



How To Be A PRIDEful Recycler

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Dear PRIDE Team Member:

Thank you for joining our latest environmental education campaign: ***How To Be A PRIDEful Recycler.***

Together, we can expand recycling in Southern and Eastern Kentucky to the advantage of our communities and region. As you will discover in this guidebook, recycling strengthens the economy, saves valuable energy and protects the environment. Simply put, our future will be brighter if recycling thrives in our homes, school, businesses and communities.

We are grateful you are willing to share this message with others. To equip you for the task, we prepared this ***How To Be A PRIDEful Recycler Kit.*** The guidebook contains the information you need to make presentations on this topic, with the visual support of the enclosed PowerPoint. The brochures, posters and stickers are hand-outs that will help your audience begin recycling immediately.

We appreciate Whayne Supply Company for sponsoring the ***How To Be A PRIDEful Recycler*** campaign. As a good corporate citizen, Whayne Supply has supported many local PRIDE activities over the years. Partnering on this region-wide campaign is fitting because the company supplies recycling equipment and operates an extensive in-house recycling and reuse program.

As you set out on this campaign, I believe you will be encouraged by this breaking news. I am thrilled to announce the great success of ***Get Five For PRIDE,*** the campaign we launched in March to increase the number of PRIDE Spring Cleanup volunteers by five percent over last year. With a total of 33,128 Spring Cleanup volunteers across the region, we surpassed our goal.

Clearly, the PRIDE environmental education campaigns are effective tools for communicating with Southern and Eastern Kentuckians. We are grateful for your commitment to this partnership and wish you the best as you speak to groups in your community about ***How To Be A PRIDEful Recycler.***

Sincerely,

Table Of Contents

This guidebook and the accompanying brochure reprint statistics and other information obtained from the resources listed on page 9.

Understand The Benefits.	1
Know Your "Stuff"	2
Start At Home.	3
Recycle At School & Work.	4
Establish Community Recycling.	6
Use PRIDEful Recycler Media Campaign.	7
Make PRIDEful Recycler Presentations.	8
Learn More.	9
Talk To Others.	10
Appendix: The "PRIDE" In "PRIDEful," PRIDE Progress As Of June 2011 & PRIDE Speakers Bureau Sign-In Sheet.	12

What This Kits Includes

- Guidebook with step-by-step instructions on **How To Be A PRIDEful Recycler**
- CD containing the **How To Be A PRIDEful Recycler** PowerPoint
- DVD containing a video Public Service Announcement (PSA)
- 50 **Be A PRIDEful Recycler** brochures
- 50 sets of four posters (8.5" x 11") and four stickers to label recycling bins

Additional brochures, posters and stickers are available from the PRIDE office.
Please call 888-577-4339 to request more.

How To Use This Guidebook

This guidebook is intended as your reference when you educate others to become PRIDEful Recyclers.

The content lays out the progressive steps of **How To Be A PRIDEful Recycler**. It begins with "Understand The Benefits," so you can persuade your audience to choose to be PRIDEful Recyclers. Then, "Know Your Stuff" and "Start At Home" introduce the basic concepts they will need to begin recycling. From there, "Recycle At School and Work" and "Establish Community Recycling" outline general guidelines for your audience members who want to build recycling programs.

You may find "Use the PRIDEful Recycler Media Campaign" and "Make PRIDEful Recycler Presentations" to be helpful as you plan your outreach for this campaign. Likewise, "Learn More" and "Talk To Others" are for both you and your audience.

Please note the most current PRIDE Progress statistics are available in the appendix, along with a one-page PRIDE overview that could be used as a handout.

In the **How To Be A PRIDEful Recycler** kit, the PowerPoint is designed to accompany a presentation that follows this guidebook. The brochures expand on the reasons to recycle found in the guidebook's "Understand The Benefits." Finally, the posters and stickers are based on the suggestion in the guidebook that recycling bins be clearly marked.



Understand The Benefits

Recycling is a simple way to make a big difference. By choosing to recycle and to buy recycled products, we improve our economy, energy supply, environment and future.

Economic Development

Recycling is good for our economy.

Our nation's recycling and reuse industry had 56,000 establishments with 1.1 million employees, annual payroll of nearly \$37 billion and annual revenue of more than \$236 billion in 2001.

Recycling adds value to our materials, unlike land-filling trash. As recycling expands, new businesses spring up to haul, process and broker the materials, generating new jobs, from truck drivers to sales representatives to chemists. The jobs in the recycling industry generally pay above the average national wage.

Recycling creates a domestic supply of materials needed to manufacture new products. Some industries, such as paper and aluminum, rely heavily on recycled materials.

Selling recyclables creates revenue for individuals and entities. In tax revenues, the recycling and reuse industry generated \$12.9 billion for federal, state and local governments in 2001.

Recycling saves money for those who pay tipping fees. In Kentucky, the statewide average for landfill tipping increased from \$27.23 per ton in 2000 to \$32.44 per ton in 2009.

Energy Savings

Manufacturing from recycled materials requires less energy than using raw materials.

Glass is a good example. The glass container industry can turn down the furnaces when using broken glass ("cullet"), dropping energy costs 2 to 3 percent for every 10 percent cullet used.

The energy savings vary by material, with recycled aluminum using 95 percent less energy than starting from scratch. Recycling just one aluminum can would save enough energy to run a laptop computer for five hours.

The savings add up. America saved the equivalent of 224 million barrels of oil by recycling and composting 82 million tons of municipal solid waste in 2009.

Environmental Benefits

Recycling conserves our valuable natural resources and lessens harmful environmental practices.

Manufacturing with recycled materials means less raw materials are needed. For example, recycling one ton of paper saves the equivalent of 17 trees and 7,000 gallons of water.

Supplies are limited in the case of nonrenewable resources, such as oil and metals. By using less now, these important assets will be available to future generations.

Extracting natural resources can be tough on the environment — even in the case of renewable resources, like trees. Recycling reduces the demand for extraction.

Recycling reduces the volume of waste sent to landfills, which require close monitoring for their impact on the environment.

Future Generations

In 2009, Americans generated about 243 million tons of trash. How we dispose of that trash is our legacy to future generations.

By recycling, we lay the foundation for a stronger economy, greater energy supplies, more natural resources and fewer landfills.



Know Your “Stuff”

What Is Recycling?

Recycling is the process of taking a product at the end of its useful life and using all or part of it to make another product.

Recycling has three steps: collection and processing, remanufacturing, and resale. The universal recycle symbol — three arrows folded to form a triangle — represents that loop.



Collection is the most visible step in the recycling process. In our homes, schools and businesses, we collect our recyclables and then pass them to a central collection facility. In our region, that often means dropping them at a local recycling center.

The recyclables then are processed and sold back to manufacturers. Recyclables are bought and sold just like any other commodity, and prices for the materi-

als change and fluctuate with the market. More and more of today’s products are being manufactured with total or partial recycled content.

The recycling loop is complete when we buy products made from recycled materials.

What Can Be Recycled?

Many items we use daily can be recycled. In 2009, Kentuckians recycled 29.7 percent of our common household recyclables — aluminum, cardboard, steel, plastic, newspaper, glass and paper. Collection sites exist for many other items, from motor oil to computers.

The table below highlight facts about the materials commonly accepted at local recycling centers.

Boxes on the next page cover several special concerns.

Know Your “Stuff”

For more details, please see *Community Recycling: A Manual for Planning and Operating a Recycling Center* by Kentucky Recycling and Marketing Assistance Program. Information summarized from resources listed on page 9.

Material	Some Products Made From Recycled Material	Some Benefits Of Recycling	Recycling Rate in US, 2009	Recycling Tips (Check Local Requirements)
Aluminum	New cans, house siding, lawn furniture	Recycle one can a day for a week to save enough energy to run a laptop for 36 hours	20.3% of all aluminum, 50.7% of drink cans	Rinse cans
Glass	Glass jars and bottles, fiberglass insulation, countertops, pavement	High-quality recycled container glass is needed to meet market demands for new glass containers	25.5%	Remove all metal (lids, etc.) Rinse
Paper (office paper, newspaper, cardboard, mixed paper)	Varies based on quality of material, but ranges from copy paper and newspaper to kitty litter and insulation	Wood wastes and recovered paper provide more than 60% of the paper industry’s fiber	62.1%	No metal clips, but staples are fine No food stains No waxed paper (milk cartons, etc.)
Plastic	Varies based on resin type, but includes containers, fiberfill, building materials	Recycle one water bottle daily for a month to save the energy to power a 60-watt-equivalent compact fluorescent light bulb for 293 hours	7.1% of all plastics, 28% of PET bottles and jars	Sort by number Remove caps (may be different number) Rinse
Steel	Cans, tools, building materials	Recycling saves the steel industry enough energy annually to power 18 million homes for one year	33.5% of all steel, 66% of steel cans	Rinse cans

Start At Home

“It is simple to recycle at home. Keep the recycling containers in a convenient location, possibly in or close to the kitchen. You may not be consistent early on, but eventually recycling will become a habit that you incorporate into everyday tasks.” — Diane Gow McDilda, *365 Ways To Live Green*

Household Hazardous Waste

Household hazardous waste, or HHW, are leftover household products that contain corrosive, toxic, ignitable or reactive ingredients. Examples are paints, cleaners, oils, batteries and pesticides. Because they are potentially dangerous, they require special disposal. If a nearby recycling facility does not accept HHW year-round, perhaps a special collection day is available. Check with your local solid waste coordinator for proper disposal guidelines and recycling options.

Electronics

Disposing of old electronics improperly can be dangerous to the environment. Options for donating or recycling them are growing. Some manufacturers and recyclers offer take-back programs, nonprofit agencies can reuse them, and recyclers recover more than 100 million pounds of materials from electronics annually. To explore “e-cycling” opportunities, visit www.earth911.com.

Break The Plastics Code

The various plastic resins melt at different temperatures, so they must be recycled separately. To sort them, look for a recycle symbol containing a resin code — a number from 1 to 7. Ask your local recycling facility which resin codes are accepted.



Contamination is a common problem for any recycling program. It includes recyclables thrown into the trash, incorrect items placed in recycling bins and foreign materials that make the recyclable impure (food scraps, etc.). Learn about contaminants from your recycling facility to avoid problems.

Begin by deciding which materials to collect and what to do with them. A good first step is to recycle materials that you can drop off locally.

Explore your local recycling options. Your county solid waste coordinator or local PRIDE Coordinator (see list on page 10) can point you to the nearest recycling center. They likely can tell you about other ways to dispose of your recyclables, such as:

- Scrap dealers who pay for some materials, usually metal.
- Businesses that accept materials they recycle any way, such as garages that accept used motor oil.
- Nonprofit organizations that collect recyclables as a fundraiser or for reuse.

To recycle a material that is not collected locally, you can turn to www.earth911.com. This web site identifies the places closest to your zip code to recycle any material.

Ask your recycler for collection guidelines. Contaminated materials can't be recycled, so it is important to follow the specifications. Some instructions will vary, depending on the recycling facility. For example, large facilities with special equipment and sufficient staff may sort your metals and plastics for you, while small facilities need you to handle that step.

Recruit your family. Explain your collection process and encourage them to participate. At the least, ask that they do not throw trash into the recycling bins.

Begin collecting your recyclables. Use clearly marked bins that are conveniently located. The **Be A PRIDEful Recycler** posters and stickers should help (example below).

Move your recyclables to the next step. Likely, that will mean dropping them off at a recycling center, scrap dealer or other collection site.

Keep up the good work! Recycling will soon become part of your daily routine. Then, you will be ready to recruit others to be **PRIDEful Recyclers** at school or work — or even the entire community.



Recycle At School & Work

The large waste streams of schools and businesses are ripe for harvest by a **PRIDEful Recycler**. The windfall from these recycling programs include:

- Lower solid waste bills as materials are diverted from trash cans to recycle bins.
- Income, if the recyclables are sold.
- Boosted volume for the local recycling center, which is important since large quantities demand better market prices.

Successful recycling programs are tailored to meet the needs and resources available to the participants. With that in mind, below is a framework to consult as you organize your first recycling program.

Organize A Team

Put together a team to plan, implement, promote and manage the recycling program. Suggestions to keep in mind include:

- Support of management or school administrators will be critical to achieving success.
- Members should represent all aspects of the organization so there is a recycling advocate in all areas.
- Key staff members, such as janitorial staff, should be involved.
- At school, involve students, such as PRIDE Club members.
- Select a coordinator with enthusiasm, good communications skills and organizational skills.

- A team member, or the coordinator, should be the liaison to the market for your recyclables.

Assign team members to conduct the research that will come next.

Inspect Your Waste Stream

Find out what materials you currently send to the trash, their quantities and where they are generated. This will help you decide which materials to recycle, how to collect them and set waste reduction goals.

Some tips include:

- Review your waste disposal records.
- Conduct a visual survey of your facility.
- Interview staff and students.
- Sort your waste — which can be a great hands-on learning activity for students.

“The first rule of recycling is to begin at the end, or know your markets first. Do not do any planning until you know what markets are available to sell the items you want to collect.”
— *School Recycling Guide, Kentucky Recycling Market Assistance Program*

Identify Your Markets

How will your recyclables be returned to the manufacturing process? That mechanism is your market. There are two marketing approaches:

1. Join an existing recycling program, such as one operated by your county or city.

Perfect Fit: Schools & Recycling

School recycling programs provide:

- Learning experience for students, teachers, staff, administration and parents
- Hands-on, service-learning opportunities
- Cost savings for school districts through avoided disposal costs
- Revenue for schools/school districts from sale of recyclables
- Large, steady supply of recyclables for the local recycling center

Elements Of Successful Programs

No matter which materials you recycle, you can learn from these elements of all successful office-paper recycling programs, as identified by the Kentucky Recycling Market Assistance Program's *Office Paper Recycling Guide*.

- Support from top management
- Capable and enthusiastic program coordinator
- Secure market for recyclable material
- Simple and reliable collection system
- Effective employee education and publicity program
- Reliable source of recycling information

2. Sell your materials to a recycling business, which can be the end user of the materials or an intermediary to end users. It is critical to find reliable buyers and secure sound contracts.

To be worthwhile for the buyer, you must accumulate sufficient quantities of recyclables. To reach that critical mass, you may consider partnering with other businesses or inviting the community to participate in your program.

To identify market options, call your solid waste coordinator or the state's Recycling Assistance Section at 502-564-6716. Online resources are on page 6.

Decide What To Recycle

In consultation with your market, you now can decide which materials that you will collect.

Keep in mind the feasibility and expense of collecting, storing and transporting the items. Budget for these and other expenses and research ways to pay for them. Schools can call PRIDE at 888-577-4339 for recommendations.

Also consider your goals. If you want to generate revenue, your program may look different than one designed as an educational or stewardship activity.

Set Up Your Collection System

Recycling must be simple if people are to get on board. Accordingly, consider these tips:

- Conveniently locate collection containers where the waste is generated, such as paper bins at each employee's desk.
- Designate sites for bins to be emptied until all materials are moved to the transportation area.
- Label containers clearly to avoid confusion and contamination. Consider using **Be A PRIDEful Recycler** posters and stickers.
- Limit contamination by using containers with openings shaped for their intended items (slots for paper, etc.).

"If you are a manufacturer setting up a collection program, involve employees who work in production areas where materials will be recovered for recycling. They are already familiar with the manufacturing process and might have ideas about how to most successfully collect recyclable materials." — How to Start or Expand A Recycling Collection Program, U.S. Environmental Protection Agency

Educate Your Participants

Participants are more likely to be enthusiastic and cooperative if they understand the benefits and their expected role. Communication will be key then.

Introduce the program in a group setting, such as a staff meeting, training session or school assembly. Provide concise written information, backed up with visual aids at collection points, such as **Be A PRIDEful Recycler** posters and stickers.

Don't forget to cover the basics. Clearly explain what items will be collected, how they should be handled, and when and where collection will take place.

Tools for your outreach efforts can be found in "Use the PRIDEful Recycler Media Campaign" on page 7 and "Make PRIDEful Recycler Presentations" on page 8. For more tips on communication, check the resources listed on page 9.

Monitor & Evaluate

Track the amount you recycle. Determine if goals are being met. Evaluate if changes should be made.

Celebrate successes. Report back contamination issues so they can be resolved.

Schools often establish reward programs, such as pizza parties for classrooms that collect the most. Local businesses may sponsor such incentives.

Questions To Ask Potential Buyers Of Recyclables

What types of recyclables will the company accept and how must they be prepared?

What contract terms will the buyer require?

Who provides transportation?

What is the schedule of collections?

What are the maximum allowable contaminant levels and what is the procedure for dealing with rejected loads?

Are there minimum quantity requirements?

Where will the materials be weighed?

Who will provide containers for recyclables?

Can "escape clauses" be included in the contract?

— *Community Recycling: A Manual for Planning and Operating a Recycling Center*, Kentucky Recycling and Marketing Assistance Program

Establish Community Recycling

Community Recycling: A Manual for Planning and Operating a Recycling Center, published by the Kentucky Recycling and Marketing Assistance Program, is a comprehensive, clear guide for establishing your community recycling program.

This indispensable tool is included in your **How To Be A PRIDE-ful Recycler** kit. Please refer to it as the authoritative source on this topic.

Below are two highlights from the manual.

Materials Recovery Facility

The framework for starting community recycling is similar to that outlined for schools and businesses. Of course, the scale is greater in all aspects.

A significant difference is the need to plan, design and operate a processing facility, often called a "Materials Recovery Facility," or MRF (pronounced "murf"). Key considerations will be the appropriate facility size and the equipment.

Regional Approach

The manual addresses the practical need to partner with other communities to operate a successful recycling program. The benefits of a regional approach include:

- Recyclables may be upgraded and processed to meet best market quality standards.
- Larger volumes provide market leverage.
- Lower municipal processing and transportation equipment costs.
- Lower municipal administrative costs.
- Markets more willing to negotiate with large suppliers.

The state's Recycling Assistance Section can shed more light on a regional approach, as well as all other aspects of community recycling. The phone number is 502-564-6716.

Market & Price Resources

The Marketplace is a monthly newsletter with regional prices on nine commodities and news for recycling facilities and end users.

Market Opportunities is a current list of state, regional and national brokers, processors and end-users that conduct business with Kentucky's recycling industry.

Visit <http://waste.ky.gov/RLA/recycling/Pages/KRMA.aspx>.



Recycling & Household Hazardous Waste Collection Grant Program

Grants are available for starting and expanding recycling programs.

The Kentucky Energy and Environment Cabinet's Division of Waste Management awards grants annually for Recycling and Household Hazardous Waste Collection. The funding comes from the Kentucky Pride Fund, which is generated by a \$1.75 per ton fee on municipal solid waste disposed of in Kentucky's contained landfills.

The purpose of the grant program is to leverage limited funds into efficient and cost effective projects that will help Kentuckians develop an integrated recycling infrastructure and recycling public education program.

The grants can be used for projects that develop an integrated recycling infrastructure, manage household hazardous waste and offer public education programs relating to recycling and household hazardous waste management.

Local governments, solid waste management districts, public schools, universities and colleges are eligible to apply. Priority is given to applicants for regional projects. A 25 percent match is required.

For 2011-2012, \$3.5 million was awarded for 59 recycling and 11 household hazardous waste project.

For more information, contact the Recycling Assistance Section at 502-564-6716.

Use PRIDEful Recycler Media Campaign

The purpose of the media campaign is to increase awareness of recycling in your community and our entire region. The campaign also can be used to support your launch of a school, business or community recycling program. Remember: the more times a person is exposed to a message, the more likely they are to retain the information.

Video PSA

Contact your local access TV station/cable channel and ask if they will air the **How To Be A PRIDEful Recycler** PSA. Some may donate the air time as a community service. Ask your local movie theatre if they will play the clip during the pre-movie ads. Ask public, private and post-secondary schools and other organizations if they will show the clip.

If you are introducing a school or business recycling program, perhaps the video can be shown in house.

Audio PSA

Contact your local radio stations and ask if they would be willing to air a PSA for the **How To Be A PRIDEful Recycler** campaign. Many local stations will agree to broadcast such ads at no cost.

Again, an audio PSA also can be used to promote an in-house recycling programs, perhaps during daily school announcements or business staff meetings.

Below is a sample 30-second PSA to record at your local radio station or use with your internal announcement system. We suggest that you add the name and phone number of a local contact person.



Script For A 30-Second Public Service Announcement

What is an easy way you can make a big difference?

Recycling is the answer. Being a PRIDEful Recycler takes little effort but makes a big impact.

Recycling creates jobs, helps our environment, cuts landfill costs and makes money for you. That's great for everyone.

So be a PRIDEful Recycler! Take the simple step of recycling at home, school and work.

To start recycling, call your local PRIDE Coordinator or visit www.kypride.org.

Make PRIDEful Recycler Presentations

How To Be A PRIDEful Recycler presentations are a great way to increase awareness of recycling in general or promote your new recycling program specifically. Whether you speak in the community or within your school or business, you will have the opportunity to interact with many individuals who may be interested in recycling but never knew how or whom to contact. Someone in your audience just may be the person inspired to launch or expand recycling.

The **How To Be A PRIDEful Recycler** kit contains a PowerPoint presentation and hand-outs designed for distribution by PRIDE Speakers Bureau members during their community presentations. However, the materials also could be useful for anyone promoting a recycling program. These resources can be requested by calling the PRIDE office, toll free, at 888-577-4339. The hand-outs also can be printed at www.kypride.org (search for "PRIDEful Recycler").

Scheduling Community Presentations

Make a list of local organizations or businesses that might be willing to host a lunch or after-work presentation. Organizations that hold monthly meetings, such as Chambers of Commerce or school PTAs/PTOs, would also be good choices. Promote the meeting in their communications, such as staff e-mails or newsletters, and with your own flyers.

Delivering the Presentation

The **How To Be A PRIDEful Recycler** PowerPoint is on the enclosed CD. The file is editable so you can insert local information on the final slide. No other information in the presentation should be edited.

The PowerPoint is intended to take approximately 15 minutes to present. It summarizes the content of this guidebook for a general audience. We suggest you be familiar with the guidebook so you can elaborate on the points most relevant to your particular audience. It also will be helpful to research your local recycling options and share that information.

It is a good idea to practice the presentation several times to make sure you are comfortable with the talking points and can stay within the appropriate time. A run-through is also strongly encouraged

to ensure there are no glitches with the PowerPoint. If you have any questions about the presentation or any of the presentation materials, please call the PRIDE office, toll free, at 888-577-4339.

If you are a member of the PRIDE Speakers Bureau, remember to ask all audience members to record their attendance on the Speakers Bureau Sign-In Sheet (see Appendix).

Answering Questions

After the PowerPoint, at least 10 minutes should be set aside to answer audience questions. There may be questions you can't answer. If that is the case, it is okay to tell the audience member you are unsure of the answer but you will take down his or her contact information and follow up with an answer once you have consulted additional sources.

Handing Out Brochures, Posters And Stickers

Please distribute the **Be A PRIDEful Recycler** brochures, posters and stickers. The brochure outlines the benefits of recycling. The sets of posters and stickers are intended to be a recycling "starter kit." Your audience members can begin recycling right away by setting aside containers to collect recyclables and labeling the containers with these posters or stickers.

If you're addressing an internal audience about your school or business recycling program, suggest they use the posters and stickers at home. It would be helpful to show them the labels they will see on collection bins at the school or business.

If brochures or flyers about your local recycling options exist, please try to provide them to your audience. If promoting an in-house recycling program, materials specific to it should be handed out.

We encourage you to join the PRIDE Speakers Bureau and begin earning incentives for the number of community presentations you make. Call the PRIDE office, toll free, at 888-577-4339.

Learn More

Explore these web sites and books to learn more about recycling and starting a recycling program. These resources were used to prepare this guidebook and the accompanying brochure.

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Tools to Reduce Waste in Schools, U.S. Environmental Protection Agency, 2007, <http://www.epa.gov/wastes/education/pdfs/toolkit/tools.pdf>.

U.S. Recycling Economic Information Study, Executive Summary, R. W. Beck, Inc., July 2001, <http://www.epa.gov/epawaste/cons/serve/rrr/rmd/rei-rw/result.htm>.

Yarrow, Joanna, *How to Reduce Your Carbon Footprint*, 2008.

Talk To Others

Below are contacts for more information.

Recycling Assistance Section

DEP Division of Waste Management
Recycling and Local Assistance Branch
200 Fair Oaks Lane, 2nd Floor • Frankfort, KY 40601
Phone: 502-564-6716 • Fax: 502-564-4049 • Web: waste.ky.gov/RLA/recycling
Ricky Solomon, Supervisor, ext. 4642 - ricky.solomon@ky.gov
Tom Heil, ext. 4640 - thomas.heil@ky.gov
Cathy Guess, ext. 4644 - catherine.guess@ky.gov
Shannon Powers, ext.4631 - shannonl.powers@ky.gov
JR Holt, ext. 4635 - frederick.holt@ky.gov

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Tammie Wilson, Vice President/COO - twilson@centertech.com
Jennifer Johnson, Program Director - jjohnson@centertech.com
Mark Davis, Field Representative - bdavis@centertech.com
Jan Falconberry, Grants Manager - jfalconberry@centertech.com

PRIDE Coordinators

Adair Co. – A.L. Sinclair or Lisa Lee, 270.384.4703
Columbia – Rhonda Loy, 270.384.2501

Bath Co. – Ray Ellis, 606.674.6627
Owingsville – Mayor Gary Hunt, 606.674.6361
Salt Lick – Mayor Brad Frizzell, 606.683.5041
Sharpsburg – Mayor Dorothy Clemons,
606.247.4627

Bell Co. – John O’Boyle, 606.337.3076
Middlesboro – Randy Melton, 606.248.5670
Pineville – Ina Robbins, 606.337.2958

Breathitt Co. – Calvin Saum, II, 606.666.3818
Jackson – Mayor Rose Wolfe, 606.666.7069

Casey Co. – Judy Allen, 606.787.8311
Liberty – Bridgett Blake, 606.787.9973

Clay Co. – Chris Reid, 606.598.1281
Manchester – Kelly Clay, 606.598.3456

Clinton Co. – Lyle Norris, 606.688.2288, or Tuesday
Davis, 606.387.4633

Cumberland – Judge-Executive John Phelps Jr. or
Jerry Lynn Wheat, 270.864.3444
Burkesville – Hoy Spears, 270.864.5391

Floyd Co. – Ella Clay, 606.886.9193
Allen – Linda Gibson, 606.874.2953
Martin – Rita Whicker or Ginger Halbert,
606.285.9335
Prestonsburg – Mike Vanover, 606.886.2335
Wheelwright – Ruby Preston, 606.452.4273

To learn about PRIDE in your community, please call your local PRIDE Coordinator. PRIDE Coordinators are volunteers who work with PRIDE staff to schedule cleanup activities, recruit volunteers, and track cleanup results. PRIDE invites all mayors and county judge-executives in the region to appoint PRIDE Coordinators.

PRIDE Coordinators Continued

Green Co. – Billy Durham, 270.932.4024
Greensburg – Jerry Cowherd, 270.932.4298

Harlan Co. – Lonnie Saylor, 606.573.2600
Benham/Cumberland/Lynch – Bobbie Gothard,
606.589.5812
Evarts – Kristi Lamb, 606.837.2477
Loyall – Margaret Yost, 606.573.6396

Jackson Co./McKee – Barry Spivey, 606.287.7688

Johnson Co. – Lillian Wheeler, 606.789.2550
Paintsville – Kim Blanton, 606.789.2600

Knott Co. – Roger Hicks, 606.785.4115
Pippa Passes – Carol Edmon, 606.368.6108

Knox Co. – Steve Warren, 606.546.6192
Barbourville – Wendy Thompson, 606.546.6197

Laurel Co. – Jim Ed McDaniel, 606.878.6845
London – Steve Edge or Scott Moore,
606.864.5521

Lawrence Co. – Bill Richards, 606.638.9600
Blaine – Regina Jordan, 606.615.3547
Louisa – Mayor Teddy Preston, 606.638.4038

Lee Co. – Sharon Jackson, 606.464.4126, or Sandy
Gay, 606.464.8480
Beattyville – Sandy Lumpkins, 606.464.5007

Leslie – Angie Muncy, 606.672.4103, or Ronnie
Melton, 606.279.4567
Hyden – Kay Hendrix, 606.672.2300

Letcher Co. – Gary Cornett, 606.633.9461, or David
Caudill, 606.632.2267
Fleming-Neon – James Collins, 606.855.7900
Jenkins – Mason Tackett, 606.633.0126
McRoberts – Jim Scott, 606.832.4789
Whitesburg – Sandy Hammock, 606.633.3703

Magoffin Co. – Tim Watkins, 606.349.2313
Salyersville – Jackie Prater, 606.349.2409

Martin Co. – Mike Crum, 606.298.2084
Inez – Terril Crum, 606.298.4602
Warfield – Rhonda Price, 606.395.6423

McCreary Co. – Jackie Koger, 606.376.8737, or An-
drew Powell, 606. 376.2413

Menifee Co. – Lola Thomas, 606.768.3803
Frenchburg – Edward Bryant, 606.768.3457

Metcalfe Co. – Ashley Wilson, 270.432.3181
Edmonton – Dawn Devore, 270.432.2811
Gamaliel – Pinky Wood, 270.457.2901

Monroe Co. – Sheryl Conkin, 270.487.5505
Tompkinsville – Jesse Emberton, 270.487.6776

Morgan Co. – Linda Rose, 606.743.7817
West Liberty – Sally Barker, 606.743.3330

Owsley Co. – Lucy Burroughs, 606.593.6202, or
Ronnie Callahan, 606.593.6800

Perry Co. – Rosa Couch, 606.439.0149
Hazard – Tammi Gorman, 606.436.3161
Vicco – Mayor Ernest Back, 606.476.2414
Buckhorn – Mayor Veda Wooton, 606.398.7381

Pike Co. – Jimmy Dale Sanders, 606.432.6245
Coal Run Village – Mayor C. Laverne Dye,
606.437.6032
Pikeville – Jesse Bowling, 606.444.5283

Pulaski Co. – Gerald Hines, 606.677.0320
Burnside – Crissa Morris, 606.561.4113
Ferguson – Linda Hughes, 606.679.6800
Friends of Lake Cumberland – Holly Myers,
606.679.6337

Rockcastle Co. – James Renner, 606.256.1902
Livingston – Mayor J.C. Griffin, 606.453.2061
Mt. Vernon – Jill Medley, 606.256.3437

Rowan Co. – Bob Wells, 606.784.6345
Lakeview Heights – Mayor David Bolt,
606.356.2658
Morehead – Lisa Bryant, 606.272.4383
MSU – April Haight, 606.783.2455

Russell Co. – H.M. Bottom, 270.343.2112
Russell Springs – Richard Roy, 270.866.3931

Taylor Co. – Debra McNear, 270.465.7729
Campbellsville – Cary Noe, 270.465.7011

Wayne Co. – Tim Bell, 606.348.4241
Monticello – Donna Carrender, 606.348.0167

Whitley Co. – Judy Brimm, 606.549.6000
Whitley Co. Schools – Heather Stewart,
606.549.7001 x4401
Williamsburg – Gina Hamblin, 606.549.6033

Wolfe Co. – Bruce Hatton, 606.668.7811
Campton – Ryan Campbell, 606.668.3574

The “PRIDE” In “PRIDEful”

- PRIDE stands for Personal Responsibility In a Desirable Environment.
- The PRIDE initiative was launched in 1997 by Congressman Hal Rogers and the late General James E. Bickford, who was Secretary of the Kentucky Natural Resources and Environmental Protection Cabinet.
- PRIDE is funded primarily by a grant from the National Oceanic and Atmospheric Administration.
- PRIDE serves these 38 counties in southern and eastern Kentucky:

Adair	Harlan	Magoffin	Pulaski
Bath	Jackson	Martin	Rockcastle
Bell	Johnson	McCreary	Rowan
Breathitt	Knott	Menifee	Russell
Casey	Knox	Metcalfe	Taylor
Clay	Laurel	Monroe	Wayne
Clinton	Lawrence	Morgan	Whitley
Cumberland	Lee	Owsley	Wolfe
Floyd	Leslie	Perry	
Green	Letcher	Pike	



What Is PRIDE Trying to Accomplish?

- PRIDE has three goals:
 1. Clean the region’s waterways.
 2. End illegal trash dumps and other solid waste problems.
 3. Promote environmental awareness and education.
- These are long-term goals. We do not want to put a band aid on the region’s environment; we want to close the wound and prevent it from re-occurring.
- PRIDE is devoted to building a commitment to these goals at the grassroots level. The PRIDE organization creates opportunities for citizens and government officials to do this work and then provides the resources they need to get the job done. When these goals are met, the accomplishments are theirs.
- The ultimate mission of PRIDE, then, is to instill pride in the region. Once the people of the region realize the satisfaction of restoring their environment to its natural beauty, they will make sure the PRIDE mission is fulfilled long after the PRIDE organization has left the scene.

Why Is PRIDE Pursuing These Goals?

Cleaning the region’s environment will benefit:

- Public health – Pollution in our waterways and open dumps are health hazards.
- Economic development – Businesses will not locate in communities that cannot keep trash off their roadways. Retirees will not settle where the streams smell of sewage. Tourists will not visit sites that are littered or are near illegal dumps.
- Quality of life – Citizens of southern and eastern Kentucky deserve better. We should not have to live with public health hazards. We should not have to live in conditions that deter others from coming to the area. Our young people should not have to leave their hometowns to find jobs.

PRIDE Progress As Of June 2011

The region's progress with PRIDE since 1997 is summarized below.

Goal: Clean The Region's Waterways

- 7,305** Septic Systems Installed
- 22,251** Homes Served By Sewer Projects
- 29,556** Total Homes With Access To Sanitary Wastewater Treatment

Goal: Remove Illegal Dumps & Clean Up Solid Waste

- 2,869** Illegal Dumps Eliminated
- 691,905** Bags Of Trash Collected
- 958,258** Old Tires Recovered
- 188,689** Junk Appliances Recycled

Goal: Promote Environmental Education & Awareness

- 1,093** Environmental Education Grants Awarded
- 390** Outdoor Classrooms Built
- 126** Greenhouses Built
- 64** Nature Trails Built
- 55** Wetlands and Rain Gardens Built
- 45** School Recycling Projects Launched

Goal: Personal Responsibility

- 360,040** Volunteers
- 1,226,520** Volunteer Hours



Speaker Bureau Sign-In Sheet



COUNTY OR CITY _____
Name of Speaker: _____
Name of Group: _____
Date of Speaking Engagement: _____
Location: _____

Please have each participant to sign in.

	Name	Address	Email	Phone
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

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“In the first decade of PRIDE, we focused on getting trash out of dumps and into landfills. With the old dumping habit broken, we now are challenging ourselves to develop a new habit — recycling.”

“Recycling and reusing actually are part of our region’s thrifty, self-sufficient heritage. Old clothes become beautiful quilts. Canning jars are used year after year. We just need to look at all our resources in that light.”

*– Congressman Hal Rogers (KY-5),
PRIDE Co-Founder*



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