037) provided convenient recycling of over 469,000 pounds of paint to Oregon residents in 2010 and provided a huge savings to local government paint recycling operations.

Drug Take-Back: The Secure and Responsible Drug Disposal Act of 2010 directs the Drug Enforcement Agency (DEA) to develop regulations for take-back of controlled substances that include a variety of methods of collection and ease of program cost and implementation. It also authorizes long-term care facilities to dispose of drugs for patients. The law does NOT create or fund take-back programs. Draft regulations are expected in late 2011 to address these issues.

New Organizations

Global Product Stewardship Council: A new organization on the horizon is the Global Product Stewardship Council. With members from Australia, Canada, Europe and worldwide, they help stakeholders review various PS approach tactics at no cost.

<http://www.productstewardshipcouncil.net/>

Western Product Stewardship Council: The Western Product Stewardship Collaborative (WPSC) has members from British Columbia, Washington, Oregon, and California. They engage with producers in an industry forum along with other stakeholders to implement an action plan and develop a strategy to advance green products. This is another example of a newly formed organization with various states/countries working together toward a common vision.

Government Perspective

The Oregon Department of Environmental Quality (DEQ) is developing a long-term "Vision for Sustainable Materials Management" in Oregon to provide a foundation for updating the state's Solid Waste Management Plan. This effort seeks to reduce environmental impacts by managing materials throughout their lifecycle, including extraction, production, use and end-of-life management. They are about to launch into the "Natural Step" framework to come up with a vision and action steps with limited government oversight and harmonization between organizations through a statutory framework

For more information about these and other presentations, please visit <http://www.nahmma.org/> or contact me at darians@bouldercounty.org, or by calling 720-564-2223.

NEW AND RENEWING MEMBERS JULY – SEPTEMBER 2011

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Small Business (continued)

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[Slipstream Inc.](#), William Pichardo
[Systematic Trade](#), Salwastar Daniel
[Techcycle, Inc.](#), Richard Romero^{ERRC}
[Volatile Systems](#), Nathan Bruce

Small Government

None at this time.

Nonprofit, College and University

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^{CoPSC} denotes members of the Colorado Product Stewardship Council, ^{ERRC} denotes members of the Electronics Recycling and Reuse Council, ^{RMOC} denotes members of the Rocky Mountain Organics Council.