

# The New Jersey WasteWise Business Network

May 22, 2012

To: Members and Prospective Members of the New Jersey WasteWise Business Network

From: Steven Rinaldi, Co-Chair  
New Jersey WasteWise Business Network  
NJDEP, Bureau of Recycling and Planning

Subject: Minutes from the Network meeting of May 17, 2012

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Minutes:

Welcome – Network Co-Chairs Al Fralinger ([albert.fralinger@pseg.com](mailto:albert.fralinger@pseg.com)) and Steve Rinaldi, ([Steven.Rinaldi@dep.state.nj.us](mailto:Steven.Rinaldi@dep.state.nj.us)) welcomed attendees, thanked Chris Poulsen of Bridgewater Township for hosting the meeting and thanked BMW for sponsoring the breakfast. In all, 119 people registered for the meeting, making it the best attended WasteWise meeting on record. This clearly shows that interest in waste reduction, recycling and recycled product procurement continues to grow.

1. **Freecycle...Reuse in Action** - Maria Belton, Volunteer, Freecycle.org ([maria\\_belton@hotmail.com](mailto:maria_belton@hotmail.com)) – Ms. Belton described Freecycle.org as a grassroots and entirely nonprofit movement of people who are giving away (and getting) stuff for free via an online exchange. There are over 9,000,000 members (membership is free) and 5,000 local groups worldwide. Each local group is moderated by local volunteers. One of the advantages of utilizing local groups is that it reduces the distance that people have to travel to pick up donated items. Donated items typically include clothes, toys, electronics and many, many other items. This online exchange keeps thousands and thousands of items out of landfills and puts them into the hands of people who are looking for items that can be reused. Freecycle extends the useful life of products, helps people save money, helps the environment and creates a sense of community among users. For more information, visit [www.freecycle.org](http://www.freecycle.org).
2. **It's Grease Lightning! – Transforming Vegetable Oil Into Biodiesel** – Jamie Hutson, Director of Business Development, Grease Lightning/Unity Fuels ([jamie@unityfuels.com](mailto:jamie@unityfuels.com)) – Mr. Hutson stated that over 14 billion pounds (= 2 billion gallons) of used vegetable oil are disposed each year. This material is generated by restaurants, schools, hospitals and corporate cafeterias, among other places. Rather than dispose of this material, Grease Lightning collects waste vegetable oil from its clients and processes it into ASTM approved biodiesel for use in heavy machinery and in home heating systems. Mr. Hutson stated that generators of used vegetable oil can get paid for

this material. In addition, Mr. Hutson noted that his company provides containers to their clients free of charge. Biodiesel is clean burning, domestically produced and generates fewer air emissions than traditional fossil fuels. Grease Lightning/Unity Fuels was founded in 2010 and the company now serves over 3,000 restaurants in the northeast region. For more information, visit <http://www.unityfuels.com/>.

3. **Building Momentum for Product Stewardship** – Katherine Bourbeau, Statewide Coordinator, New York Product Stewardship Council – Ms. Bourbeau began by explaining that product stewardship regards the total impact of a product from cradle to grave. It is also known as extended producer responsibility (EPR). A more detailed explanation of product stewardship is as follows:

Product stewardship is the term used to describe a system that addresses the environmental and economic impacts of a product through its life cycle. This environmentally friendly and cost efficient approach begins within the product development and design stage. High quality product performance is key as the product stewardship approach continues through the manufacturing process. Once manufactured, and ready for shipment, appropriate, sustainable packaging is used. As product stewardship strategies are implemented; continued monitoring and analysis ensure the sound distribution, sale, use and proper end of life management of the product. Responsibility for end-of-life management shifts from the public sector alone, to a system where that responsibility is at least partly shared by the private sector. The goal is to encourage environmentally friendly design and recycling, and to reduce the amount and toxicity of waste entering our solid waste stream.

Ms. Bourbeau stated that there are many extended producer responsibility laws across the country, such as New Jersey’s electronic waste recycling law. These laws all shift the cost of end-of-life management of such items from local government to the private sector manufacturers of the products themselves. New York State legislators are currently reviewing EPR bills that would address waste carpeting, paint and mercury thermometers. The New York Product Stewardship Council website [www.nypsc.org](http://www.nypsc.org) includes a “business case” weblink that highlights businesses in favor of product stewardship. There are many other helpful resources and tools available online for those interesting in pursuing this topic further.

4. **Sunny Delight – Where Waste Reduction, Recycling and Sustainability are a Way of Life** – Librado Guerrero, Plant Manager, Sunny Delight Beverages Co. ([librado.guerrero@sunnyd.com](mailto:librado.guerrero@sunnyd.com)) – Sunny Delight has five manufacturing sites, including one in Dayton (South Brunswick), New Jersey. The company has made a formal commitment to sustainability as per a directive from the company CEO. This includes a focus on the triple bottom line of profit, planet and people. In order to reduce the company’s environmental footprint, it created sustainability committees staffed by sustainability leaders at each company plant. The committees look for ways to reduce waste, recycle more, reduce energy usage and reduce water usage. The committees conduct sustainability audits in order to determine where environmental improvements can be made in company operations. Mr. Guerrero stated that his company is currently at a 90% recycling rate at all of its plants and hopes to reach a 95% recycling rate in the upcoming years. The company recycles paper, metal, plastic, e-waste, film cores, universal and hazardous waste and food waste from its cafeteria, among other items. Sunny Delight uses a consistent recycling bin system throughout its plants to avoid confusion and enhance participation. All recycling efforts at the company are now a profit stream.

The company also focuses on many waste reduction efforts, which include:

lightweighting its plastic beverage bottles;  
use of hand dryer blowers instead of paper towels;  
use of water filters instead of using water jugs;  
double-sided copying as the default setting;  
reuse of a wide variety of items, including boxes, drums, totes and pallets;  
instructing vendors to stop sending paper catalogs as they will purchase online;  
donation of its unwanted items to organizations in need of those items;  
electronic billing and timesheets;  
and much, much more.

Mr. Librado stressed the importance of educating staff about the company's environmental programs and providing reminders on a continual basis.

**The following is the list of registrants for the 5/17/12 meeting:**

Speakers:

Al Fralinger, PSE&G, albert.fralinger@pseg.com  
Steve Rinaldi, NJDEP, Bureau of Recycling and Planning, Steven.Rinaldi@dep.state.nj.us  
Maria Belton, Freecycle.org, maria\_belton@hotmail.com  
Jamie Hutson, Grease Lightning/Unity Fuels, jamie@unityfuels.com  
Katherine Bourbeau, New York Product Stewardship Council, kbourbeau@nypsc.org  
Librado Guerrero, Sunny Delight Beverages Co., librado.guerrero@sunnyd.com

Attendees:

Lindsay Aiello, Anheuser-Busch, Lindsey.Aiello@anheuser-busch.com  
Kathy Arciero, Green Sky Industries, KathleenA@greenskyind.com  
Eric Babek, NJ Turnpike Authority, babak@turnpike.state.nj.us  
Kathy Bailey, Mannington Mills, Inc., Kathryn\_Bailey@mannington.com  
Tina Beakley, South Jersey Healthcare, beakleyt@sjhs.com  
Eric Blomgren, New Jersey Gasoline-C-Store-Automotive Association, eric@njgca.org  
Anna Bollen, Express Scripts, anna\_bollen@medco.com  
Angela L. Bonanno-Lynch, Bergen County Utilities Authority, abonanno-lynch@BCUA.org  
Brian Brady, Premier Facility Management, brian@pfmgreen.com  
Kathi Bragdon, Merck Sharp & Dohme Corp., Kathi.bragdon@merck.com  
Eileen Brennan, Garden State Green Quest, eb.mygreenqueen@gmail.com  
Margo Brislin, Borough of Carlstadt, recycling@carlstadtnj.us  
Carol M. Broccoli, Rutgers University -Office of Continuing Professional Education, broccoli@NJAES.Rutgers.edu  
Sean Bruno, Verizon, sean.bruno@verizon.com  
Jeffery Bryk, Waste Management, jbryk@wm.com

Richard Button, Harris Tea Company, Richard.button@harrisfreeman.com  
Jeff Caldwell, New Jersey American Water, Jeff.Caldwell@amwater.com  
Anthony Catananzi, Toyota Logistics Services, Anthony\_Catananzi@toyota.com  
Steve Changaris, National Solid Waste Management Association, schangaris@nswma.org  
Cheryl Coffee, Clean Earth, ccoffee@cleaneearthinc.com  
Steve Cook, Elizabethtown Gas, scook@agresources.com  
Roseanne Crisafi, Bergen Community College, rcrisafi@bergen.edu  
Kathleen Daly Mascolo, Beacon Converters, Inc., Kathleen@beaconconverters.com  
Richard DeLuca, R. DeLuca Associates LLC, richarddeluca@optonline.net  
Sharon DelVecchio, Borough of Rutherford, SDelVecchio@rutherford-nj.com  
Mark Detroia, Computers for Kids of America, mark.c4k@gmail.com  
Michael DiGiore, NJDEP, Michael.DiGiore@dep.state.nj.us  
Susan Dorward, Raritan Valley Community College, sdorward@raritanval.edu  
Robert Doyle, Cartridge World USA, bdoyle@cartridgeworldusa.com  
Michael Draikiwicz, Novartis Pharmaceuticals Corporation, michael.draikiwicz@novartis.com  
Al Du Bois, City of Clifton, adubois@cliftonnj.org  
Lisa Feldman, Mercer County Freeholder Office, pcolavita@mercercounty.org  
Joseph Ferguson, Borough of Palisades Park, dpw@palisadesparknj.us  
Aleta Finney, Atlantic City Electric, alfinney@pepcoholdings.com  
Antonia Flanagan, Genzyme Corporation, Antonia.flanagan@genzyme.com  
Brian Frohnapfel, WM Recycle America, bfrohnap@wm.com  
Eric Fox, Telcordia Technologies, Inc., efox@telcordia.com  
Bob Frustaci, Premier Facility Management, bob@pfmgreen.com  
Jo Gallo, Waste Management, jgallo@wm.com  
Sam Garofalo, City of Garfield, sm2731@optonline.net  
Kevin Gashlin, U.S. Army Reserve – Public Works, Kevin.F.Gashlin@usar.army.mil  
David Gavura, McCarter & English, LLP, dgavura@mccarter.com  
Joann Gemenden, Union County Recycling Office, jgemenden@ucnj.org  
Dawn Green, Merck & Co., dawn.green@merck.com  
Rich Green, Cytec Industries, Inc., Rich.Green@cytec.com  
Michael Haladay, Waste Management, mhaladay@wm.com  
Howard Halverson, The Valley Hospital, hhalver@valleyhealth.com  
Lisa Hamilton, NJ Natural Gas Company, LHamilton@NJNG.com  
Melissa Harvey, Somerset County Solid Waste Division, Harvey@co.somerset.nj.us  
Bill Havel, Alcatel-Lucent, william.havel@alcatel-lucent.com  
Alyssa Hetem, Full Circle Supply, fullcirclellc@yahoo.com  
Frank Hetem, Full Circle Supply, fullcirclellc@yahoo.com  
Kayla Hetem, Full Circle Supply, fullcirclellc@yahoo.com  
Mark Hughes, Princeton Plasma Physics Lab, mhughes@pppl.com  
Chris Jones, Gerhart, cjones@gerhart.com  
Debbie Lee Kernahan, Garden State Green Quest, dl.mygreenqueen@gmail.com  
Margaret Kevin-King, Princeton Plasma Physics Lab, mking@pppl.gov  
Art Koster, City of Hackensack, akoster@hackensackdpw.org  
Katie Kulenich, New Jersey American Water, Katie.Kulenich@amwater.com  
Ben Larkey, Sharp Electronics Corporation, larkeyb@sharpsec.com  
Dana Lawson, NJDEP, Bureau of Recycling and Planning, Dana.Lawson@dep.state.nj.us

Sandy Lea, Rust-Oleum Corporation, SLea@rustoleum.com  
Bill Lehman, Waste Management, BLehman@wm.com  
Kimberly Lehmann, Panasonic Corporation of North America,  
Kimberly.Lehmann@us.panasonic.com  
Pam Lewis, Watchung Environmental Commission, inspirational\_air@yahoo.com  
Anthony Lione, Fort Lee Boro, A-Hersh@fortleenj.org  
Jerry Lobosco, Green Sky Industries, JerryL@greenskyind.com  
Doug Martin, 1-800-GOT-JUNK?, dmartin5254@yahoo.com  
Gary Matthews, New Jersey American Water, Gary.Matthews@amwater.com  
Bill Messmer, Township of West Milford, BillMessmer@msn.com  
Leanna Meyer, Princeton Plasma Physics Lab, lmeyer@pppl.com  
Michael Mills, MCC Recycling Services, LLC, Michael.mills@me.com  
Dennis Morgan, I.C.E Service Group, Inc., dmorgan@iceservicegroup.com  
Dominic Morgan, I.C.E Service Group, Inc., dmorgan@iceservicegroup.com  
Joe Morrison, Morrison Landscape & Design, morrisonland@gmail.com  
Susan Murray, WasteNot Solutions, smurray@wastenotsolutions.com  
James Naples, Township of Bridgewater, twpadmin@bridgewater.nj.gov  
Patrick O'Brien, Borough of Old Tappan, pobrien@oldtappan.net  
Mark Pasquali, Borough of Palisades Park, dpw@palisadespark.nj.us  
Mike Passiatore, Johnson & Johnson Health Care Systems, Inc., mpassiat@its.jnj.com  
Greg Pavlic, Township of Parsippany, gpavlic@parsippany.net  
Fred Petrone, Atlantic Coast Fibers, fred.petrone@atlanticcoastfibers.com  
Dave Potts, PSE&G, david.potts@pseg.com  
Chris Poulsen, Township of Bridgewater, health@bridgewater.nj.gov  
Joseph Puro, National Bulb Recycling, Inc., ameliap@nationalbulbrecycling.com  
Neil Ramchandani, Greener By Design, neilr333@gmail.com  
John Riggio, Hoffman-LaRoche, johnriggio@optonline.net  
Gray Russell, Township of Montclair, grussell@montclairnjusa.org  
Ed Russick, GTI and the Township of Denville, erussick@gti-e.com  
Meghan Ryan, Garden State Green Quest, dria.ryan@gmail.com  
Laurie Sands, Riker Danzig Scherer Hyland & Perretti LLP, lsands@RIKER.com  
Kyle SanGiovanni, University of Medicine & Dentistry, sangiova@umdnj.edu  
Jean Sedilo, Honeywell International, Jean.Sedilo@honeywell.com  
Nina Seiden, Passaic County Recycling Office, NinaS@passaiccountynj.org  
Terri Shank, Beacon Converters, Inc., terri@beaconconverters.com  
David Sliker, Middlesex County Division of Solid Waste Mgt.,  
David.Sliker@co.middlesex.nj.us  
Felicia Smith, Waste Management, fsmith9@wm.com  
Greg Smith, CBRE/Chubb & Son, Greg.Smith@cbre.com  
Fred Stanger, Middlesex County Division of Solid Waste Mgt.,  
Fred.Stanger@co.middlesex.nj.us  
Lacola Stewart, Toyota Logistics Services, Lacola\_Stewart@toyota.com  
David Stires, West Milford Township, recycling@westmilford.org  
Robert Tapper, Avaya, tapperenergy@gmail.com  
Greer Thacker, New Jersey American Water, Greer.Thacker@amwater.com  
Louis Troiano, Reliable Paper Recycling, Inc., lou@ReliablePaperRecycling.com

Diana Vigilante, Somerset County Solid Waste Division, Vigilant@co.somerset.nj.us  
Gary Wohler, PSE&G, Gary.Wohler@pseg.com  
John Wohlrab, Waste Management on NJ, Inc., jwohlab@wm.com  
Woyciechowski, Paul, Waste Management Recycling Services, PWoyciec@wm.com  
Renee Wright, LifeCell Corporation, rwright@lifecell.com  
Alex Yaworsky, Emex Power, yaworsky@gmail.com  
Alan Yoss, Laser Save, ayoss@lasersave.com  
Aaron Zaris, Harris Tea Company, aaron@harrisfreeman.com  
Victoria Zelin, vzelin@gmail.com

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