

Fall 2008  
The Knoxville Recycler

>> Knoxville Recycling Coalition



## Note From The Director

>> by Frank Sewell, Executive Director

>> KRC Board of Directors

- > Eddie Bales
- > Derek Senter
- > Cat Wilt
- > Meredith Leahy

>> KRC Executive Director

- > Frank Sewell

>> KRC Staff

- > Bob Huffman
- > Micah Reynolds
- > Nathan Bailey
- > Mike Rowe

The Knoxville Recycler is a publication of the Knoxville Recycling Coalition. For more information about the KRC, email [education@knoxwillerrecycles.org](mailto:education@knoxwillerrecycles.org) or call 865.525.9694. If you notice any errors in this publication, please let us know.

It's that time again when employers and charitable organizations come together for their annual workplace giving campaigns. Knoxville Recycling Coalition participates with a group of charitable organizations known as Community Shares (CS). CS allows workers to have payroll deductions designated for the charity of their choice.

CS was formed in 1984 to give employees a choice in workplace giving campaigns. Donors authorize their employers to make donations to CS through regular deductions from their paychecks. Through a series of small deductions each pay period, one can make a very generous donation to groups like the KRC without getting hit all at once.

CS funds fifty non-profits, grassroots organizations that work to address the root causes of problems we as individuals and communities face. CS groups work on issues such as hunger, health care, domestic violence, education, and environmental.

CS puts your money where you want it to go. Undesignated contributions to CS are divided equally among all full member agencies, including the KRC while designated gifts go directly to the specified group.

To learn more about Community Shares visit [www.communitysharestn.org](http://www.communitysharestn.org).



>> *Profile - Frank was employed with Anderson County Government for 32 years. For the past 15 years, he was the Solid Waste Director. He is now retired from Anderson County. Frank has always been environmentally aware. While attending Oak Ridge High School, he assisted with the planning and executing of the First Earth Day Celebration event in 1970. Frank enjoys playing drums and riding his motorcycle.*

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## Special Thanks To Traci and Katie



overlooked, and these two truly deserve much praise.

While they both will be missed, the KRC will move forward. The responsibilities of paper and education manager have been assumed by Micah and Nathan. We will continue on with the same vigor of Katie and Traci, as they lend their skills in other places.

We strive to be as transparent as possible, so if you'd like to just get to know us send us an email. We are happy to chat with you about what is going on in the recycling world. It is our job and our passion.

The KRC seems empty lately with the absence of Traci Black and Katie Swick. Each of these special people added so much to the KRC's personality and passion.

The staff that had the pleasure of working with them would like to formally say thank you for their service. They are truly missed.

For those of you who worked or had contact with them, please be sure to send them an email and thank them for their time at the KRC. People's efforts can often go

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### >> New Staff

The KRC would like to warmly welcome Michael Rowe, the newest staff member. Mike had worked with the KRC in the past as a volunteer through a class at UT; but he is now assisting with some of the recycling route on both the box truck and the Purple Paper Eater.

Mike is currently pursuing his undergraduate degree from UT and is a valuable asset to the KRC.

We would like to extend the warmest of welcomes to Mike and make him feel at home.

## Web Site Relunched

>> by Nathan Bailey, Education Manager

### >> Web Site Statistics

> Unique Visitors	259
> Hits Total	37k
> Avg. Visitors/Day	22
> Busiest Day	Friday
> Busiest Time	9 p.m.
> Busiest Date	July 23

\* Statistics compiled since July 18th, 2008.

Technology is changing and evolving at an alarming pace. The KRC had redeveloped its web site less than two years ago, but already it was showing signs of falling behind the curve. In order to catch up with the trend, the web site has been redesigned completely with new features that will hopefully facilitate easier access to information.

As part of our mission, we are to provide education to the public, and in today's world the web site is proving to be one of our most popular resources. The new site features videos as well as a forum to reach those who respond better to visuals and facilitate communication in the community.

I am a major advocate of one-on-one education, but trends seem to show that people are more comfortable in front of their computer screen than talking to a real person. In order to meet these people where they are, the web site has been designed to allow quick access to information and easy to understand facts. While we will continue our efforts in person, the site allows us to go places we normally could not.

Please stop by the site if you have not recently and check out the changes. The videos are very neat, and I hope the forum will prove to be a successful means of communication.

Along with the changes in the web site, the KRC staff have received new email addresses. While we will continue to check the old ones, we hope to migrate all new contacts to the new address. They are as follows:

Frank >> [frank@knoxvillerecycles.org](mailto:frank@knoxvillerecycles.org)  
Micah >> [micah@knoxvillerecycles.org](mailto:micah@knoxvillerecycles.org)  
Nathan >> [nathan@knoxvillerecycles.org](mailto:nathan@knoxvillerecycles.org)

For any suggestions or comments on the new site, please email me at the above address. I am constantly looking to serve you better, so let me know how I can help. Cheers.

>> *Profile - Nathan is a recent graduate of Carson-Newman College with a degree in art. He is originally from Middle Tennessee, and after college chose to remain in the Knoxville area. After spending 6 months as the art director of a local paper, he began working with the KRC. Now he is serving as the Education Manager and Truck Driver. He spends time outside of work painting and reading.*

“The new site features videos as well as a forum...”



## Irish Festival (Zero-Waste)

July 26th, 2008  
World's Fair Park



>> Join the Board

We are in desperate need of individuals willing to serve on the board of directors. While the position does hold responsibility, it is not a complicated process. We ask that you lend us your time and opinion.

By participating on the board, you will help shape the future of the KRC one decision at a time.

If you have ever been interested in how the KRC works or have ideas on how Knoxville should improve its recycling efforts, please join us!!!

Call Frank today at 865.525.9694 to express your interest.

## Groceries In The Garbage

>> by Nathan Bailey, Education Manager

It is truly shocking to find that 1/3 of the groceries you purchase will wind up in the trash. With groceries

### >> Seattle Bag Fines

On July 28, Seattle's City Council passed a program that will enforce a 20-cent fee for plastic and paper bags in grocery and convenience stores.

Seattle is one of the nation's leaders in recycling and sustainable programs. They require residents to recycle or face fines, and there are rumors that composting service will be available to single family homes.

The bag fee will produce revenue for recycling programs, but it is the main hope the disposable bag use will decline. A similar program in Ireland showed a 90% reduction.

To help citizens in the switch over process, the city is providing one reusable bag per household.

Accompanying the new program is a ban on all foam containers in the food-service industry.



accounting for 13 percent of household spending as compared to the 4 percent on gas, the fact that we waste so much is ridiculous.<sup>1</sup>

This brings up the question of why so much of what we purchase ends up in the trash instead of our stomachs. I am guilty of such waste just as much as any other person. Now that I see the cost, I will think twice about leaving food on my plate or groceries in the fridge uneaten.

One of the best ways to utilize the table scraps that you do produce is to compost them.

Why store all those nutrients in a landfill? Composting may seem like a daunting task, but it is relatively easy. If you have a garden or flower bed, then the compost can prove very rewarding. One of the tools we offer at the KRC is the Earth Machine compost bin. The bin accelerates the natural decomposition of organic materials and stores it until it is ready for use as compost soil. Call us today for more information about composting or the Earth Machine compost bin.

<sup>1</sup> Taken from [http://www.boston.com/business/personalfinance/articles/2008/03/09/surging\\_costs\\_of\\_groceries\\_hit\\_home/](http://www.boston.com/business/personalfinance/articles/2008/03/09/surging_costs_of_groceries_hit_home/)

## How To Become A Member

Membership to KRC will allow us to continue the following programs:

- A full time CAC AmeriCorps Member Volunteer for education to community
- Quarterly Newsletter + E-mail Updates + the Annual Recycling Guide
- 24 Hour Recycling Hotline
- Web Site Development & Maintenance
- Participation in Community Events, Earth Fest, America Recycles Day, Knoxville's Energy & Sustainability Task Force
- KRC Quarterly Homeowner Paper Collections

Full Name: \_\_\_\_\_

Organization (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ T-Shirt Size: \_\_\_\_\_

Business Phone: \_\_\_\_\_ (YL,S,M,L,XL)

Email Address: \_\_\_\_\_

Membership Type:

Students & Seniors:

\$20

Other Amount \_\_\_\_\_

Organizations/Groups:

\$60- \$100+

Other Amount \_\_\_\_\_

Individuals/Family:

\$35

\$50

Other Amount \_\_\_\_\_

Individuals & Groups:

Lifetime Membership,

\$500

KRC Member Benefit: Drop off your mixed paper, cell phones and other e-waste at our office free of charge.  
(Call ahead before coming.)

>> Proud Member of:



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## **Knoxville Recycling Coalition**

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