

Not Just another Recycling Article

by Mark Shriver

It seems like every Environmental Corner article of late is a pitch for recycling. Well, that's right and this one is no different. All of us on the Environmental Committee are benefitting from recycling and our goal is to share our ideas and help our members. Why? Because that's what IAPD is all about.

In the February/March issue of this magazine, IAPD President Jane Saale wrote an interesting article about our association, its goals and its benefits. In the article, Jane outlined five goals that IAPD is striving to achieve, all of which are aimed at improving our industry and creating value for our members. The goals, or "strategic priorities," are listed on the agenda and will be discussed by the Executive Committee at the upcoming Leadership Summit.

If you didn't read the article, please do, especially those of you who are on committees and plan to attend the Leadership Summit. It really brings to light and refocuses our commitment and efforts at IAPD. It also elaborates on the IAPD mission statement, which is "Expand the market for distributed plastics through collaboration, education and a commitment to sustainability."

The five strategic priorities are not new ideas; however, now written, they will give us a clear path that each of our committees can look to whenever there may be the question of whether an initiative is in alignment with our mission. While some groups will play a more significant role in one or two goals than others, most of what we do crosses over to all the goals in some form or another, in essence creating a kind of synergy between groups. For example, the Environmental Committee may ask for assistance from the Education Committee to teach others how to be more sustainable. Our marketing group may want to use our membership's recycling accomplishments to help promote our industry as sustainable, and so on.

In speaking with others, it seems as though this article has sparked an increased enthusiasm and there are a lot of ideas being generated that will be discussed at the upcoming Leadership Summit. So, this year's meetings should be more exciting than ever and I look forward to seeing and working with all of you soon.

Oh, about recycling ... I recently heard this quote from Russ Consentino, CPMR, "Plastics is not a spectator sport." Recycling is an important part of the plastics industry, from practical rea-

sions such as the money to be made from it and the threat of legislation if we aren't seen to be policing ourselves to more altruistic reasons such as it's the right thing to do for the planet. Are you recycling, or just sitting on the sidelines?

For some expert advice, be sure to attend the "Plastics Recycling 102: Tips and Best Practices" IAPD webinar on Tuesday, June 25 at 10:00 a.m. CDT. Andy Fergurson, environmental manager for Cope Plastics, Inc. and IAPD Environmental Committee member, will be presenting this informative (and free!) webinar. Go to www.iapd.org for more information and to register.

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Recycling Tip

Transportation costs can significantly reduce the amount you receive for your recyclables. At one of our locations we didn't generate enough cardboard to warrant a recycler pickup. What we did was talk to our neighbors. We found out that others were in the same boat, but combined we had enough to make the trip lucrative to the recycler. We don't get much, but we do get something and we don't have to pay to have dumpsters hauled away.

If you are trying to recycle and having trouble because of transportation costs, talk to your neighbors and your recycler. Who knows, it may work out.