

# Staying in the Loop

Fall 2004



## Waste Knot Partner Spotlight: Subaru Research and Development Inc.

Subaru Research and Development, Inc is the 2004 Environmental Excellence Overall Award winner, and this issue's spotlight partner. The Environmental Excellence Awards are given to businesses and non-profit organizations in Washtenaw County that show outstanding environmental stewardship in the three categories of water quality protection, waste reduction and recycling, and pollution prevention. The Overall Excellence award was presented to Subaru by the Washtenaw County Office of the Drain Commissioner, the Department of Environmental Health Regulations and the Department of Planning and Environment.

Within the past two years, Subaru has developed excellent environmental programs that focus on recycling. In 2002, Subaru produced 7.1 tons of waste. However, with the implementation of these practices 2003 saw a 72% reduction in waste generated. This is equivalent to only 1.8 total tons of waste in 2003! This decrease was achieved through the placement of recy-

cling bins in the employee lunchroom, recycling miscellaneous office supplies and the reuse of shipping materials such as boxes and bubble wrap. Employees are updated on the total amount of materials recycled in order to encourage contribution to the recycling program by allowing them to see the progress made.

Along with this successful recycling program, Subaru also decreased its water consumption by 74% and electricity use by 13%. They continue to implement strong green business practices and train their employees on the proper fuel-spill clean up.

In 2004 Subaru plans to continue to reduce waste and energy use. Some of their ideas include the use of rechargeable batteries and hand dryers installed in the bathrooms to reduce paper waste. They also intend to further educate their employees on the environmental effects of the plant's operations in order to increase awareness.



Subaru Research and Development Inc. won the 2004 overall Environmental Excellence Award.

Along with Subaru's environmental programs, other Waste Knot partners have been working to improve environmental quality, and thus have also won Environmental Excellence Awards. Forsythe Middle School received the Excellence in Waste Reduction and Recycling Award for the integration of a recycling course into the curriculum. The students and faculty have already saved many valuable resources from their recycling initiatives. Honorable mentions in this category of waste reduction and recycling include Liebherr Aerospace and The Ann Arbor News.

Congratulations to all winners for demonstrating outstanding environmental leadership.

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## Waste Knot Program Updates

- Year round enrollment
- Advertising available at a discounted rate, thus encouraging the public to support environmentally friendly business.
- Partners may receive recycling and solid waste services at a discounted rate.
- Website reorganization.



## America Recycles Day 2004

America Recycles Day will once again be held on November 15. The theme of this year's celebration is paper recycling. Although 49.3 million tons of paper were recycled in the US last year, paper products still make up 39% of household waste. The ARD foundation is hoping to reduce these numbers by encouraging a paper purge across the country.

### Some paper recycling facts:

- Every year, Americans throw away enough office and writing paper to build a wall 12 ft. tall from Los Angeles to New York.
- Every day, American businesses generate enough paper to circle the earth 20 times.
- If everyone in the US recycled 1/10 of their newsprint, ~25 million trees would be saved annually.



AMERICA  
RECYCLES  
2004

*It All Comes Back To You.*

### Tips to increase paper recycling in your community:

- Involve local libraries in promoting recycling
- Give a presentation about recycling in a classroom.
- Hand out flyers about America Recycles Day.

### Tips to increase paper recycling in the business setting:

- Hold a "Clean-Out-Your-Files" Day.
- Award departments who recycle the most paper during a company-wide paper purge.
- Print an America Recycles message on all payroll checks.
- Buy recycled paper products.

This year's America Recycles Day slogan is, "It all comes back to you." It is a reminder that every person can make a difference. Continue to increase the amount of paper recycled each year by participating in this year's America Recycles Day celebration on November 15.

## 2<sup>nd</sup> Annual Washtenaw County Recycles Day Celebration

Washtenaw County is doing its part to help promote America Recycles Day. On November 10, from 5pm-7pm the County's Division of Public Works will be hosting its second annual Washtenaw County Recycles Day celebration.



The theme of this year's event is paper recycling, and will be held at Leopold Brothers brewery, 523 South Main Street, Ann Arbor. This is not only an exciting chance to celebrate recycling, but also the Waste Knot program and its partners. The event is free, and will include food, and a tour of the brewery.

There will also be a raffle of recycled goods. To get a raffle ticket you will have to fill out a pledge card at the event. There will also be a phone book drive to encourage paper recycling.

Come celebrate recycling and the Waste Knot program!

## HHW Collection Statistics

Since 1994, the Household Hazardous Waste collection facility has kept a lot of toxins out of the environment:

- 168,665 lbs of flammable material
- 276,586 lbs of oil based paint
- 82,475 lbs of pesticides and fertilizers
- 40,000 lbs of aerosol cans
- 2,783 lbs of oxidizers
- 23,909 lbs of acids and bases
- 1,378 lbs of mercury

## NEWS BRIEFS

### Backyard Wildlife Habitat

Even right here in Washtenaw County, you can help preserve natural wildlife. The backyard of your home, or lawn space of your business can provide a habitat for native plants and animals if you join the National Wildlife Federation's Backyard Wildlife Habitat program.

Upon joining this program, the National Wildlife Federation will help you design natural habitats specific to the plants and animals that live in your backyard. The first thing to do is assess the natural habitat elements that already exists in your yard. These habitats can be modified if need be to provide a better living space. Make sure these elements provide four important things, food, shelter, water and a place to raise young. Once your habitat is complete, it can be registered online with the National Wildlife Federation. One example of what you can add to your backyard in Michigan to help wildlife, is a humming bird garden or a feeder to supply the North American Hummingbirds with enough food to migrate south for the winter.

If you would like to create a wildlife habitat in your backyard, or have any questions about the Backyard Wildlife Habitat program, visit: <http://www.nwf.org/backyardwildlifehabitat>

### Advertising Opportunities for Partners

Currently, the Waste Knot program is providing advertising opportunities for interested partners. This opportunity includes a 30 second television commercial, and an internet banner that will appear on Comcast.net and Mlive.com. The commercial will feature the sponsoring partner in the last 10 seconds, and will be aired during the sponsor's target audience during prime television hours (4pm - 12pm).

#### Benefits to cable advertising:

- Cable television reaches more than 240,000 people in Washtenaw County
- Over 28 networks will air the

commercial, including TNT, CNN and ESPN

- Cable subscribers spend approximately 59 hours per week watching basic cable

#### Benefits to internet advertising:

- 85% of households in the metro-Detroit area have at least one computer
- 63% of Mlive.com visitors use the site to find local merchants

#### Cost to sponsoring partner:

- Production and customized design costs: Free!

### What to do with Grass Clippings

As of July 1, 2004 the city of Ann Arbor will no longer accept grass clippings in the city compost or trash. Here are some ideas of what to do with what is left over once you cut your lawn.

- Make a 50/50 compost pile of grass clippings and brown leaves. A great idea for fall! Instead of leaves, newspaper strips or straw can be substituted. Turn over the pile every once in a while to increase composting activity.
- Leave the clippings in the grass. This saves you the effort of having to bag, and is also a natural fertilizer, putting more nitrogen into the soil.
- Take your clippings to the Municipal Compost Center, at 4150 Platt Rd. There is no charge for Ann Arbor residents.

If you would like to purchase a compost bin for yard waste, please call (734)-222-6874.



- Single sponsorship: \$1000

This includes: 15-20 commercials and 25,000 customized internet impressions (viewed pages) featuring your company.

- Double sponsorship: \$500

This includes: 15-20 commercials and 25,000 customized internet impressions (viewed pages) featuring you and your co-sponsor's company.

The deadline is **October 22**, so please contact, Marshall Labadie (734-222-6889) if you are interested.



## Washtenaw County's Comprehensive Plan

On September 22, 2004, Washtenaw County's Comprehensive Plan was approved and adopted by the board of commissioners. This plan was written by Washtenaw County's department of Planning and Environment, and includes input from citizens on the issues of community development in the future.

Citizens of Washtenaw County were major contributors to the new comprehensive plan in that they voiced their opinions on what they felt was most important to the County's future. There were two elements the residents wanted to focus on; the first being a retained sense of place, and the second was a sustainable future.

All citizens agreed that Washtenaw County has many interesting features that make it unique. The varying living environments from the urban centers of Ann Arbor and Ypsilanti, to the charming villages of Dexter and Bridgewater, and the natural resources found throughout the county must maintain or improve their current quality. By preserving this sense of place, and working for a sustainable future, Washtenaw County will remain a desirable place to live for many years.

Washtenaw County's new Comprehensive Plan aims to find solutions to these desires of the citizens. For more information on the comprehensive plan, please visit: <http://complan.ewashtenaw.org>

## Congratulations to all Waste Knot Partners

Ann Arbor Architects Collaborative (A3C) • Ann Arbor Area Board of REALTORS • Ann Arbor Area Convention & Visitor's Bureau • Ann Arbor Chamber of Commerce • Ann Arbor District Library • Ann Arbor Learning Community • Ann Arbor News-Printing Facility • Ann Arbor Transportation Authority • Arbor Brewing Company • Arbor Psychological Consultants • Arbor Springs Water Co., Inc • Arrow Awards • Assay Designs, Inc • Babel Latina, Inc • Barbara Boyk, Ph.D • Barr Engineering Company • Black & Veatch • Bowen & Barber, LLC • C & T Collision, Inc • Calvert's Rolloff Containers • Cardea Construction Company • Chelsea Animal Hospital • Chelsea District Library • Chelsea Milling Company • Cimulus, Inc. • City Body, Inc. • City of Ann Arbor Farmers Market • City of Ann Arbor, City Hall • City of Chelsea • City of Milan • City of Saline • Coach's Catastrophe Cleaning • Colonial Square Cooperative • Cybernet Systems Corporation • Data Optics, Inc • David Meyer Photography • David W. Osler Associates, Inc. Architects • Design My Wedding • Dexter Area Chamber of Commerce • Dixboro General Store • Dominant Systems Corp • Dominick's • Domino's Farms Corporation • Dragons Lair Futons • DTE Energy • Ecology Center • Ecumenical Center and Interntl Residence • Edward Jones Investments Rodney Turner • Elastizell Corporation of America • Electronics Service Center, Inc • Federal Correctional Institute, Milan • First Unitarian Universalist Church of A.A. • Forefront Corporation • Forma Fine Crafts • Forsythe Middle School • Frontline Church • G.E. Wacker, Inc • Generations • Georgetown Country Club • Goetzcraft Printers, Inc • Great Lakes Science Center • Harrington's Standard Printing • High/Scope Education Research Foundation • Hobbs & Black Associates, Inc • Homeowner Services of America • Horiba Instruments • JAC Products, Inc • John D. Erdevig • Johnson Hill Land Ethics Studio • Kaiser Optical Systems, Inc • King's Keyboard House • Kleanthous Family Foot Clinic • Larime Photographic Inc • Law Office of Helen Conklin Vick • Leopold Bros. of Ann Arbor • Liebherr Gear Technology • Lincoln Consolidated High School • Lodi Farms, LTD • Maggie's Organics/Clean Clothes • Malloy • Manchester & Associates • Marsha Traxler, Rn, RPP • Master Tech Appliance Service Inc. • Materials Unlimited • McNaughton & Gunn • Mikan Corporation • Miles of Golf • Mitchell and Mouat Architects, Inc. • Moore Power Marketing • National Kidney Foundation of Michigan • NEW Center (Non-profit nterprise at Work) • Northside Grill • NSF International • NSK Corporation • NuStep • Organizational Designs, Inc • Palmer Studio • Parcel Plus • People's Food Co-op & Café Verde • Pfizer Global Research and Development • Pittsfield ownship • Pro Comm/Wolverine Wireless • Quinn Evans Architects • ReCellular Inc • RJ Frank Home Inspections-A Buyer's Ally-ASH1 • Rudolf Steiner School of Ann Arbor • Saline District Library • Saline Picture Frame Co • Secure Eco Shred • Seva Restaurant • SGI Publications • Shaman Drum Bookshop • Signs By Tomorrow • Silver Birch Engineering, LLC • SmithGroup JJR • SoloHill Engineering, Inc • St. Francis of Assisi Church and School • St. Joseph Mercy Hospital • St. Louis Center • Subaru Research and Development, Inc. • Sustainable Systems, Inc. • Sweetwaters Café • Swisher Commercial • TDF II Hauling & Plowing • TeL Systems/Thalner Electrolic Labs • The Chelsea Collection • The Scrap Box • The Traverse Group • The University of Michigan • The Women's Center of America • Thomson-Shore, Inc. • Toner Supply ISO9001 CERTIFIED • Toy Moon.com • Trillium Real Estate • U of M Health Systems • Unibar Maintenance Services • UPS Store • Village Cooperative Homes, Inc. • Village of Dexter • Visteon Corporation Ypsilanti Plant • Visteon Corporation-Rawsonville Plant • Visteon Corporation-Saline Plant • Weber's Inn • West Pole, Inc • Ypsilanti Area Chamber of Commerce • Ypsilanti Community Utilities Authority • Ypsilanti Food Coop • Zingerman's Deli