



October 2018

## Rooms-To-Go Pays It Forward to Promise in Brevard

During the Florida League of Cities Annual Conference, the Florida Recycling Partnership (FRP) held a drawing for a \$500 gift card from member Rooms To Go. West Melbourne Mayor Hal Rose was the winner and donated the gift card to Promise in Brevard. FRP Chair Dawn McCormick and Keyna Cory joined Mayor Rose when he presented the gift card to Betsy Farmer, Founder of Promise in Brevard. Located on 39 acres adjacent to the Hammock Landing shopping plaza in West Melbourne, Promise provides affordable housing to 126 young adults with special needs. Promise also offers vocational training and employment opportunities with on-site training and continuing education.

They plan to use the gift card to purchase furniture for their new bakery and café. Thank you Rooms To Go!



## Florida Recycling Summit at Anheuser-Busch Brewery in Jacksonville

The Florida Recycling Partnership, Anheuser-Busch and the Florida Department of Environmental Protection held a Summit to address the current state of recycling in Florida on Wednesday, October 3. The one-day event began at the Anheuser-Busch's Metal Container Corporation with a press conference and tour of the facility before moving to the Anheuser-Busch Jacksonville brewery for the educational session.



**ANHEUSER-BUSCH**

During the press conference, Randy Burch, Director of Operations for Anheuser-Busch, said that their Metal Container Corporation (MCC) manufactures three billion aluminum cans and bottles a year for beer, sodas and energy drinks with a

99% recycling rate. Anheuser-Busch currently has a 99.8 percent recycling rate in its major U.S breweries and has committed to having 100% of their packaging made from majority recycled content or returnable by 2025.



Sen. Rob Bradley, R-Fleming Island, addressed business owners, university professors and environmental leaders from around the state.

“This event is about what we can do as citizens to protect our state instead of putting all of the responsibility on government officials,” said Bradley. “Florida wants to continue to implement educational programs to raise awareness as we work towards 100 percent sustainability.”

John Truitt, Deputy Secretary for Regulatory Program, said the Florida Department of Environmental Protection (FDEP) has a new Recycling Program that assists citizens and industry in protecting Florida’s environment entitled “Rethink. Reset. Recycle.” The campaign reminds Floridians of basic curbside recycling rules: clean and dry aluminum and steel cans, plastic bottles and jugs, and paper and cardboard. For more information about the campaign, go to [FloridaRecycles.org](http://FloridaRecycles.org). Through FDEP efforts, Florida’s recycling rate has increased from 22 percent in 2011 to 52 percent in 2017.

Dawn McCormick, the Director of Communications for Waste Management, the largest recycling company in North America, talked about working with the Florida Recycling Partnership, FDEP and others to educate people on what materials to recycle. So many times, people “wish-cycle” hoping an item can be recycled when it cannot. When people put the wrong items in their recycling bin, it causes the load to go to a landfill instead of a processing facility.

During the educational session at the Brewery, participants heard presentations by Kim Walker and Karen Moore from FDEP; Dr. Tim Townsend – University of Florida and the Hinkley Center for Solid and Hazardous Waste Management; Dawn McCormick – Waste Management and Gene Jones from Southern Waste Information Exchange (SWIX).

Upon conclusion of the Summit, participants had an opportunity to tour the Brewery to see firsthand how Anheuser-Busch recycles and reuses many of the materials used in its brewing process.

The Florida Recycling Partnership plans to hold additional summits and workshops across the state to educate policy makers, business leaders and the public about the benefits of recycling.

### Thank You Sponsors



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**T**he Florida Recycling Partnership Foundation, Inc. announces new leadership team. Kim Brunson, Publix Super Markets, Inc. has been named Chair of the Florida Recycling Partnership Foundation, Inc., Steve Lezman, PepsiCo will serve as Vice Chair and JP Toner, IBWA rounds out the executive committee as Secretary/Treasurer. They will be supported by the following board members: Harold Bowman, Darling Ingredients; Jeremy Miller, Florida Goodwill Associations; Derieth Sutton, Niagara, and Eric Voss, Rehrig-Pacific. Keyna Cory has been tapped to serve as Executive Director.

The new Foundation will help support educational programs provided by the Florida Recycling Partnership and other organizations as well as research projects. According to its bylaws, the Foundation's mission is *to educate policy makers, business leaders and the general public on the benefits of recycling for the advancement of recycling education, and any related or corresponding educational or scientific purposes, either by the distribution of funds, or the provision of services to, such purposes.*

The Foundation has been granted 501(c)(3) status and ready to accept contributions and apply for grants. Please let us know if you would like to make a contribution or know of a grant application.

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## New Member Spotlight: FPL

We are happy to welcome Florida Power and Light to the Florida Recycling Partnership. FPL believes the best way to deliver value is by minimizing the waste footprint. In 2017, the FPL's Corporate Recycling and Services facility reconditioned and redirected nearly \$4.5 million worth of hardware back into inventory to help reduce the waste stream. Additionally, the investment recovery team, which oversees the release of surplus and dormant material and encourages redeployment to other plants for extended use where possible, engages a seven-step process for asset disposition when they reach the end of use stage. The seven-step process is: reuse, recondition, return, resell, reclaim, recycle, and remove.



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