



# By the Way

www.westmorelandcleanways.org

Helping people make a difference in Westmoreland County

Summer 2011

## Spring 2011 Clean-up Season Wrap-up

The theme for the 2011 clean-up season wasn't "Will it rain?", but "How much will it rain?" The weather certainly didn't stop anyone from taking part in numerous opportunities to clean up their neighborhoods, clean out their garages, or take time to learn more about our natural environment at numerous Earth Day programs.

Planning the year's events begins months in advance by lining up collection sites and scheduling vendors. Cleanup supplies are ordered and cleanup sites are targeted. As the weeks march on, details get worked out and volunteers are recruited. We even make time to fit in new opportunities that are too good to pass up, like the Better Business Bureau's "Secure Your ID Day" and the Drug Enforcement Administration's National Drug Take Back Initiative. Once in a while, unexpected obstacles appear that threaten to derail the best-made plan. But somehow, everything falls into place and another successful event goes into the record books. Here's a rundown of this year's events.



**Fugitive**

*Cub Pack 464 tackles 163 tires in Hempfield Township*

### Tire Roundup

In April, 175 volunteers from 12 youth groups hit the woods in search of illegally dumped tires despoiling our environment. Program Director Andrea Viazanko worked closely with group leaders to target tire dumps that were identified on the 2009

Westmoreland County Illegal Dump Survey. By the end of the month, 2,403 fugitive tires had been rounded up and successfully brought in to collection sites for proper disposal. Thanks go out to participating tire dealers: Dan's Tire, Flynn's Tire & Auto Service, Export Tire Company, Liberty Tire LLC, and Spino's Tire Service.

A special thanks goes to Mike, Jake and John, Unity Township Supervisors, for allowing us to use their municipal building as a collection site for four of the groups. They and Liberty Tire helped rescue the program when one of those unexpected obstacles turned up that almost derailed the program. When over 1,000 tires were turned in at the Unity Township Municipal Building, we realized that, after 16 years, it is definitely still needed.

The good news is that the posses this year tackled a lot of the little straggler dumpsites that were listed in the Dump Survey, and reported that even the larger sites are finally being eliminated. But, more tires are still out there, and Westmoreland Cleanways will continue to offer the program as long as the volunteers, tire dealers, sponsors, and funding allows.

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## WESTMORELAND CLEANWAYS

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### Hard-to-Recycle Collections

We were excited this year to partner with a new electronics recycling vendor, Creative Recycling, who offered recycling of all electronic devices at no charge for consumers, and at a nominal fee for commercial customers. Partnering with Creative Recycling allowed us to offer quite the value for Westmoreland County residents.

Now, we're never sure ahead of time what to expect on the day of a collection. We used to anticipate how busy we'd be by the volume of phone calls in the office in days leading up to the event. We recruit volunteers and plan for any contingency as best we can. But the phones were eerily quiet! We even double-checked our files to be sure we issued press releases. It was spooky .... The morning of April 9 (our first collection event) broke damp and windy (so what else was new...?). We got to the Westmoreland Fairgrounds at 7 a.m., even though the collection wasn't scheduled to start until 8:30 a.m. Signs went up, 13 volunteers arrived, Dan's Tire, Salandro's, and Creative Recycling set up their collection points, and the cars came ... and came ... and came. We never stopped all morning. By Noon, over 75 cars passed through the collection bringing 630 tires, 53 Freon appliances, 20 yards of scrap metal, and 16,214 lb. of electronics!

Same thing went for the second collection on May 7 in Delmont. Quiet as quiet could be leading up to the event. We got to the Carmike Cinemas around 7 a.m., set up the collection stations, and the cars came. 100 information packets ran out by 9:30 a.m., so it's hard to tell how many cars came through the line. What we do know is that 6 wonderful volunteers collected 352 tires, 52 Freon appliances, 20 yards of scrap metal, an assortment of household batteries and CFLs, and **23,170** lbs. of electronics. Of course, I forgot my camera, so we don't have any photos, but it was truly a sight to behold.

Creative Recycling and Dan's Tire also provided recycling for the Borough of Vandergrift's Community Cleanup the same day, where 8,900 lb. of e-waste was collected.

Hard-to-Recycle Collection thanks go to:

Carmike Cinemas/Wynnsong Theater	Westmoreland Fairgrounds
Dan's Tire	Appliance Warehouse
Salandro's Refuse	Creative Recycling
East Suburban Unitarian Universalist Church	
Hempfield High School Students	Phyllis Stefko
Suzanne Evancho	Joe Goffner
Archie Bossart	Marian Szymd
Lee and Michelle (Wmd. Fair Assn.)	



## National Drug Take Back Day

Westmoreland Cleanways knew from the success of the first US Department of Justice National Drug Take Back day in September, 2010 that we wanted to be involved if/when there was another one. Preparations began as soon as the DEA announced that a second collection would be held on April 30, 2011. Our goal this time was to organize a collection in each corner of the county so that a collection site would be within easy reach of just about everyone. All police departments in the county were contacted with an offer of assistance. It's the least we could do to support the people who protect our lives. By the registration deadline, eight municipal police departments had agreed to host collection sites, and the PA State Police would supply a volunteer where needed. After learning of the drug take-back day through the Westmoreland County Community College RSVP (Retired Senior Volunteer Program) Program, Tracey Rebich, of Promise Hospice in Irwin, volunteered to put together information packets to be handed out to patrons of the collection. Tracey stuffed 400 packets with information on the proper disposal of medication when a collection isn't an option, Excelsa Health, the Allegheny-Kiski Health Foundation, Promise Hospice, and Westmoreland Cleanways.

April 30 dawned cool and sunny, a gorgeous spring morning. Volunteers and police officers manned each collection site. And the pills started pouring in. You cannot imagine how quickly pills add up, until location after location began reporting in: "one box full; we're on our second...or third." The police officers, the DEA agent, and volunteers were overwhelmed by the gratitude expressed by patrons who brought their drugs to the collection. "Thank you, thank you, thank you..." the sentiment echoed across the county. What a privilege it was to participate in this collection.

The Drug Enforcement Administration already announced plans for additional collection events. "The amount of prescription drugs turned in by the American public during the first two Take-Back events is simply staggering—309 tons—and represents a clear need for a convenient way to rid homes of unwanted or expired prescription drugs," said DEA Administrator Michele M. Leonhart. "DEA is hard at work establishing a drug disposal process and will continue to offer take-back opportunities until the proper regulations are in place.

"With the support and hard work of our local law enforcement and community partners, these events have not only dramatically reduced the risk of prescription drug diversion and abuse, but have also increased awareness of this critical public health issue," said Leonhart."

Results of the April 30, 2011 collection in Westmoreland County were: 462 lb. of unwanted and expired medications collected from 8 sites, an average of 57.75 lb. per location; from approximately 350 participants.

National Drug Take Back Day thanks go to:

US Dept. of Justice Drug Enforcement Administration  
Allegheny Township PD  
Derry Borough PD  
City of Greensburg PD  
Ligonier Township PD  
Borough of Mt. Pleasant PD  
Municipality of Murrysville PD  
North Huntingdon Township PD  
Rostraver Township PD



Allegheny-Kiski Health Foundation  
Derry Rite Aid  
Excelsa Health  
Murrysville Community Library  
RSVP Program  
Chuck DeNunzio\*  
E. Suburban Unitarian Universalist Church  
Curt Fontaine  
Stephanie & Doug Geyer  
Laura Kayhart  
Steve Limani (PA State Police)  
Tracey Rebich  
Andy Temoshenka

### A Story about Chuck

While planning the September, 2010 drug collection when the City of Latrobe hosted a collection, Chuck DeNunzio, said to me "Why aren't you coming to Derry? We could have a collection during Railroad Days ... it would bring all kinds of people into town ... and lots of people could get rid of their old drugs ..." Chuck DeNunzio, a long-time Westmoreland Cleanways member and consummate community advocate, never stopped thinking of ways to put Derry on the map, and to take care of his neighbors. Well, I had to disappoint Chuck by telling him that arrangements were already made and I couldn't change them. But I did promise that if another collection was scheduled, I would try to set up a site in Derry. Well, sure enough, in January, when the DEA announced that they would sponsor another drug collection in April, my first call was to Chuck DeNunzio. "Guess what, Chuck? If you can get the police chief's support, we're coming to Derry." Sure enough, on April 30, the Derry police, Trooper Steve Limani, and Chuck DeNunzio were stationed outside of the Derry Rite Aid collecting old medications. He was so happy, and I was happy that I did it for Chuck. A week later, on Monday, May 9, I opened the paper to read Charles Jules "Chuck" DeNunzio, 78, of Derry, died Sunday, May 8, 2011...."



### What to Do With Sharps and Needles

Improper disposal of medical sharps, lancets and needles poses a danger to sanitation workers, family members, and even pets. However, due to the potential danger to volunteers, the DEA cannot accept these items at its Drug Take Back Collections. If you absolutely must dispose of them in the regular trash, DO NOT put them in the recycling bin. Use a heavy plastic jug with a lid, mark the container as "Needles or Sharps", and seal the container with tape before placing in the trash.

The website "SafeNeedleDisposal.Org" (<http://safeneedledisposal.org/index.cfm?load=page&page=105>) lists current best disposal recommendations for Pennsylvania residents, either mail-back programs or in-home needle destruction devices. Some companies offering mail-

back sharps disposal are:

Waste Management

**MedWaste Tracker™ mail return system:**

[www.thinkgreenfromhome.com/SyringesAndLancets.cfm](http://www.thinkgreenfromhome.com/SyringesAndLancets.cfm)

Stericycle

**Home Sharps Disposal Mailback Program:**

[www.stericycle.com/consumer-needle-disposal.html](http://www.stericycle.com/consumer-needle-disposal.html)

### Better Business Bureau "Secure Your ID Day"

Got a call in the office one day early in the year from Becky Maier from the Better Business Bureau in Pittsburgh; she said she had been talking to John Longo, owner of 1480 WCNS Radio in Latrobe, about looking for a place to hold a document shredding event in Westmoreland County. "Call Westmoreland Cleanways," John told her; "They'll know just what to do." What an opportunity! What better place to host such an event than Donohoe Center, the environmental nerve center of Westmoreland County! "You've come to the right place," I told Becky. "We'd love to partner with you on such a worthwhile event."

Hard as it may be to imagine, it rained on April 16. In fact, rain is too kind a word; deluge was more like it. Those of us who worked that day finally dried out around Memorial Day. But, successful it was; 55 patrons took advantage of the collection to safely and securely dispose (and recycle) 5,000 lb. of unneeded confidential records.

BBB Secure Your ID Day thanks go to:

Better Business Bureau

The Paper Exchange

Hempfield High School Students

Patty Graff (Penn State Cooperative Extension) Donohoe Center CAC

First Commonwealth Bank

Suzanne Evancho

Marian Szmyd



### Wish List

Westmoreland Cleanways has been very fortunate to able to secure the funding to provide needed recycling, educational, and cleanup programs, thanks to the generosity of our sponsors, members, and volunteers. We also live by our commitment to manage funds and resources made available to us in the most judicious and economical manner possible. To paraphrase our former executive director, "We've done so much with so little for so long, we can do almost anything with nothing." Every once in a while, though, things catch up to us, and funding becomes an issue. Following are a couple items that we could use some extra assistance with.

- ◇ Fugitive Tire Roundup: This program has provided a means to remove over 55,000 (!!!) tires from the wilds, while returning almost \$40,000 back into the community through bounty payments to youth groups. Tire disposal is becoming increasingly more expensive. Unless additional funding becomes available, we may have to either curtail or eliminate the program. We've made such progress, it would be a crime to stop now!
- ◇ Talkin' Trash: Now in its fourth year, this monthly radio show provides a forum to discuss current events and the latest in recycling trends affecting Westmoreland County residents. Underwriting a show would give a sponsor two 30-second, professionally produced commercials, opening and closing the show.

Call us to learn more about how you can underwrite either these or another favorite program.

## News from the World of Recycling

### Tuesday Night Tickets with KRAFT



Looking for some affordable family entertainment? Like baseball but want an alternative to "that other team"? Cheer on the Curve ( <http://altoona.curve.milb.com/index.jsp?sid=t452>) in nearby Altoona! KRAFT is teaming up with TerraCycle and the Altoona Curve to bring you [KRAFT Singles Tuesday Tickets](#) . Bring your Kraft singles package wrapper to the Altoona Curve box office and buy one ticket and get another one free from Kraft! Only the wrapper is required and the offer is valid through September 6th.

Participants will help KRAFT in their sustainability efforts. All KRAFT package wrappers that are collected will be shipped to TerraCycle to be upcycled or recycled into various products. Visit [Terracycle.Net](http://Terracycle.Net) to find opportunities to recycle other product wrappers as well!

### Rejuvenate Your Recycling Program

Recycling is alive and well in Westmoreland County. Some of you may find that hard to believe, but we have more opportunities now than ever before to recycle just about anything we need to. Of the 365,000 residents in the county, over 200,000 of us are served by curbside recycling programs, meaning we have the opportunity to put our recyclables right out at our door, and someone will come on a regular basis to pick it up. Not only that, but since single stream recycling came to Southwestern PA in 2007, more and more curbside programs have switched to single stream collection, meaning that everything from plastics 1-7 to newspaper and cardboard can be put in our curbside recycling bin. If your municipal program isn't collecting single stream yet, call your municipal officials and urge them to make the switch with their next trash and recycling contract.

One of the favorite parts of our job here at Westmoreland Cleanways is networking with other county coordinators and recycling professionals to learn new ways of solving old problems. You may be surprised to know there's a whole industry dedicated to improving curbside recycling programs. Typical issues addressed are lack of participation (#1), confusion about what is recyclable, and what kind of recycling collection bin is best. We learn about really exciting and successful curbside recycling programs, and work to bring that same level of success to Westmoreland County programs.

The challenge? There are 17 "mandated" municipalities in Westmoreland County, meaning those communities are required by law to provide curbside recycling for their residents. There are also 17 sets of municipal officials who have varying degrees of time and energy to devote to managing their recycling programs. And, 17 different recycling contracts (or lack thereof) guiding each community's recycling program. Why is that? Other mandates, lack of time, you name it. If understanding recycling is a full-time job for us as recycling professionals, what must it be like for someone

who can only afford to think about it once a year? That's where we come in. Recycling *is* our full-time job!

All of which begs the question—"Why should I care?"

What is Westmoreland Cleanways' mission? To protect our environment. Why should we recycle? Because **recycling** protects our environment. It benefits us on an economic and social level, as well.

What are the Benefits of Recycling?

- ◇ Recycling protects and expands U.S. manufacturing jobs and increases U.S. competitiveness.
- ◇ Recycling reduces the need for land-filling and incineration.
- ◇ Recycling prevents pollution caused by the manufacturing of products from virgin materials.
- ◇ Recycling saves energy.
- ◇ Recycling conserves natural resources such as timber, water, and minerals.
- ◇ Recycling helps sustain the environment for future generations.

What can you do to improve your recycling program?

- ◇ Spread the word—tell your neighbors. Is everyone on your street recycling? If not, why not?
- ◇ Call your municipality or check out their recycling page at [http://westmorelandcleanways.org/recycling\\_links.php](http://westmorelandcleanways.org/recycling_links.php), to be sure you have the latest information —post it on the fridge.
- ◇ The more information you have, the more you will take action.
- ◇ Municipalities—work with your service provider to build trust. Recyclables set out at the curb ARE getting to the recycling plant.
- ◇ Your efforts do matter. One plastic bottle from you doesn't seem like a lot, but one plastic bottle each from 200,000 people equals about 3.125 TONS!

Call Westmoreland Cleanways any time for more ideas on improving recycling in your community.

## Sustainability

Sustainability is quite the buzzword of late, for everything from the environment to the economy to any kind of program. The concept is simple. A program is only as good as how long it will last, or can be maintained under reasonable circumstances. If something is too high-maintenance, loses money, is too labor intensive, or doesn't fill a long-term need, it is not sustainable.

Some "green" programs are not sustainable for those types of reasons. Such programs are often pushed through to accomplish some very idealistic goal, but are just not realistic, or "sustainable" in the long run.

Besides programs that affect our county recycling programs, we hear of other interesting developments from business and industry that impact our environment. For example, does anyone know why laundry detergent suddenly became more concentrated? It's because a major mega-global retailer DEMANDED that its suppliers reduce shipping cost. The way to do that was to reduce the number of trucks necessary to deliver their goods, while still delivering the same amount of product. The way to do that was to reduce the amount of unnecessary WATER that was diluting the product. Reduce the water, reduce the volume, reduce the number of trucks, reduce the fuel, reduce the cost, reduce the carbon footprint. See how that works? Now, that major mega-global retailer can tout its super environmentally SUSTAINABLE policies.

The concept of reduced packaging has spread like wildfire through the business world. Everything from reducing the size of the product (like the laundry detergent) to more secure packaging to reduce product breakage has allowed companies to reduce waste, fuel, and their "carbon footprint" while delivering a better product to the consumer. While many people like to vilify plastic, it has revolutionized retailing, and nets more environmental benefits than potential harm created in its manufacture.

In recognition of the importance of packaging to our economy and the environment, a coalition of manufacturers, retailers, and recyclers formed a new industry group called The American Institute for Packaging and the Environment. According to their website, AMERIPEN "...is an industry and trade organization with an economic interest in packaging and packaged products. It presents the opinion of the packaging value chain on topics related to **packaging and the environment**.

The Institute will strive to promote **science-based decision making** in order to advocate for a future where all production, distribution, and consumption are

sustainable.

The Institute encourages members of other industry organizations to **continue their support** of those associations as they provide critical functions of research, study, education, and shaping the packaging discussion."

For a complete list of member companies and additional information about the American Institute for Packaging and the Environment, visit their website at [www.ameripen.org](http://www.ameripen.org).

By institutionalizing environmental concerns, trade groups such as AMERIPEN, the American Forest and Paper Association (AF&PA), and the National Association for PET Container Resources (NAPCOR), bring credibility, research, education and funding to the discussion and promotion of a sustainable environmental policy. Industry must be part of the solution to preserving our natural resources, and these organizations are a good place to start.



### Extended Producer Responsibility

Along with sustainability, another concept in proper waste handling that is being promoted among industries and government regulators is Extended Producer Responsibility (EPR), or the idea that the manufacturer or producer of a product should be responsible for the proper disposal of that product at the end of its useful life. The notion of EPR has become particularly popular with difficult-to-dispose or -recycle material such as electronic waste. In fact, EPR is the basis for Pennsylvania's new "Covered Device Recycling Act of 2010", which bans landfill disposal of televisions and computer equipment as of January, 2013. Under terms of the Covered Device Recycling Act, manufacturers of covered devices will be responsible for funding take-back and recycling programs for their own equipment, either by collecting the equipment themselves or by funding community collections like those sponsored by Westmoreland Cleanways.

A secondary goal of EPR, also known as [product stewardship](#), is to use financial incentives to encourage manufacturers to design environmentally-friendly products by holding producers liable for the costs of managing their products at end of life. This tactic attempts to relieve local governments of the costs of managing certain [priority products](#) by forcing manufacturers to internalize the cost of recycling within the product price.

Expect to hear about EPR covering more and more products in months to come.

## Westmoreland Cleanways CALENDAR OF EVENTS 2011



"Come try me at the Westmoreland Arts & Heritage Festival!"



### Green Crusher Makes Its Debut

Ever end up wandering around a mall or park with your empty pop bottle and not know what to do with it? No recycling bin in sight, you don't want to throw it away, but you don't want to carry it around until you get home? Managers of public spaces are often reluctant to install recycling containers for fear that they will end up filled with trash, or overflow before they can be emptied. A company right here in Westmoreland County has the solution.

Called the *Green Crusher*, this new (to the US) concept in public spaces recycling will be making its debut at this year's Westmoreland Arts and Heritage Festival, July 1 through 4 at Twin Lakes Park. The *Green Crusher* is a type of reverse vending machine that flattens recyclable beverage containers (plastic bottles and cans) to make them easier to handle and transport. Long used in European countries to provide maximum recycling convenience in limited space, the *Green Crusher* can hold hundreds of bottles and cans before it would need to be emptied.

Proposed locations for the *Green Crusher* are malls, schools, amusement parks, or large cafeterias ... anywhere a large volume of beverage containers are generated with minimum space and oversight requirements.

The *Green Crusher* is still in its planning stages, with lots of possible adaptations being considered. Try out the crusher yourself; visit the *Green Crusher* display at the Arts Festival, and let Ryan Gaffney know what you think of the idea!

### Household Hazardous Waste Collection October 1, 2011

The 2011 Household Hazardous Waste Collection will be held at Valley High School, 703 Stevenson Boulevard, New Kensington, from 9 a.m. to 2 p.m. Municipal sponsors will be announced closer to the event. We look forward to being closer to residents in those communities that have not been able to utilize the collection in past years. Stay tuned for complete details in the September newsletter.



*Don't miss Talkin' Trash the first Saturday of every month at 8:30 a.m.*

### JULY

- 1-4 Westmoreland Arts & Heritage Festival
- 2 "Talkin Trash" with 1480 WCNS 8:30 a.m.

### AUGUST

- 6 "Talkin Trash" with 1480 WCNS 8:30 a.m.
- 11 Monthly Meeting 6:30 p.m.
- 19-27 Westmoreland Fair  
Visit our Display at the Sportsmen's Tent

### SEPTEMBER

- 3 "Talkin Trash" with 1480 WCNS 8:30 a.m.
- 8 Annual Meeting 6 p.m.
- 8 Monthly Meeting 6:30 p.m.
- 17 Backyard Composting Workshop  
The Barn at Donohoe Center  
9 a.m.—11:30 a.m.
- 17 Hard-To-Recycle Stuff\*  
Collection  
Norwin Hills Shopping Center  
8:30 a.m.—Noon

### OCTOBER

- 1 HHW Collection  
Valley High School  
New Kensington  
9 a.m.—2 p.m.
- 1 "Talkin Trash" with 1480 WCNS 8:30 a.m.
- 8 Hard-To-Recycle Stuff\*  
Collection  
Westmoreland Fairgrounds  
8:30 a.m.—Noon
- 13 Monthly Meeting—630 p.m.
- 15 Backyard Composting Workshop  
Valley Landfill, Penn Township  
9 a.m.—11:30 a.m.



### NOVEMBER

- 5 "Talkin Trash" with 1480 WCNS 8:30 a.m.
- 5 Backyard Composting Workshop  
Oak Hollow Park—NHT  
9 a.m.—11:30 a.m.
- 15 America Recycles Day
- 10 Monthly Meeting 6:30 p.m.

### DECEMBER

- 3 "Talkin Trash" with 1480 WCNS 8:30 a.m.
- 25 Merry Christmas!!!

# By the Way - Summer 2011



WESTMORELAND CLEANWAYS  
226 DONOHUE ROAD, SUITE 101  
GREENSBURG, PA 15601-7470

## RETURN SERVICE REQUESTED

If you do not want to receive this newsletter, please call 724-836-4129 and ask to have your name removed from our mailing list.

## What We're All About

Westmoreland Cleanways is a non-profit 501(c)(3) organization whose mission is to protect, restore and maintain the environmental qualities of our county for the benefit of all who live, work, and visit herein. Westmoreland Cleanways accomplishes its mission by sponsoring and promoting programs that address the proper disposal of solid waste through recycling, special collections, and the cleanup of illegal dumpsites and littered areas. We educate the public through presentations, print media and the web.

Westmoreland Cleanways initiates and facilitates programs by bringing together a network of volunteers, industry leaders, and state and local government representatives to provide services in the most efficient and economical manner. We are funded by the county commissioners, member fees, private donations, sponsorships and grants. Volunteers donate time, energy and expertise to carry out our mission.

Volunteers and new members are always welcome. Won't you call our office, visit us on the web, or attend a meeting to learn more about how you can be a part of Westmoreland Cleanways?

### ~ MEETING NOTICE ~

Regular meetings are held at 6:30 PM in the Westmoreland Conservation District Barn, 218 Donohoe Road, Greensburg, on the second Thursday of every month (except July & December). Call 724-836-4129 for information. Everyone is welcome.



We hope you enjoyed our newsletter. To support our activities, please become a member. Return this coupon and your payment to Westmoreland Cleanways, 226 Donohoe Road, Suite 101, Greensburg, PA 15601-7470.

Date \_\_\_\_\_

Name: \_\_\_\_\_

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City \_\_\_\_\_ Zip+4 \_\_\_\_\_

County: \_\_\_\_\_

Phone: (h) \_\_\_\_\_ (w) \_\_\_\_\_

Email: \_\_\_\_\_

Individual \$5       Lifetime Individual \$100

Family \$15       Lifetime Family \$300

Organization/Business \$25

Municipal \$25

Corporation \$100       Lifetime Corporate \$500

Additional contributions are greatly appreciated.

**Memberships and contributions are tax deductible, as defined by law**

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