

2015 RECYCLING AWARD WINNERS

PROGRAM DESCRIPTIONS

AWARD CATEGORY: LEADERSHIP

AWARD WINNER: Ron Lotterman—Fair Lawn

ACCEPTING AWARD: Ron Lotterman

Ron Lotterman has been the Recycling Coordinator for Fair Lawn since 1995. During that time, Ron went through one of the first Recycling Coordinator certification programs, served on the State Reinvigorating Recycling Committee, started one of the first curbside electronics recycling programs in NJ in 2004, and started the first municipal collection drop-off for plastic toys in 2012.

Fair Lawn's diversion rate was 48% in 2013 and 46% in 2014. While recycling tonnage decreased slightly over the last few years, recycling volume increased to the point of needing another packer truck to complete the route. Enforcement has been a vital component of the town's recycling program and has contributed to its success, as have Ron's education and outreach efforts, including distribution of an annual recycling handbook and subsequent flyers, and his expanded use of social media and the town's website. .

AWARD CATEGORY: BUSINESS

AWARD WINNER: SBM Management Services

ACCEPTING AWARD: Rachel Weisslitz and Michael Halady

SBM Management Services has been an environmental leader within the facilities maintenance industry for nearly 25 years. With a focus on promoting sustainable practices, increasing its customers' diversion rates, and developing innovative programs to reduce their impact on the environment, SBM has achieved many successes through its recycling and diversion efforts.

As part of their core business, SBM manages and performs custodial work for large-site commercial projects. These customer sites have varying degrees of recycling available. For five sites in one portfolio, there was an average 10% decrease in the volume of recyclables in the trash after education program implementation. SBM's education efforts, which have been essential to their success, include table events, signage and labels, an annual sustainability poster series, and reminder cards. SBM also continually looks for opportunities to recycle non-traditional items, such as laboratory containers and food waste.

AWARD CATEGORY: GOVERNMENT

AWARD WINNER: Gloucester Township

ACCEPTING AWARD:

In 1991, the Gloucester Township MUA began operating a compost facility that accepts grass and leaves, and began a curbside collection program for those materials that continues today. This was among one of the first programs that removed grass clippings from the waste stream. In 2000, the Township expanded the facility in order to offer other Camden County towns more vegetative waste disposal options.

Given that the compost facility and the grass/leaf collection program were so successful, the Gloucester Township MUA ultimately took over collection of recyclables from private industry at less than half the cost, using single operator side loader trucks. In 2011, the Township implemented a single-stream recycling program with new automated collection trucks. Residents and 100 small businesses were supplied with 96-gallon carts and literature explaining the new collection process. This automated single stream collection program achieved an average recycling increase of 42.2% through June, 2015—higher than expected. Gloucester Township attributes the program's success to its continuing education efforts in the community, which include televised public service messages, flyers, and many community events.

AWARD CATEGORY: RETAIL MERCHANT

AWARD WINNER: Mike Wunschuh, Stop and Shop

ACCEPTING AWARD: Liz Morris and Mike Wunschuh

Stop and Shop is a supermarket retailer with 375 stores throughout New England, New York and New Jersey. They have a responsible recycling program with particular focus on cardboard, food waste, and plastic recycling. The organization has set a goal of a 90% waste diversion rate through recycling programs and donations to local food banks. As part of that goal, the retailer hopes to remove one billion plastic bags from the environment by selling them to Trex for use in composite lumber.

The Stop and Shop in Franklin Lakes, headed by Mike Wunschuh, has implemented their recycling program to a very high standard. In 2013, their total recycling tonnage was 205 tons, but in 2014, the total had increased to 286 tons. The majority of this increase was due in large part to food waste recycling, which is accomplished by donating safe items to area food banks, non-meat food which could not be sent to the banks went to a composting program or to animal feed additives, and other meat products are picked up by a recycler who uses the fat residue in the production of cosmetics.

Education is an extremely important part of their recycling program. Stop and Shop has participated in the town's green fair, shredding day, and area town fairs, and has partnered with local organizations to promote the plastic bag collection program. Mike has also offered continuous training to store staff to ensure they knew what and how to recycle.

AWARD CATEGORY: COMMISSIONER'S AWARD

AWARD WINNER: Lori Russo

ACCEPTING AWARD: Lori Russo

After 25 years of service at the Bergen County Utilities Authority (BCUA), Lori Russo retired on April 1, 2015. Ms. Russo, a Certified Recycling Professional, was a member of the BCUA's recycling education staff since 1991 and managed the program since 2001. Lori presented a variety of education programs to Bergen County schools and civic groups. These programs included classroom recycling and waste reduction programs for all grade levels including pre-kindergarten. Civic group programs were generally presented to senior groups, women's clubs, libraries, boys/girl scouts and environmental groups. Lori has represented the BCUA at Super Science Saturday, the Bergen County Party for the Planet, 4-H Fairs, Nature Center events, and many other municipal events. Since 1998, Lori has provided 4,430 classroom presentations to 97,871 students in 1,234 schools!