



WASTECAP NEBRASKA
E-NEWSLETTER
JULY 2008

Waste Reduction at WasteCap.... In an effort to reduce office paper waste at your office and ours, WasteCap utilizes an electronic newsletter. Past e-newsletters can be found on our website under the "[Archives](#)" tab. Check out our website at www.wastecapne.org for the latest events, publications, and new member listings for WasteCap Nebraska.

WHAT'S NEW FOR JULY 2008:

- ◆ [WasteCap News](#)
 - WasteCap Welcomes New Members
 - WasteCap Members in the News
 - GALLUP Seeks LEED Certification and Expands Its Recycling Efforts
 - FBG Service Corporation Honored with National Sustainability Nomination
 - NPPD Plans to Expand its Wind Energy Operations
- ◆ [Upcoming Events](#)
 - Reducing Radon Risk in Rental Housing
 - Kansas SBEAP Lunch and Learns
 - Projecting a Professional Presence and Presenting Persuasively
- ◆ [News Across Nebraska](#)
 - Lincoln's Carbon Footprint
- ◆ [Electronics Update](#)
 - Only a small number of cell phones being recycled
- ◆ [In the News](#)
 - World survey of green habits rank U.S. consumers last
 - Sam's Club introduces new milk bottles
- ◆ [Market Corner](#)

WASTECAP NEWS

WasteCap Welcomes New Members

WasteCap Nebraska would like to welcome new members FBG Services Corporation and Archer Daniels Midland-Columbus.

WasteCap Members in the News

If you are a WasteCap member and have been recognized in a news story, please let us know so that we may include you in this section. Contact April Hilpert-Whitney at (402) 434-7376 or ahilpert@wastecapne.org.

GALLUP Seeks LEED Certification and Expands Its Recycling Efforts

Gallup is seeking LEED certification for the 103,000 square foot addition to its Omaha Riverfront Campus located between Miller's Landing Park to the North and the Quest Center to the South. With construction already underway, the addition is expected to open in the fall of 2009, and house the estimated 300 Information Technology, Sales, and other professionals that Gallup anticipates adding to its workforce.

Gallup's Director of Facilities Ed Miller, "The addition will be a 4 story structure with a proposed green roof, which will include sod, native grasses, and shrubs." Gallup's existing structures are built on land formerly occupied by an unsightly rail yard, docks, and a scrap metal recycler. The 50 acre campus now has a variety of native trees, grasses and wildflowers.

LEED certification is one of several initiatives that Gallup has undertaken to become an even more environmentally friendly company. According to Julie Curd, Gallup's Executive Director of Materials Management, "In 2007, Gallup recycled 158 tons of waste paper and cardboard. Earlier this year, we improved and expanded our waste paper collection process. As a result, we are seeing a significant increase in the amount of material we recycle on campus. The majority of documents produced at Gallup are printed on recycled paper. Furthermore, we work closely with clients in promoting the selection of biodegradable or recyclable materials which align with our eco-friendly, green initiatives."

FBG Service Corporation Honored with National Sustainability Nomination

FBG Service Corporation, an employee-owned janitorial and building-services company headquartered in Omaha, was honored in the nation's capital recently for its leadership and accomplishments as an environmentally responsible business.

Named for renowned S.C. Johnson Company president, *The Sam Johnson Leadership in Sustainability Award* was created to recognize outstanding achievement in the area of environmentally conscience business practices. Curt Johnson, Chairman of JohnsonDiversey and son of Sam Johnson, presented the award.

Nominations were awarded to just 15 companies across the country that displayed “a total commitment to sustainability and a proven track record of meeting the highest standards of facility care for health, safety, economy and environment.” In addition to the prestigious award, JohnsonDiversey also pledged a \$5,000 donation to the World Wildlife Fund on behalf of the winner.

NPPD Plans to Expand its Wind Energy Operations

The Nebraska Public Power District will expand its wind energy operations by adding more than 400 megawatts of wind power over the next 12 years. According to the American Wind Energy Association 225 to 300 homes can be served per megawatt of wind energy.

NPPD currently operates a wind farm south of Ainsworth, which produces 60 megawatts. The company is also involved in two wind farm projects near Bloomfield. Power will be purchased from these wind farms once they are fully operational.

To read the complete story in the Lincoln Journal Star, [click here](#).

UPCOMING EVENTS

Reducing Radon Risk in Rental Housing

This three hour workshop is targeted to rental housing owners, managers, inspectors, housing agencies, and others in the real estate and housing industry, and will provide the participants with the information and resources necessary to deal with radon in their holdings in a cost-effective and efficient manner. Radon basics, testing processes, reduction methods, risks and liability issues will be covered with handouts and a free radon test kit will be provided to the first 25 attendees. A key component of these workshops will be coverage of a national draft standard for measurement of radon concentrations in multifamily buildings that is currently in a review and comment period. We anticipate no or minimal costs for these workshops with local hosts and sponsors.

Workshop Schedule and Location

Friday August 1 – Lincoln, NE 9 am to 12 noon
Lancaster County Extension Education Center
444 Cherry Creek Rd.
Lincoln, NE 68528

Sponsors – NE Radon Program, UNL- Extension

Registration – call 1-800-693-5343

This training is conducted by Engineering Extension at Kansas State University with support from the US Environmental Protection Agency and will be held at these locations in NE, IA, MO and KS. For questions about workshop content and other issues, contact Bruce Snead at 785-532-6026, or email bsnead@ksu.edu

Kansas SBEAP Lunch and Learns

Kansas' Small Business Environmental Assistance Program is hosting lunch and learns geared toward reducing impact on air quality. These are free one-hour programs starting at 12:00 p.m. You may attend in person or via conference call. For more information or to register, visit www.sbeap.org.

Sessions include:

August 13 – Idling Reduction

September 10 – Energy Efficiency for Businesses

Projecting a Professional Presence and Presenting Persuasively

Presenter Jeanne Baer will show you how to communicate with power, based on the posture, mannerisms, speech patterns, and attitude of today's success story in "Projecting a Professional Presence". You'll learn how to avoid movements and voice "glitches" that convey insecurity, how to seem confident when you aren't, how to deliver handshakes and eye contact with ease, and more. In short, learn to avoid those behaviors that sabotage your success and to *use* those that project a more powerful, professional image.

Whether you're speaking to employees, legislators, community groups, or just a few peers, you want your message to be memorable and motivating. "Presenting Persuasively" reveals 10 keys to persuasion – techniques that help listeners understand, appreciate, and commit to the course of action you recommend. And since these techniques spell the acronym "P.E.R.S.U.A.S.I.O.N.," the techniques themselves will be memorable, also!

Who should attend?

Non-profit organization and Advocacy groups

Non-profit Boards of Directors and Staff

Fundraising staff and volunteers

Membership development staff and volunteers

August 28, 2008

Southeast Community College Continuing Education Center

301 S. 68th Street Place

Room 302

10:00 a.m. – 2:00 p.m.

The cost of this seminar is \$25 for non-members, \$20 for WasteCap Nebraska members.

Registration will be accepted until August 20th. For additional information or to register contact April Hilpert-Whitney at (402) 434-7376 or ahilpert@wastecapne.org.

NEWS ACROSS NEBRASKA

Lincoln's Carbon Footprint

The recent study completed by the Lincoln-Lancaster County Health Department shows that Lincoln is below the U.S. average for CO2 emissions (approximately 20 tons per person per year). However, from 1990 to 2005 the city's amount of emissions grew from 3.1 million tons to almost 4.6 million tons, an increase of 46%.

The largest increase in greenhouse emissions during this time period was due to transportation. The city of Lincoln has grown over this 15 year time frame which in turns puts more drivers on the roads.

To read the full story, [click here](#).

Source: Lincoln Journal Star

ELECTRONICS UPDATE

Only a small number of cell phones being recycled

According to a survey released by Nokia, worldwide, only 3% of people recycle their mobile phones even though they have old phones at home. The survey shows that 74% didn't think about recycling while half of the people didn't even know that they could do so.

While these numbers are startling, only 4% of the old devices are being thrown in the landfill. The remaining phones are either kept at home, given to a friend or family to use, or being sold to other consumers.

The survey was conducted in 13 countries including Finland, Germany, Italy, Russia, Sweden, United Kingdom, United Arab Emirates, U.S., Nigeria, India, China, Indonesia, and Brazil

Source: Environmental Leader

IN THE NEWS

World survey of green habits rank U.S. consumers last

Excerpted from a 5/7/08 article by Queenie Wong for the McClatchy Newspapers:

Americans rank last in a new National Geographic-sponsored survey released Wednesday that compares environmental consumption habits in 14 countries.

Americans were least likely to choose the greener option in three out of four categories - housing, transportation and consumer goods - according to the assessment. In the fourth category, food, Americans ranked ahead of Japanese consumers, who eat more meat and seafood. The rankings, called "Greendex," are the first to compare lifestyles and behaviors of consumers in multiple countries, according to the National Geographic Society. It plans to conduct the 100-plus question survey annually and considers trends more important than yearly scores, said Terry Garcia of National Geographic.

India and Brazil tied for the highest score - 60 points out of a hundred. U.S. consumers scored 44.9. In between, China scored 56.1, Mexico 54.2, Hungary 53.2, Russia 52.4, Great Britain 50.2, Germany 50.2, Australia 50.2, Spain 50, Japan 49.1, France 48.7 and Canada 48.5. Results are based on 1,000 online respondents per country interviewed in January and February by GlobeScan, an international polling firm based in Toronto. The consumer choice rankings were adjusted for factors in which individuals have no control, such as climate and the availability of mass transit.

To see how you score, take an abbreviated version of the survey. It's at: <http://event.nationalgeographic.com/greendex/calculator.html>

The full article is at: <http://www.mcclatchydc.com/251/story/36248.html>

Sam's Club introduces new milk bottles

Sam's Club has unveiled its newly designed, fully recyclable, 1 gallon milk jugs. The new rectangular shape always for better stacking and is making transportation cheaper. There is more plastic used in these new bottles but because of the design less plastic is used in the packaging. 224 jugs can now be put in coolers that hold only 80 jugs with the conventional design. This amount of fuel that will be saved is estimated to equal the equivalent of taking 11,000 trucks off of the road.

The bottles are currently being sold in 189 Sam's Club. A date has not yet been announced for these bottles to be sold at Wal-Mart.

To read the complete story, [click here](#).

Source: New York Times

MARKET CORNER

	July - Chicago Region
Mixed Paper	\$80-85 (-5)
Boxboard Cuttings	\$90-95 (0)
News	\$80-85 (0)
OCC	\$85-90 (-10)
SOP	\$195-205 (0)
Sorted White Ledger	\$300-310 (0)

Material Abbreviations:

OCC: Old Corrugated Cardboard

SOP: Sorted Office Paper

Source: Official Board Markets