



Preserving Resources,  
Preventing Waste

# The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Autumn, 2008  
*WasteWise...improving your bottom line and the environment  
through waste reduction, recycling and recycled product procurement.*

## NJDEP Spotlight Shines on Award Winners

The New Jersey Department of Environmental Protection is pleased to recognize the achievements of the 2008 NJDEP Recycling Award winners and will formally recognize the award recipients at its annual recycling awards luncheon on October 15. Among this year's award winners (listed below) are three members of the New Jersey WasteWise Business Network – Anheuser-Busch, Inc., Rutgers University and Rowan University. Congratulations to all of this year's award recipients!

### **Institution - Lavallette Elementary School**

Lavallette Elementary School has implemented a recycling program that is a model of teamwork (teachers, facilities staff, school administration, school board and students.). Not only do they recycle bottles/cans/paper/cardboard, but also food scraps, printer cartridges, batteries, computers and cell phones. All classrooms have clusters of bins for bottles/cans, paper/cardboard and trash, making the system, easy, convenient and visible.

### **Business - Anheuser-Busch, Inc.**

Anheuser-Busch's twelve domestic breweries recycle more than 99% of the brewing by-product material that is produced. The Newark brewery recycles and reclaims more than 99% of its waste and by-products. In 2007, the Newark brewery recycled 293 out of 295 million pounds of waste material. Anheuser-Busch also encourages its employees to participate directly in its paperless computer-based employee suggestion program. Their recycling efforts also extend through other Anheuser-Busch

companies, including the entertainment division which includes Sea World and Busch Gardens. In 2006, the company recycled more than 97% of the solid waste generated in all of their US operations.

### **Government - Trap Rock Industries, NJ Dept. of Transportation, and Rutgers University**

Trap Rock, NJDOT and Rutgers University each played an integral role in the planning, design, construction, post-construction analysis, and specification writing of this project involving the use of asphalt rubber on Interstate 95. The three parties realized that by working together and utilizing their individual expertise, a long-lasting roadway would be constructed that would help to reduce noise while recycling over 80,000 scrap tires. After the completion of the project, the three entities were together able to generate material specifications for Asphalt Rubber Open-Graded Friction Course. The specifications will allow for the continued use of AR-OGFC that will recycle used tires while reducing pavement-related noise.

### **Leadership - Janet Pellichero**

Under Janet Pellichero's leadership, Princeton Township achieved a 49% recycling rate in 2007. Ms. Pellichero has routinely visited each school and business owner/property manager to ascertain and maintain recycling compliance. All township parks/recreation fields have recycling containers that are serviced on a regular basis, and all groups using the facilities are provided with recycling information. Ms. Pellichero also instituted a community paper shredding/recycling program, an e-waste recycling program and a comprehensive recycling education and awareness program.

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### Rising Star - Rowan University

Through an extensive university recycling committee, the Rowan President's Council for Sustainability, and an energetic Student Recycling Team, Rowan University is rapidly becoming a model for recycling in higher education. The school was the first institution of higher education in New Jersey to convert to single stream recycling, placed third nationally in EPA's Recyclemania competition in 2006 and has earned numerous prestigious awards from Federal and State agencies for its leadership in recycling and sustainability.

### Rising Star - Thomas Quinn, Mansfield Township School District

Mr. Quinn, Facilities Manager for the Mansfield Township School District, developed a "Green Team" approach to garner support from all staff to improve the district's recycling program. Mr. Quinn's "Green Team" approach has resulted in a nearly complete diversion of recyclables from the school waste stream. Mr. Quinn shares his program ideas and experiences with other facilities managers and continues to find ways to improve this fine program.

### Educational Program - Ocean County Master Composter Program

The Ocean County Master Composting Program is a volunteer network that began in 2000. The program, offered free of charge to County residents, has proven to be an effective way to educate residents about the handling of the organic portion of solid waste and to help spread the message about the benefits of backyard composting. The program has expanded to approximately 50 active volunteers.

### Volunteer Citizen - Megan Giulianelli

Ms. Giulianelli is a volunteer who spear-headed a filmmaking project, focusing on recycling, at her local elementary school. The film uses a student-friendly format and has been shown to all Glen Ridge students in grades K through 8. The film is available online and on DVD.

## Did You Know...

- The Reusable Packaging Association aims to help companies make the switch from single or limited use packaging to durable, reusable packaging. Reusable packaging not only results in less waste being sent to landfills, but also can reduce costs throughout the supply chain. Visit [www.choosereusables.org](http://www.choosereusables.org) for additional information.
- PET plastic was developed in 1941, but it was not until 1973 when stretch blow molding was invented that the plastic soda bottle became a reality.
- The USEPA has developed a new paper recycling website that includes information on how to start a paper recycling program, paper grades and end use markets. The website also highlights success stories and answers frequently asked questions. Visit [www.epa.gov/paper/paperrecycling](http://www.epa.gov/paper/paperrecycling) for more details.
- Simplesteps.org is a new website created by the National Resources Defense Council for people who are looking for easy, everyday actions that they can take to protect our planet.
- The Home Depot recently launched a national in-store, consumer compact fluorescent light (CFL) bulb recycling program at all 1,973 of its stores. This service is provided free of charge.
- The NJDEP recently awarded \$8 million in grants to municipalities and counties to bolster local recycling efforts.

## Meeting Reminder

The next meeting of the New Jersey WasteWise Business Network is Tuesday, November 18, 2008, 9:30 a.m. – 12:15 p.m. The meeting will be held at PSE&G's Hadley Road site in South Plainfield. RSVP to: [Steven.Rinaldi@dep.state.nj.us](mailto:Steven.Rinaldi@dep.state.nj.us)

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