



America Recycles Day event in Jefferson City review pg. 3.

MORA Conference Information on back page.

2009: A Year in Review

As we close the books on 2009, we remember....

NATIONALLY—Monitoring the trials and tribulations of the National Recycling Coalition (NRC), observing Keep America Beautiful (KAB) increase efforts in respect to recycling, and watched the birth of the Recycling Organizations of North America (RONA).

For MORA Members — 2009 was tough. We were faced with a troubled economy, down turned markets, shrinking budgets, and the struggle for many of our members to move material, not to mention keeping the lights on.

What else comes to mind? Resilience. Commitment. We commend our members for these two attributes when facing the conditions we all felt in 2009. We hope MORA has helped to encourage/inspire you to stay the course in these trying times.

The MORA Board of Directors faced these challenging times by scrutinizing the MORA budget and expenditures, evaluating services and projects, and having the courage to make necessary changes. As you know, we suspended the 2009 Poster Contest/MRD Calendar project. The board also cancelled printing/hard copy distribution of the MORA newsletter to help minimize printing/postage costs.

In 2009, there were also many "firsts" for MORA.

- On-Line Conference Registration/Acceptance of credit cards
- Joined Mo. Votes Conservation/Mo. Conservation & Env. Alliance
 - Supported Scrap Tire Fee Extension that was passed in 09.
- Distributed over 2,000 Alcoa recycling bins via the SWMDs
- Distributed Show-Me Recycling Reports to Mo. Legislators
- Assisted with the Mo. State Fair Recycling Effort
- Passed an EPA Desk Review of the Show-Me Recycling grant project
- Completed Show-Me Recycling Campaign efforts including:
 - Social Marketing Training at the Conference
 - End of Campaign Survey
 - Distributed SMR Brochures statewide
- Developed Legislative Watch on MORA Website
- And lastly, developed a searchable membership database function for the MORA Website.

In 2010 we look forward to launching a new "Members Only" section on the website which will offer the on-line 2010 MORA Membership Directory, legislative information, classified ad section, etc. We will also be working to distribute another 2,000 Alcoa bins statewide to assist in recycling efforts. MORA has once again joined MVC/MCEA to further our advocacy role with regard to legislative issues. And lastly, remember to mark your calendar for May 24-26th for our Annual Conference in Kansas City.

We will continue to keep you posted via the website and monthly emessages as we launch new programs/services. Stay Tuned!

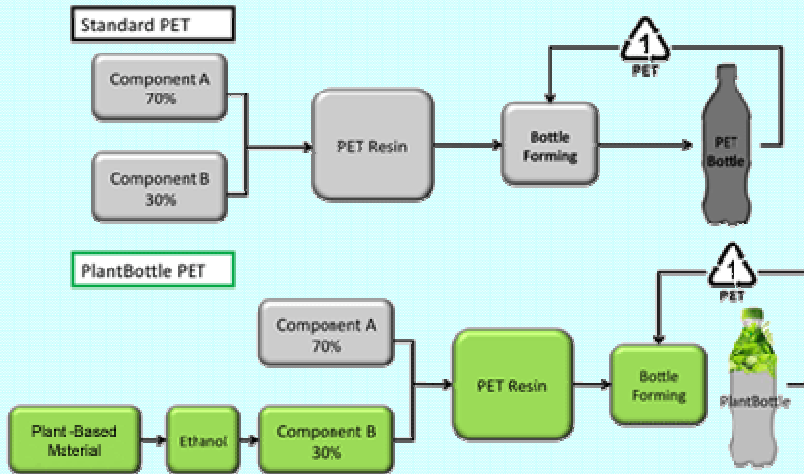
RECYCLING INDUSTRY NEWS

Coca-Cola introduces bottles made from plant materials.

([www.http://www.thecocacola.com/citizenship/plantbottle_basics.ht](http://www.thecocacola.com/citizenship/plantbottle_basics.ht))

PlantBottle PET plastic beverage bottles are made with up to 30 percent of their PET material derived from plants. The Coca-Cola Company has worked with our partners to develop a process for making PET plastic bottles that contain a blend of traditional material and up to 30 percent plant-based material. Today, the plant-based material is made from sugar cane and molasses, a by-product of sugar cane processing.

How is plantbottle™ PET Manufactured?



In some markets, we will use both recycled content as well as plant-based material in our PlantBottle packaging. For bottles that use recycled material, the recycled content plus plant-based material should enhance the environmental benefit associated with PlantBottle packaging by further reducing the use of virgin petroleum-based material during manufacturing.

Identifying PlantBottle

A PlantBottle PET bottle feels like traditional PET plastic, it's the same weight as traditional PET plastic, it works just like traditional PET plastic, and it's recyclable just like traditional PET plastic -- because it is PET plastic. So how will you know if the bottle you have is a PlantBottle? Look for the PlantBottle logo or messages on the package, and look for sales displays in the store where you shop.

Sustainable Packaging Strategy

Our sustainable packaging goal is to reduce our environmental footprint by reducing our material use, increasing recycling, using more recycled content and advancing innovative technologies. PlantBottle packaging fits well into that broader strategy by allowing us to reduce our dependence on a nonrenewable resource -- petroleum which is feedstock material for traditional PET plastic, by being a completely recyclable bottle like conventional PET plastic bottles, and by lowering our carbon footprint as indicated by our preliminary research.*

PlantBottle Evolution

Our vision is to eventually bring to market PET plastic bottles that are made with 100 percent renewable raw materials and that are fully recyclable, just as existing PET bottles are today. We also are working with partners to advance technologies to allow us to use other plant materials for future generations of PlantBottle packaging. Ultimately, our goal is to develop recyclable plastic bottles made from 100% plant-based waste -- turning waste into a resource. [Read about the evolution -- past, present and future -- of our PET plastic bottle.](#)

*Our discussion of carbon benefits associated with PlantBottle packaging as compared to traditional PET plastic bottles is based on the preliminary results of our scientific and technical research and analysis. We are in the process of confirming those initial results and working with leading experts and thinkers on the subject. We will update our work in this area on this website so that the carbon footprint of PlantBottle packaging is known.

Are you or your business interested in advertising in the MORA newsletter? Contact Angie at angie@mora.org to discuss rates.

Advertise in the MORA Newsletter!

Size	Single Issue	Annual
1/4 page	\$ 85	\$ 300
1/2 page	\$150	\$ 560
Full page	\$260	\$1,150

MORA's Proclamation Day Event at the Capitol, November 18, 2009. Ceremony with the Governor, MORA board and State and RecycleMania winners.

On November 18 several MORA board members, many Missouri RecycleMania college and university participants and recycling award winners from state government met in the Capital Building to participate in the Missouri/America Recycles Day Proclamation Ceremony with Governor Nixon. Each group was given a private visit with the Governor, pictures were taken and MORA held a reception to honor the winners in a hearing room at the capital following the ceremony.



MORA Board members with Governor Nixon

Many college and university representatives traveled a distance for this recognition and enjoyed the opportunity to connect with MORA Board members and other collegiate personnel and students. As a result of those conversations MORA's Education committee is developing a college and university structure within MORA. Watch the website, www.MORA.org for further developments.

The state department winners were also there in great numbers to be received by the Governor, MORA Board members and socialize at the reception following the ceremony.

State of Missouri Recycling Awards winners with Governor Nixon



The 2009 individual winner – Tracy Allan w/ DESE's Schools for the Severely Disabled.



The 2009 agency winner – Northeast Correctional Center (Bowling Green).



Missouri Central University



Truman State University



Stephens College



University of Missouri, Columbia



Washington University

College and University RecycleMania Winners with Governor Nixon

Reception at the Capital Following the Proclamation Ceremony



***Waste & Recycling News:* Americans want to recycle end-of-life electronics** Nov. 30, 2009

A market research firm says most Americans would rather recycle their obsolete and end-of-life electronics than send them to a landfill, and don't think they should necessarily be charged for their disposal. Pike Research, a market research and consulting firm specializing in global clean technology markets, published the results of the survey today.

In a survey of 1,000 American consumers, the company found that 76% wanted their old electronics recycled, and that more than a third felt e-recycling should be free and part of curb-side recycling service already in place. The company said it expects e-waste to rise to 73 million metric tons worldwide by the end of next year.

When it comes to the cost of e-recycling, survey respondents underestimated costs associated with e-waste recycling and disposal, estimating the cost per electronic item at \$12. Pike Research said its analysis is closer to \$20 per item. Also, consumers weren't clear on who should absorb the costs of e-recycling. The company said 14% felt that the cost of electronics recycling should be borne by consumers at the points of purchase, and 10% supported producer responsibility.

The average consumer has 2.8 pieces of unused, broken, or obsolete electronics equipment in their home or storage area.

More information on the study, "Electronics Recycling and E-Waste Issues", is available at the company's Web site, www.pikeresearch.com.

KAB reaches out to state recycling organizations

Keep America Beautiful seeks to collaborate with state recycling organizations on a national level.

In a letter from KAB President/CEO Matthew McKenna, obtained by *Resource Recycling*, the group outlines a proposal to organize collaboration between KAB and state and regional recycling organizations. KAB is seeking to supply an administrative home for SROs, with attendant infrastructure and logistical support to assist in collaborating on community-based recycling programs. The push is being spearheaded by ex-acting director for NRC, Ed Skernolis, current Vice President of Recycling Programs for KAB. The proposal follows a meeting with representatives from several state and regional recycling organizations, where KAB staffers were asked to provide an administrative structure for such a collaborative effort.

Under the proposal, members of the suggested group would pay annual dues commensurate to KAB — \$500 to \$1000 — though groups joining would not be a member of KAB. The proposal outlines roles of both KAB and the member organizations, each to assist the other in planning and implementing recycling programs and recycling-related activities.

What this means for the fate of the NRC or the fledgling Recycling Organizations of North America (RONA), however, is unknown, but there are now three actors on the national stage and *Resource Recycling* will be covering this story as it develops.

Resource Recycling, e-message December 10, 2009

MORA Calendar of Events

February 1-5	National Green Week (nationalgreenweek.com)
February 3	Mo. Votes Conservation Lobby Day, State Capitol, Jefferson City
February 11	MORA Board Meeting, Jefferson City
March 2-3	Plastics Recycling 2010 Conference – Austin, Texas
March 12	MORA Award Nomination Deadline
March 23-24	Residential Recycling Conference in Chicago, IL (www.residentialrecyclingconference.com)
April 16	MORA Annual Conference - Early Bird Registration Deadline
April 22	Earth Day
May 4-6	IRC's 21st Annual Conference and Exhibition "Recycling Outside the Bin"
May 15	Give Your Stuff Away Day (http://giveyourstuffaway.com)
May 24-26	MORA Annual Conference, Kansas City
June 7-9	Illinois Recycling and Waste Management Conference & Trade Show
June 20-22	MWCC Environmental Conference: Survive, Sustain & Succeed; Lodge of the Four Seasons , Lake of the Ozarks, Missouri
August 8-11	California Resource Recovery Association Annual Conference
October 26-27	Resource Recycling Conference in San Antonio, TX
November 15	America/Missouri Recycles Day

THE NEW 2009-2010 MISSOURI RECYCLING ASSOCIATION BOARD OF DIRECTORS

MORA Board of Directors 2009-2010 OFFICERS

PRESIDENT

Dave Beal
636.443.1999
dbeal@epcusa.com

VICE-PRESIDENT

Bill Guinther
636-398-4581
mosped@aol.com

SECRETARY

Jo Ann Dennings
573.884.1714
denningsj@missouri.edu

TREASURER

Carrie Ray
314.621.6928
Cray@strategicmaterials.com

Executive Director:

Angie Gehlert
1.866.667.2777 (Toll Free)
PH: 573.491.4255
angie@mora.org
www.MORA.org

Sue Noel

417.338.8108
snoel@silverdollarcity.com

Rob Didriksen

573.751.3384
Robert.Didriksen@oa.mo.gov

Linda Adams

314.645.6753
Linda@swmd.net

Mary Patterson

314.615.6878
mpatterson2@stlouisco.com

Cindy Jolly

573.874.7574
crj@GoColumbiaMo.com

Brenda Ardrey

573.751.5401
brendaardrey@dnr.mo.gov

Marie Steinwachs

573.882.5011
moeac@missouri.edu

Gary Ryan

573.592.0202
gryanenterprises@att.net

The Board of Directors encourages you to become more involved by joining one of MORA's committees.

If you are interested in taking a more active role, please contact the appropriate board contact listed below:

Finance Committee

Carrie Ray
Bill Guinther

Education Committee

Jo Ann Dennings
Mary Patterson
Cindy Jolly

Legislative Committee

Gary Ryan

Membership Committee

Sue Noel/Cindy Jolly

2010 Conf Committee

Sue Noel, Chair
Donna Utter, Vice Chair

Missouri department accepting scrap tire grant applications

Scrap tire material grant applications are being accepted through the Missouri Department of Natural Resources' Solid Waste Management Program.

The grants are aimed at promoting the use of recycled scrap tires for playground cover or surfacing material for running tracks, walking trails or other surfacing projects. Applications are due Feb. 3.

The state awards \$250,000 to public and private schools, parks, non-profit day care centers, other non-profit organizations and governmental organizations other than state agencies are eligible to submit applications.

Grants for mats or pour-in-place surfacing will be eligible to receive up to \$20,000 while those requesting to use loose, shredded material will be eligible for up to \$10,000. All grant recipients will be required to purchase scrap tire material from manufacturers who use at least 40% Missouri-generated scrap tires in their material.

A 50-cent-per-tire fee collected on the sale of new tires in Missouri funds the program. The fee also finances cleanup of scrap tire dumps, and inspection and enforcement activities. Applications and instructions are available on the Web at dnr.mo.gov/forms/index.html or dnr.mo.gov/env/swmp/forms/form_permit.htm.

For more information contact the department's Scrap Tire Unit at 800-361-4827 or 573-526-3909.



New Members:

John Archer, City of Pierce City
Lisa Atkinson, City of Blue Springs
Cliff Roberts, Always Green Recycling, Inc.
Dennis Luckett, City of University City
Veronica Lewis, City of University City
Bryan Pearl, City of Maryland Heights
Ronald Benge, Ekman Recycling
Chuck Pass, Pedro's Planet
Steven Schultz, Recycling Independence, Inc.
Patty Overman, Service Recycling
Janelle Lee, RH Donnelley
Gloria Seavey, St. Louis County
Mallory Eschbach, St. Louis County

Dec. 7, 2009 Waste and Recycling News:

Firm predicts uptick in waste and recycling markets

Analyst and consultant firm Frost & Sullivan is predicting a rebound in waste and recycling markets to begin late this quarter. The firm's analysts said the uptick in recycling activity and prices will be spurred by many factors including rising government spending on infrastructure.

"Although recycling of waste has experienced a significant downturn, this situation is unlikely to remain for long as EU legislation mandates a strong push towards reuse and recycling of wastes," the company reported. "This in-turn creates significant market opportunities in key segments including sorting and separation of wastes at source, waste treatment and most importantly recycling."

For information on the briefing, contact Chiara Carella at chiara.carella@frost.com.

National Green Week ~ February 1-5, 2010

Green Education Foundation (GEF) is mobilizing two million children to participate in environmental educational programs during National Green Week 2010 (Feb. 1-5, 2010). The objective is to empower students to become environmental stewards within the context of their own lives.

<http://www.greeneducationfoundation.org>

Give Your Stuff Away Day ~ May 15, 2010 ~ (<http://giveyourstuffaway.com>)

Mo. Dept. of Economic Development Missouri Green Jobs Report Released– 12/17/2009

This report constitutes Missouri's first survey of green-identified industry sectors and quantifies the number of green jobs in the state. In addition, the report focuses on the number and characteristics of green occupations in Missouri including the in-demand skill sets required for maintaining a just-in-time talent pipeline for green industry sectors.

Access complete report and video from the MORA website (www.MORA.org).

MORA 2010 Legislative Committee Begins Work

Committee Chair: Gary Ryan

Members: Tony Lamantia, Dave Berger, Lisa Danbury, Dan Imig, Harry Rogers, Darrell St. Clair, Randy White, Brenda Ardrey, Angie Gehlert, Gary Ryan, Kristin Tipton, Dave Beal

Gary Ryan and Angie Gehlert attended the 1/19/2010 meeting of the Mo. Conservation and Environmental Alliance (see information below) as the group prepares for the 2010 legislative session. Gary and Angie discussed solid waste issues with the group and MCEA talked about their lobby day scheduled for February 3rd at the Capitol.

Members of MORA's legislative committee have been tasked with discussing important solid waste issues and drafting position papers for the review of the board and eventually, approval of the membership.

Below are some of the issues the committee will be discussing:

*~ Yard waste in landfills ~ Tonnage Fee Increase/SW Fee Increase ~ Plastic Bag & Bottles/Deposit Legislation/Plastic Bottle Tax
~ Recycling of Televisions ~ Producer Responsibility ~ Increase Waste Diversion Goals ~ Solid Waste Funding ~ Market Development
If you have items you would like to add to this list, please contact Gary or Angie.*

MORA's Recycling Awareness Event will be scheduled for later this spring.

The 2010 Legislative session began January 6th. MORA decided to once again join the Missouri Conservation and Environmental Alliance (MCEA).

MCEA 2010 Members include:

Audubon Missouri

Conservation Federation of Missouri

Green Building Council (St. Louis chapter)

Missouri Coalition for the Environment

Missouri Parks Association

Missouri Recycling Association

Missouri Votes Conservation

Sierra Club of Eastern Missouri

Transportation Group (Scenic MO, Trailnet, Missouri Bicycle Federation, St. Louis Regional Bike Federation, and Pednet)

Lobbyist: Kyna Iman and her co-lobbyist. We're happy to report that Kyna will be partnering with former state Rep. and Sen. Pat Dougherty, a strong advocate of environmental issues.

EPA Resource Conservation Challenge Web Academy Solid Waste Management and Recycling Education Series 2010

The 2010 topics selected were voted the top picks by the EPA steering committee among the more than 50 topics submitted from participants.

Back by overwhelming demand, Jerry Powell, publisher, *Resource Recycling*, and other publications will kick-off our series on February 18, 2010 with his insight and analysis of the recycling markets. The complete schedule is outlined below. You can register for the 2010 series on the web at:

<http://www.epa.gov/epawaste/rcc/web-academy/index.htm>.



2010 Schedule:

February 18, 2010	Recycling Markets Update
March 18, 2010	Green Casinos/Venue Sustainability Practices
April 15, 2010	Rural Recycling—Bridging the Gaps
May 20, 2010	Social Marketing-Changing Behavior in Your Community
June 17, 2010	Multi-Family Dwellings Recycling
July 15, 2010	Recycling & Market Development of Unique Materials
August 19, 2010	Food Waste/Organics Reduction and Recycling
September 16, 2010	Greening University uses
October 21, 2010	Sustainable Materials Management

Sign Up Now!!!

Searchable Member Database: MORA is ready to accept registrations for our new website feature – a searchable member data base. We have identified approximately 40 categories that MORA members can register under.

This new website feature will provide more visibility to our members as visitors to the website will be able to search by category and find your contact information. **REGISTER NOW!**

<http://www.mora.org/members/survey>

MISSION STATEMENT

The Missouri Recycling Association supports waste reduction and recycling efforts in Missouri by providing information, educational opportunities and technical support in partnership with state, national and regional organizations.

MORA provides a forum for sharing information through workshops, meetings and an annual conference. Members cooperate on a regional level to share experiences and encourage market development for recovered materials.

GOALS

- ◆ Provide information and technical support to help consumers, businesses and governments to reduce waste, recycle and buy recycled products.
- ◆ Reduce waste through consumer purchasing decisions – pre-cycling.
- ◆ Recover waste with safe and affordable systems for collection and processing.
- ◆ Develop local “waste-based” industries to manufacture products from recovered materials.
- ◆ Promote pollution prevention and the efficient use of resources to protect the air, water and land.

SAVE THE DATE!

May 24 - 26, 2010
 Holiday Inn - CoCo Key Water Resort
 9103 East 39th Street
 Kansas City, Missouri

MORA
 MISSOURI RECYCLING ASSOCIATION

For registration information and to learn how to become a sponsor or exhibitor for the 2010 MORA Annual Conference, visit www.mora.org.

MORA 2010 Conference – May 24-26, 2010
 Holiday Inn - CoCo Key Water Resort
 9103 E. 39th Street, Kansas City MO 64133
 PH: 1-888-HOLIDAY ~ www.hicocokey.com & www.cocokeywaterresort.com

2010 Recycling Award Nomination Deadline: March 12, 2010
Early Bird Registration Deadline – April 16, 2010

2010 Sponsors to Date:

Diamond:

Mid-America Regional Council
 Solid Waste Management District

Silver:

Region M Solid Waste Management District

Bronze:

Mid-Missouri Solid Waste Management District
 Serving the Counties of
 Audrain, Boone, Callaway, Cole, Cooper,
 Howard, Moniteau and Osage

Visit us on the Web! www.msswm4.org

- Guidelines for 2010 Grant Program
- Recycling Guide
- Recycling Services
- Request a Presentation
- MMSWMD Newsletter "Waste to Waste"

MMSWMD
 701 E. Broadway
 P.O. Box 4035
 Columbia MO 65205
 573-474-7374

Join the MORA Team!

Be a Member \$125
 Join as a member and receive the quarterly MORA newsletter, automatic membership in the National Recycling Coalition, discounts on industry publications, discounts to attend MORA's annual conference and workshops, voting privileges and the ability to meet and network with solid waste and recycling professionals around the state.

Be a Leader \$600
 Join at the Leadership Circle level and receive all of the member-level benefits for three, plus recognition in the quarterly newsletter and annual conference brochure.

Be a Friend \$25
 Join as a Friend of MORA and receive the quarterly MORA newsletter and updates of workshops and special events.

Name _____ Member Category/Fee _____

Business/ Title _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Web _____