

An update for Wisconsin Governments and Recyclers

DNR / BUREAU OF WASTE AND MATERIALS MANAGEMENT



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Message from the Recycling Coordinator

— Cynthia Moore, DNR

On July 1, 2011, Governor Scott Walker signed Wisconsin Act 32, the 2011-2013 Biennial Budget. The budget maintains existing landfill and incineration bans, local government programs and recycling grants at reduced levels. A new grant program has been introduced to encourage consolidation and intergovernmental agreements.

This spring was a tumultuous time for everyone involved in recycling in Wisconsin, but we are pleased that the Governor and our legislators responded to the strong support for recycling voiced by local governments, recycling service providers and the general public.

In a separate article, we've summarized the provisions of the new biennial budget dealing with the recycling mandates, disposal prohibitions and recycling grants (see page 3). We have also tried to address the understandable confusion over reductions in the 2011 recycling grants and reductions included in the new budget.

That said, we know these next few years will be difficult ones for our local government recycling programs as they deal with reduced state assistance for recycling programs on top of other budget and funding cutbacks. We have begun an outreach effort to assist local governments in transitioning to the new level of recycling grants (see our new webpage: <http://dnr.wi.gov/org/aw/wm/recycle/rutips/>). We know there are examples across the state on how to manage local program costs. Over the next few months, we will continue to work with our stakeholders and UW-Extension-SHWEC to compile these experiences and share them with RU programs and their service providers. If you have ideas or would like to participate in this effort, please let me know.

Looking into the longer term, some believe the state needs to investigate more sustainable

(Continued on page 2)



Businesses across the state are taking action to reduce their environmental footprint by recycling more and wasting less. (See page 5)

Staff Updates

■ **Brad Wolbert** has been appointed Chief of the Recycling and Solid Waste Section in the DNR's Bureau of Waste and Materials Management. This position was previously held by Kate Cooper, who retired earlier in 2011. Brad is a 23-year veteran of the DNR and has served as a hydrogeologist with the Waste and Materials Management program since 1994. His duties have included landfill siting, groundwater protection, recycling policy (particularly the connection to energy use and greenhouse gas emissions) and product stewardship initiatives. Recent projects include managing the 2009 statewide waste composition study and revising the state's composting regulations.

■ **Dan Fields** retired from the Waste and Materials Management Program after over 17 years with the program. Dan was the DNR staffer for the Wisconsin Council on Recycling from 1994 until his retirement. He worked on several initiatives over the years, including electronics recycling, oil filter recycling, adhesives recycling, glass recycling, product stewardship and others. Dan received several awards for his work producing radio and video public service announcements.

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Staff Updates

(Continued from page 1)

■ **Dave Misterek** retired from the Waste and Materials Management Program in March 2011 with more than 36 years of dedicated service to the State of Wisconsin. Dave worked as a landfill inspector, inspecting landfills to ensure compliance with environmental standards working with towns and municipalities to ensure compliance with state recycling laws and promoting the three R's (Reduce, Reuse, and Recycle) of Wisconsin's waste materials. Dave enjoyed working with municipalities, businesses and residents to promote recycling as an alternative to landfilling and as a way to preserve valuable natural resources and energy. He worked diligently to promote the reuse of organic materials such as food wastes through alternatives like donations to food pantries and composting of the organics to produce a valuable topsoil supplement.

Who is required to recycle in Wisconsin?

Everyone, everywhere, all the time!

Wisconsin's recycling requirements apply to everyone in the state, at all locations. This includes schools, public places, businesses, special events, homes and apartments.



Recycling News

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Articles and descriptions of programs/ activities by non-DNR staff included in this newsletter are for informational purposes only and should not be construed as DNR endorsements of other organizations' opinions or programs.

For further information on any information in the newsletter, contact Cynthia Moore at Cynthia.Moore@Wisconsin.gov or by phone 608/267-7550.

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Message from the Recycling Coordinator

(Continued from page 1)

alternatives for financing the recovery and recycling of materials. One management approach—product stewardship—forms the basis of Wisconsin's E-Cycle program for managing used electronics, which is showing measurable success after only two years. Under product stewardship systems, companies assume a greater role in the materials management cycle by helping to finance recycling systems and exercising more control over how those systems operate. This private-sector approach is used in several other states and dozens of countries worldwide to manage a wide range of materials including electronics, paint, oil filters, thermostats, auto switches, carpet, fluorescent lamps and consumer goods packaging.

An added benefit of product stewardship programs is that they provide an incentive for manufacturers to design and use products and packaging that are easier and cheaper to recycle. A recent example from our neighbor to the north is a cooperative project among Canadian grocery chains and their suppliers to standardize plastic clamshell packaging (e.g., deli, bakery and produce packaging)

to exclusively PET. This will increase the recyclability of these containers by reducing variability in plastic types and ensuring recyclers have a consistent stream of PET thermoform material with lower potential for contamination. Brandowners in Canada were interested in cooperating with this new standardized system because they pay a share of the costs of managing unrecyclable packaging material. Low recycling rates for thermoform plastic clamshell containers costs them money. This agreement is expected to increase recycling of valuable plastic material, lower production costs and create more jobs.

Could this type of arrangement be translated to Wisconsin? We don't know yet, but Wisconsin has several recyclers looking to increase their supply of PET thermoform containers that might welcome this type of coordinated effort to standardize packaging materials among consumer product producers and retailers.

We welcome your ideas on sustainable alternatives for financing recycling and managing our valuable waste materials.

Top Tips for Creating a Successful Recycling Program

- 1. No Lonely Cans.** Recycling bins should ALWAYS be placed next to a trash can—never alone. Lonely trash cans mean recyclables will end up in the trash, too.
- 2. Labels Make Cans Happy.** ALL bins should be clearly labeled with decals/signage. This includes trash cans which should be labeled "trash only—no recyclables." Pictures of items can also help. Make it easy for people by telling them exactly what to do.
- 3. Don't Make Tossing So Easy.** Too many trash cans partnered with recycling bins in too many locations create extra work for staff and extra costs to haul it all away. Select key areas that can be "trash hubs" where people can both recycle and throw things in the trash.
- 4. Pick the Right Bin.** Recycling bins should look different from the trash can. For example, use different colored bins for recyclables and trash cans.
- 5. Ban the Bag.** If a bin is ONLY collecting clean paper, such as in a dual stream collection system, reconsider the need for a plastic liner. This can save time and money during collection. It will also encourage people to only place clean paper in the bin.
- 6. 10% Rule.** A little trash contamination in the recycling bin is okay. Generally speaking, contamination that is 10% or less is not a problem.
- 7. Education is Key.** Establishing and maintaining participation in a recycling program is a constant challenge for any community. Everyone in the community will need encouragement, reinforcement and recognition for their hard work. Ongoing education and outreach can help build longstanding, positive relationships, attitudes and habits that will heighten the effectiveness of your recycling program.

UPDATE on Recycling Grants and Recycling Mandates

— Cynthia Moore, DNR



After months of debate and revisions, 2011 Wisconsin Act 32 was signed into law on July 1, 2011 following the signing of the State 2011–13 Biennial Budget by Governor Walker. Act 32 maintains existing landfill and

incineration bans and grant assistance to local government recycling programs. In addition, the law establishes a new grant program to encourage consolidation and intergovernmental agreements.

While the 2011–2013 budget was being debated in the legislature, the DNR notified responsible units (RUs) that their recycling grant award for the 2011 calendar would be cut 40% due to budget shortfalls in the 2010 fiscal year. While there have been reductions in the total amount of the grant award before, this cut was significantly greater than in the past and we know it has created hardship for recycling programs. With this reduction coinciding with budget deliberations, many RUs were understandably confused by the two sets of grant cuts. The DNR sent out many emails to RUs to help resolve this confusion. Details on the provisions and funding restored under Act 32 are provided below, along with links to additional information on DNR websites.

Act 32 Maintains:

- Prohibitions on land disposal and Incineration (s. 287.07 (3) and (4), Wis. Stats.) The prohibitions apply to disposal or incineration by any person.
- Requirement for local units of government to implement Effective Recycling Programs (s. 287.11, Wis. Stats.).
- Financial Assistance for responsible units (s. 287.23, Wis. Stats.), at the amount of \$19 million per year. Eligibility criteria and the grant formula are the same as in previous years. All RUs that were eligible for grants in the past will still be eligible for this financial assistance provided they maintain their effective recycling programs.

New Under Act 32:

- A prohibition on placing any of the listed recyclable materials in a container destined for disposal (s. 287.07 (4e) Wis. Stats.)
- A new grant program for responsible units called the Recycling Consolidation Grant Program, funded at \$1 million per year (see s. 287.24, Stats.)

The new Recycling Consolidation Grant Program was created to encourage RU consolidation and intergovernmental agreements. County RUs, federally recognized tribes and RUs larger than 25,000 residents will automatically qualify to receive a share of this funding, based on their population. Other RUs will need to pursue formal consolidation or cooperative agreements with other RUs to qualify to receive a share of this funding.

For more information see:

<http://dnr.wi.gov/org/caer/cfa/Grants/Recycle/recycle.html>

What Do We Mean By Consolidation?

The new grant defines consolidation as having achieved one or more of the following eligibility criteria:

- a) You are a responsible unit with a population of less than 25,000 that added at least one new RU to your program through a formal consolidation in the previous year.
- b) Your responsible unit has entered into a cooperative agreement with another responsible unit for the joint provision of at least one of the elements of a recycling program listed below:
 - 1) Performing comprehensive program planning.
 - 2) Collecting and transporting recyclable materials.
 - 3) Sorting recyclable materials at a materials recovery facility.
 - 4) Developing and distributing educational materials relating to waste reduction, reuse and recycling.
 - 5) Carrying out a program of technical assistance to businesses and owners and occupants of multifamily dwellings to increase the availability and convenience of recycling.

The cooperative agreement must have been signed between Jan 1 and Oct 1 of the year in which the application is made (i.e. between Jan 1 and Oct 1, 2011 for a grant award in calendar year 2012).

If your R.U. is able to document that it meets at least one of the eligibility criteria by October 1, 2011, you qualify for the new 2012 Recycling Consolidation Grant. Benefits of consolidating include consistency and costs savings in: education and outreach efforts, collection services, reduced program administration costs, and efficiencies in marketing and sale of recyclables.

How Much Will RUs Receive Under The New Consolidation Grant Program?

All eligible RUs will share the \$1 million grant on a per capita basis. For example: If the total population of all eligible RUs is 3,000,000, your award will be 30 cents times your population. A grant under this new program plus your Financial Assistance to Responsible Units grant (under s. 287.23, Stats.) may not exceed the allowable expenses under s. 287.23(3)(b), Stats.

How Do I Apply for the New Recycling Consolidation Grant?

The online application for 2012 recycling grants is now available online at <http://www.dnr.state.wi.us/org/caer/cfa/grants/recycle/recycle.html>. We have merged the application for the new Recycling Consolidation Grant with the Basic Recycling grant application so you only have one form to complete.

Remember, 2012 grant applications must be submitted online or postmarked no later than October 1, 2011, to be eligible for full funding. If submitted between

October 2–31, grant awards are reduced per Wisconsin law. No grants are possible if applications are submitted after October 31*.

*Statutory grant application deadline is October 30 each year. However, October 30 falls on a Sunday in 2011 and also, by statute, the grant application deadline is adjusted to Monday, October 31.

For questions about recycling grants:

Kari Beetham, Recycling Grants Manager
(608) 264-9207 or
kari.beetham@wisconsin.gov

Recycling FAST FACTS

— Kathleen Kiefaber, DNR

We're all used to throwing our bottles, cans and paper in the recycling bin. But you may not know how much of a difference these small actions are making in preserving natural resources and saving energy. Reducing, reusing and recycling make a real difference.



- One disposable coffee cup per day creates 23 pounds of waste per year. Use reusable mugs for coffee and tea to cut back on waste.
- Almost half of the food in the U.S. goes to waste—approximately 3,000 pounds per second. Food and paper waste used for food can be composted into nutrient rich soil for use in gardens or agriculture (see page 10 for tips).
- A typical American household throws away an estimated 474 pounds of food waste each year. That's equivalent to about 1.5 lbs per person per day. Food scraps generated by all U.S. households could be piled on a football field more than five miles high.
- Americans throw out enough iron and steel to supply all the nation's automakers on a continual basis (www.oberlin.edu/recycle/facts.html).
- Recycling a single aluminum can saves enough energy to power a TV or computer for three hours.
- Recycling five plastic (PET) bottles provides enough fiber to create one square foot of carpet or enough fiber fill for one ski jacket.
- Two thirds of beverage containers never reached a recycling plant in 2004. If they had been recycled, the US could have saved enough energy and fuel to supply power for over two million American homes for one year. ("Drink and Deposit," by J. Gitlitz Waste Management World, Sept-Oct. 2005)
- Recycling 1 ton of cardboard saves 46 gallons of oil.
- It requires only 5 percent of the energy needed to make a can of recycled aluminum as compared to virgin ore.
- In 2000, the national recycling rate of 30 percent saved the equivalent of more than five billion gallons of gasoline, reducing dependence on foreign oil by 114 million barrels. (From Environmental Protection Agency, "Resource Conservation Challenge: campaigning Against Waste," EPA 530-F-02-033, 2002 <http://www.moab-solutions.org/recycling-factoids.html>)

In Tough Economic Times, Recycle More Wisconsin Helps You Educate Your Residents

— Jennifer Semrau, AROW and Recycling Coordinator, Outagamie County



Residents now more than ever, need to be educated about our recycling programs.

2011 was not the year that any of us anticipated. With reduced recycling grants to RUs, tough budget decisions need to be made. But we all know that recycling will continue and that residents will, now more than ever, need to be educated about our recycling programs. During these difficult budgetary times, Recycle More Wisconsin (RMW) can offer you and your citizens a great resource for education.

Recycling is a money saver. Recycling programs reduce landfill disposal costs and tipping fees and preserve valuable resources. Yet recycling education, a critical investment in helping to reduce those costs, is sometimes overlooked. A citizen survey in southeast Wisconsin found that many residents still have a difficult time finding recycling information, especially when they move from one community to another. Common questions include: "Who do I contact about my recycling program? Where do I get a bin? What can I recycle? Where do I go with hazardous waste?"

Recycle More Wisconsin is an easy-to-use informational website that allows communities to post information about their programs in a central location. It is cost-effective to use, and residents can easily search for their community and what recyclables are collected there. Communities can also post contact information for the recycling coordinator in their community, and other information. If you currently have a

municipal website, RMW offers you an opportunity to spread your message even further. If you don't have a website, RMW can provide your residents with basic recycling information at their convenience and at a low cost to you.

Local governments who are members of Associated Recyclers of Wisconsin (AROW) may post to RMW for free. Communities who do not belong to AROW may post their information to RMW for a \$75 annual fee. For more information on AROW or to join, go to www.arow-online.org/join.html. For more information on RMW, or to post information, see www.recyclemorewisconsin.org.

Together, we can increase recycling, decrease disposal costs and help our residents reduce waste!



Recycling Means Business

— Kathleen Kiefaber, DNR

As we all know, recycling means business. Companies that take steps to increase their recycling and reduce their waste not only save costs on waste disposal, they can also save costs on transportation and supplies, and increase employee morale.

Businesses across the state are taking action to reduce their environmental footprint by recycling more and wasting less. The following companies deserve recognition.

Carpet Landfill Elimination and Recycling

Each year, about 1.8 million tons of carpeting is thrown away. Most carpets are made of synthetic materials and are non-biodegradable, which means when they are thrown away, they do not decompose. Carpet Landfill Elimination and Recycling (CLEAR) is a new company founded by the owners of a trucking company who saw the amount of waste created by used carpeting. CLEAR collects carpeting from local carpeting retailers and reprocesses the fiber into pellets that can then be used to make plastic furniture, new carpeting, automobile parts and more. For more information on CLEAR, see the company's website: <http://landfillclear.com/>.



Great Lakes Brewery

Great Lakes Brewery in Milwaukee has started a program to collect, wash and reuse the company's liquor bottles. The program is the first of its kind nationally. Guy Rehorst, founder of the Great Lakes Distillery, estimates this program will save his company several thousand dollars per year. More importantly, though, this program will help the environment by reusing bottles instead of recycling them, saving energy and resources. Several bars and retailers in the Milwaukee area currently save and return bottles to Great Lakes. Customers can drop off their empty bottles at participating Milwaukee-area liquor stores or the distillery, 616 W. Virginia St., Monday-Saturday, 12-6 pm. For more information on Great Lakes Brewery, including other sustainability efforts, see their website: <http://www.greatlakesbrewing.com/>.



Businesses that take steps to increase their recycling and reduce their waste not only save costs on waste disposal—they can also save costs on transportation and supplies, and increase employee morale.

Kohl's Department Stores

Last year Kohl's Department Stores recycled 77% of the waste they generated—including cardboard, paper, plastics, wood, construction materials and more—according to the company's sustainability report. Kohl's stores are also making efforts to be green in other areas: the company worked with its suppliers and associates to reduce the amount of packaging used and increase the units shipped per carton. As of December 2010, nearly 600 stores earned the EPA's Energy Star label and at least 100 stores were solar powered. Kohl's is based in Menominee, WI.



Milwaukee Community Compost Network (MCCN)

It is estimated that a typical household throws away over 450 pounds of waste food each year. Instead of going to the landfill, all this food waste could instead be composted and used to nourish gardens and lawns. One community group, the Milwaukee Community Compost Network, is taking a stand to make sure food waste doesn't go to waste. MCCN is a group of volunteers that educates businesses and residents to recycle



their vegetable and fruit scraps through community compost sites. Volunteers collect waste from their own homes, as well as from local businesses, including restaurants, grocery stores and coffee shops. Food waste is composted at one of two main locations: Concordia Gardens and in Bay View. Smaller community composting sites are located across Milwaukee. The compost generated goes to urban farms, community gardens, and home gardens where it is used to grow fresh food. For more information on MCCN, or to volunteer, see:

<http://www.victorygardeninitiative.org/Milwaukee-Community-Compost/milwaukee-community-compost-network.html>.

PepsiCo Dream Machine

A partnership program between PepsiCo and Waste Management, the Pepsi Dream Machine program aims to place thousands of recycling kiosks in popular public places like parks, gas stations, convenience stores and stadiums across the country. Kiosks collect PET and aluminum containers and give participants rewards for each container they recycle. Rewards for things like local entertainment, dining and travel can be redeemed online at www.greenopolis.com. In Wisconsin, there are currently three dream machines—one each in Milwaukee, De Pere and Green Bay.



Is your business taking steps to reduce its environmental footprint through recycling or reuse? We want to hear about it! Please email Kathleen Kiefaber, editor of *Recycling News* at kathleen.kiefaber@wisconsin.gov.

The 5 Rs

— Mark Walter, Brown County Port & Solid Waste

This article originally appeared in the Green Bay Press-Gazette 2011 Brown County Recycling Guide on April 20, 2011.

REDUCE



Find ways to avoid using items that will eventually end up in landfills. There are hundreds of disposable items we use every day that could be replaced by more durable, repairable and reusable items. Something as simple as switching to a reusable lunch bag will greatly reduce your “contribution” to landfills.

Reducing our use of disposable items is the first priority in managing our waste problems. Pay careful attention to the products you purchase. Try to avoid buying items intended to be used once and then discarded. Become an environmentally smart consumer.

Reduce Junk Mail:

www.dmaconsumers.org/offmailinglist.html

Wisconsin No Call List:

<https://nocall.wisconsin.gov/web/home.asp>

National Yellow Pages Opt Out:

<http://www.yellowpagesoptout.com/>

REJECT



As a consumer you have the right to buy things that have less wasteful packaging or are not designed to be single use items. Let manufacturers know you are no longer going to pay for excess packaging like foil, plastic or cardboard. It not only costs you more money, but wastes natural resources and precious landfill

space. Whenever possible, reject products that are over packaged, made of non-recyclable materials or are not recyclable locally.

REPAIR



We tend to think of most things as “disposable.” If something is broken we throw it away. But much of what we throw away can be repaired and serve a much longer life. The longer we are able to use things like appliances, furniture and clothing, the longer it will stay out of a landfill and save our precious resources. Repairing an item is generally much less expensive than buying a new one.

Many of us don't think twice about repairing an expensive item like our house or car, but how many of us repair the smaller things we own rather than purchasing a replacement? Fixing a broken chair, mending a torn sweater or repairing an appliance may seem insignificant at first, but all are important contributions to the waste reduction effort. Often a household item like a washing machine or vacuum cleaner can be repaired a number of times before it has to be replaced. The original purchasing decision has an impact on how easily an item will be repaired. Choosing durable items capable of being repaired extends the item's useful life beyond the first time it breaks.

REUSE



Before tossing an item into the trash consider how it can be reused by yourself or someone else. Can that food container be used for leftovers or other storage? Is there a friend, neighbor, school or library that would like your old books and magazines? Can clothing or small appliances be taken to a charitable re-sale shop so that someone else might use them? Just because we don't want something doesn't mean it can't be used by someone else.

St Vincent De Paul accepts used items like clothing, household goods, furniture and more.

www.svdpgb.org

Habitat ReStore collects and sells reusable and surplus building materials like doors, windows and more.

<http://www.habitat.org/restores/>

Freecycle allows members to post objects they no longer need or use that are free for taking.

www.freecycle.org

Salvation Army accepts used items like clothing, household goods, furniture and more.

www.salvationarmy.org

Business Material Exchange of Wisconsin (BMEx) hosts two online material exchange programs that connect individuals and organizations that have reusable, surplus or by-product materials available with those who can (re)use them.

www.bmex.org

Goodwill accepts used items like clothing, household goods, furniture and more.

www.goodwill.org

RECYCLE



Finally! Believe it or not recycling is the last option we need to consider when trying to preserve our natural resources. When you've gone through the reject, reduce, repair and reuse steps and something is really used up, consider if it is a candidate for recycling.

Remember recycling means buying products that are made from recycled materials, using them to their fullest extent and then returning them to be recycled again. Recycling goes beyond the bottles and cans we put into our curbside bins. It includes composting organic materials and recycling many other materials not accepted curbside.

The Wisconsin Department of Natural Resources offers guidance on what and how to recycle.

dnr.wi.gov/org/aw/wm/recycle/index.html

Recycle More Wisconsin offers information on what is recyclable in your community and where you can recycle it.

<http://www.recyclemorewisconsin.org/>

Kohler Co. Helps 2010 PGA Championship Go Green



Working together, Kohler and the PGA created the most sustainable PGA Championship to date.

In August 2010, the Professional Golfer's Association of America (PGA) held the PGA Championship at Whistling Straits golf facility in Sheboygan County. Kohler Co., the owner of Whistling Straits, worked closely with staff from the DNR's Waste and Materials Management Program to reduce waste and increase recycling at the event. Working together, Kohler and the PGA created the most sustainable PGA Championship to date.

Prior to the event, Kohler developed a sustainability plan that covered all aspects of the event such as waste management, transportation and water usage. Highlights of the plan relating to waste management included:

Kitchen/Restroom Waste

- Grease, kitchen waste and food waste were transported to a nearby dairy farm's anaerobic digester, where it was used to generate methane gas, which powered a generator that produced electrical energy.
- Paper products used in the event restrooms used recycled content paper and earth-friendly deodorizers.

Concession Area

- Aluminum beverage cans replaced plastic/paper cups in the concession areas. Compostable cups made from cornstarch were also used and collected for composting.
- Recycling and trash hauling trucks were primarily diesel and featured special soot encapsulating devices, which greatly reduced diesel emissions.
- Recycling stations were located throughout the event and were equipped with educational signage to show attendees how to properly dispose of waste materials. Materials collected at the event included paper, cardboard, plastics #1-#7, aluminum and tin/metal.

As a result of sustainability changes made at the 2010 PGA championship, Whistling Straits made great strides in preserving resources:

- Fossil fuel and water use were greatly reduced for the entire PGA Championship.
- Event vendors used reusable structures, which resulted in the reuse of all 200,000 square feet of temporary structures that were set up for the event.
- Materials that were not reused were recycled: 19.26 tons of material were recycled at the event. This was a diversion rate of approximately 7 percent.

Following the PGA Championship, Kohler developed a 48-page guide for all future host sites of the championship to assist them with their sustainability efforts.



For tips on how to make your special event green, see the DNR's new publication, **Recycling and Waste Reduction at Special Events, WA-1537**, available for order from the form at the end of this newsletter.

E-Cycling FAST FACTS

E-Cycle Wisconsin,

Wisconsin's statewide program to collect and recycle certain electronics, is entering its third program year. Recycling electronic waste is making our state a greener place.

Did you know...

Over **24 million pounds** of electronics were recycled through E-Cycle Wisconsin in 2010—
enough to fill **Lambeau Field** 30 feet high!

Wisconsinites recycled **7 million pounds** of computers in 2010. Recycling these computers saved:

1,013 Households' Annual Energy Consumption

18,732 Barrels of Oil

874,169 Gallons of Gasoline

There are **3.19 million tons** of electronics in the U.S. municipal waste stream.

That's equal to throwing out 7,257 Boeing 747s!

E-Cycle Wisconsin Gets Good Reviews As It Enters Third Year

— Sarah Murray, DNR



While there are still costs for staff time and education, most local governments are finding it easier to cover e-cycling program expenses.

When the electronics recycling law passed in fall 2009, the DNR held meetings and conference calls with stakeholders around the state. There were a lot of questions. How would this work for local governments? Who would pay for recycling? Would there be enough recycling options for residents?

Now, as we begin E-Cycle Wisconsin's third program year, there are some answers—mostly good ones.

Good Deal for Local Governments

Before the law passed, some local governments with electronics collection programs—such as the city of Milwaukee—were considering dropping the service due to high costs.

When the law took effect in January 2010, it was still unclear how much it would reduce local governments' costs. As E-Cycle Wisconsin grew and recyclers formed relationships with manufacturers, a strong market for electronics developed. This has allowed local governments to find free or low-cost, responsible recycling options for the items they collect.

While there are still costs for staff time and education, most local governments are finding it easier to cover e-cycling program expenses. In a survey of local governments collecting electronics under E-Cycle Wisconsin, nearly all reported reduced costs or lower consumer fees compared with before the program began. The City of

Milwaukee and Waukesha County reported saving more than \$100,000 per year while expanding their programs.

There are several models for how local governments are adapting to the new system.

- Several groups of local governments successfully bid out a joint e-cycling contract, allowing them to share resources for the bidding process and benefit from better pricing from recyclers.
- Some county and municipal collectors have been able to reduce or end their collection role by working with businesses and others offering collection in their areas.
- Some municipalities have chosen to start collecting as a service to their residents. Many have been able to take advantage of the joint recycling contracts in their areas or other favorable contracts offered by recyclers because of the manufacturer subsidy.
- Some local governments have chosen to stay out of the collecting business and direct residents to other options.

New Business Opportunities

Several collection and recycling businesses have started or expanded because of E-Cycle Wisconsin, providing a solid infrastructure for growth in the volume of electronics collected and recycled.

Chart 1: Most likely barrier to properly recycling electronics

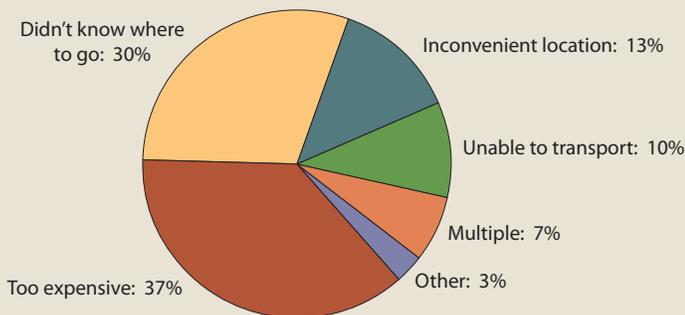
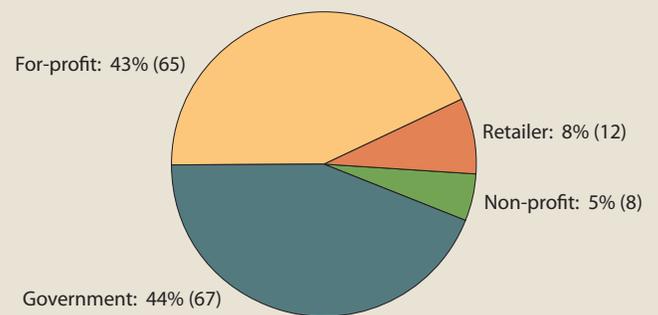


Chart 2: E-Cycle Wisconsin program year 2 registered collectors, by type



Generally, registered recyclers see the law as positive for business. At least two new recycling facilities have opened in Wisconsin and several others have expanded. Recyclers have added shifts and workers to meet demand and have also hired a number of local haulers and other businesses to support growing collection networks. Many recyclers have been able to accept eligible electronics from residential collection programs and K-12 public schools for free or even pay a small rebate for some items. A core regional network of recyclers is developing to serve take-back programs in Illinois, Indiana, Michigan, Minnesota and Wisconsin.

Connecting Consumers with Collectors

We finished program year 2 with 152 collectors and 25 recyclers. Counting both permanent sites and one-day events, there were nearly 400 collection locations throughout the state during program year 2.

In the last year, we saw more retailers and nonprofits sign up with the program, though we also continued to see other businesses and local governments signing up. The growth of retailers and nonprofits as electronics collectors has also happened in Minnesota, and may allow local governments to reduce their role.

Connecting residents with e-cycling options does remain a challenge. A fall 2010 DNR survey of Wisconsin households asked about what would be most likely to keep them from recycling electronics (see Chart 1). Just over one-third cited cost, but nearly as many said they wouldn't know where to take the electronics. Many people said there was not a convenient location near them or they were unable to transport electronics to a collection site. The lack of transportation was a bigger problem for some groups; 19 percent of those ages 63 and older cited this as their biggest barrier to e-cycling, as did 19 percent of people in households with incomes of less than \$25,000/year.

Stay tuned for more results

See results from the program's first full calendar year at

<http://dnr.wi.gov/ecyclewisconsin>.

Collectors, recyclers and manufacturers are submitting their annual reports this fall, and we hope to have updated program results available by mid-fall.

Boscobel School Wins State Competition for Aluminum Can Recycling

— Kathleen Kiefaber, DNR

Boscobel Elementary School won first place in Wisconsin for a contest to recycle more aluminum cans nationwide. The *Great American Can Roundup (GACR) – School Challenge*, a national competition sponsored by the Can Manufacturers Institute (CMI), challenged schools to recycle more cans. Schools were rated on a per capita basis, comparing the pounds of cans recycled to the number of students participating.

Cans are the most valuable package to recycle, with American consumers earning more than \$1 billion annually in recycling proceeds. It therefore is not surprising that cans are also the most recycled beverage container in the world—and by far—with a U.S. recycling rate of 57.4 percent.

The can's significant value stems from its unique characteristic of being 100% recyclable back into the original package. Once placed in a recycling bin, a can could be back on a store shelf in as few as 60 days. This closed-loop recycling process has kept millions of tons of material out of landfills. 75% of all aluminum ever produced is still in use.

The infinite recyclability of cans also makes them an energy efficient package. A can made from a recycled can requires 95 percent less energy to produce and therefore has a 95 percent lower carbon footprint than one produced from raw material. Just one recycled can saves enough energy to run a load of laundry, and the energy saved from all cans recycled annually could power the entire city of Washington, DC, for nearly four years.



Boscobel students collected cans from America Recycles Day (11/15/2011) to Earth Day (4/22/2011), to recycle a total of 49,640 aluminum cans. That's 2,992 pounds of aluminum cans per student! Through this competition, the school raised awareness of the importance of recycling and at the same time raised over \$700 to help run their Paul Brandt School Forest program. C.J. Zablocki Elementary in Milwaukee was runner up in Wisconsin.

The Great American Can Roundup School Challenge is sponsored the Can Manufacturers Institute and drew the participation of 108 schools from 30 states. Collectively, the schools recycled more than 2.3 million aluminum beverage cans, which generated more than \$34,000 in recycling proceeds. CMI additionally awarded \$1,000 to the top recycling school in each state and \$5,000 to the national winner.

Registration for the November 15 to April 22, 2012 *Great American Can RoundUp School Challenge* is open at www.cancentral.com/roundup.



Stay Updated and Register Online! Want more frequent updates on grant opportunities, changing waste and recycling policy and current issues? Sign up for Recycling Updates! Registration is easy, and once you're signed up, you'll get frequent e-mail updates on and an electronic copy of each Recycling News. To sign up, visit:

■ <http://dnr.wi.gov/org/aw/wm/recycle/recycleupdates.htm>

Compost *Grows*



Composting saves landfill space, saves resources, and helps your garden.

What is Compost?

Composting is the natural process of breaking down organic matter—anything that comes from a plant or animal—into nutrient-rich soil called compost. This process is carried out by millions of decomposer organisms like worms, mites, fungi, and microscopic organisms. Composting transforms organic waste from an unstable rotting state to a stable, rich, earthy state.

Compost FAQs

Q: Can I put my pet waste in the compost?

A: Pet wastes from cats, dogs, and other pets contain pathogens that can be transmitted to humans. Most home composting operations don't reach the temperatures needed to destroy these pathogens. Manure from plant eating animals can be safely composted in a hot pile.

Q: What happens to my compost during the winter?

A: The composting process produces heat as a by-product, which means that many compost piles will stay warm and keep working well after temperatures dip below freezing. In a cold Wisconsin winter, though, most home compost piles will eventually slow down or freeze. Don't worry; composting will start again as spring sets in. To keep composting throughout the winter, you can use a covered pile or compost in a bin.

Why Compost?

■ It's Earth Friendly

Almost 25 % of waste thrown away by American households is composed of food scraps or yard waste. This means that 59 million tons of the waste in our landfills could have been composted instead. Composting saves landfill space, saves resources and helps your garden.

■ It enriches soils

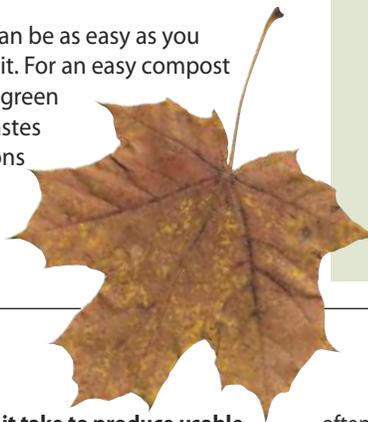
Compost helps improve soil structure, increases the soil's ability to hold water and air, improves soil fertility and stimulates healthy root development.

■ It helps prevent pollution

When organic materials are thrown away, they produce methane, a greenhouse gas 21 times more powerful than carbon dioxide emissions. Composting these materials means they don't go to the landfill and are recycled into a usable material instead.

■ It's easy

Composting can be as easy as you want to make it. For an easy compost pile, just layer green and brown wastes (see suggestions at the right).



Q: How long will it take to produce usable compost?

A: Depending on what method you choose, composting can take anywhere from 3-18 months. Chopping compostable materials into smaller pieces and turning the pile regularly (about once per week) will speed up the process.

Q: Will my compost stink?

A: A compost bin or pile should smell like soil. Always bury food waste in the pile to prevent odor and keep away pests. If your compost is smelly, that's a sign that it needs more air. Turn the pile regularly to promote breakdown and aerate the pile.

Q: How often should I turn my compost?

A: You can turn your compost as often or as little as you would like. Easy compost can be turned

Keep it green this fall!

Did you know that fall is a great time to start or improve a compost pile? Lots of leaf and yard waste means you'll have plenty of material for your pile, while keeping these valuable materials out of landfills. Some tips for a fall compost pile:

- **Keep it simple.** Leaves make great mulch to be used now, or in the spring. Mow leaves and grass together and leave the finely chopped material on your lawn. Ground leaves can also be folded into garden beds to add organic material and soil structure. If you would rather compost your leaves, there are many easy structures you can build to start the composting process. Search "compost bin" online for suggestions.
- **Mix it up.** The key to good compost is having a mix of "browns" (fallen leaves, dead plants, coffee grounds and small branches) and "greens" (grass clippings, green plants and vegetable food scraps).
- **Supply the basics.** Compost needs fresh air and water to help microbes break the material down and prevent odors. Rainfall and snow may provide enough moisture for an uncovered compost pile, but if your bin has a cover, add some water occasionally. Turn the compost to make sure air gets mixed in throughout.

often or not at all. More active piles can be turned about once a week. In general, turning compost on a regular weekly schedule will help produce finished compost more quickly. In an open pile, remember to always bury food scraps to avoid attracting rodents.

Q: How will I know when my compost is ready to be used?

A: Completed compost is dark brown, crumbly and has an earthy odor. You should not see any of the original materials in completed compost.

Q: What can I do with finished compost?

A: Compost can be added to lawns and gardens as a soil amendment to improve soil structure and health. Compost can also be used as mulch to reduce weeds, prevent erosion and maintain moisture.

WHAT'S NEW ON THE WEB

— Kathleen Kiefaber, DNR



Managing RU Program Costs

There are a number of resources and strategies to assist local government responsible units (RUs) in better managing their programs, ensuring compliance with state recycling requirements and controlling program costs through shared program and services implementation. See tips online here:

www.dnr.wi.gov/org/aw/wm/recycle/rutips

E-Cycle Wisconsin Website Updates

Many of Wisconsin's K-12 schools can save money by working with E-Cycle Wisconsin registered recyclers. We have a new webpage just for schools with tips on choosing an electronics recycler and ways to educate students about e-waste. We've also updated our outreach page with new resources including a new, smaller flier (1/3 page sized) and a poster outlining the electronics recycling process. Find all of these updates at

dnr.wi.gov/ecyclewisconsin

Recycling Consolidation Grants webpage

The 2011-13 Biennial Budget includes a new \$1million grant for qualifying responsible units (RUs) under the new Recycling Consolidation Grant Program. These funds are in addition to any grant RUs receive through the Basic Recycling Grant Program. For information on how to apply for a Consolidation Grant, see

dnr.wi.gov/org/caer/cfa/Grants/Recycle/consolidation.html

Green Your Halloween

Tip 1: Trick or Treat with a Reusable Bag

When your family goes trick-or-treating this Halloween, carry reusable bags or containers that don't need to be discarded after use. Cloth or canvas bags, or even pillowcases, make terrific eco-friendly alternatives to paper or plastic bags, or molded plastic jack-o-lanterns.

Tip 2: DIY or Thrift Your Costume

Instead of buying a Halloween costume that you or your children will wear once and throw away, make your own costumes from old clothes and other items you already have around the house. You can also find inexpensive, eco-friendly costumes and supplies from thrift stores or yard sales. Some parents have organized costume trades, where kids get to choose from available, reused costumes. Once your kids are done with this year's disguise, pass the favor on and donate their old costumes for someone else to enjoy.

Tip 3: Compost

If you don't already compost, Halloween is a great time to start. You can add post-Halloween jack-o-lanterns to your compost bin, along with fallen leaves, food scraps, and other organic, biodegradable yard and household waste. (See page 10 for more tips on composting).

Tip 4: Walk Instead of Driving

Rather than drive to other neighborhoods to take the kids trick-or-treating, stick close to home this Halloween and walk from house to house to reduce fuel consumption and air pollution.

Tip 5: Keep Halloween Clean

Teach your children to keep candy wrappers in their bags until they return home, or to dispose of them in trash cans along their route. Preventing candy wrappers from becoming Halloween litter on the street is the right way to treat the environment.



Newsletter Articles Free for Use



All articles in this newsletter are free and available for use in your community or business' newsletter, webpage or other materials.

For a downloadable, PDF version of this newsletter, please see *Recycling News* online:
<http://dnr.wi.gov/org/aw/wm/recycle/resources/newsletter.htm>

Education Corner

— Elisabeth Olson, DNR

■ Updated Away from Home Publications Now Available in Print and Online

Five new away-from-home recycling publications are available to help with set up of a recycling program. Publications are offered for the workplace, lodging industry, restaurant industry, special events, and convenience stores and gas stations.

Visit <http://dnr.wi.gov/org/aw/wm/recycle/resources/outreach.html> to access the electronic versions or contact Elisabeth Olson, Elisabeth.Olson@wisconsin.gov or (608) 264-9258

■ New Recycling Signage Available Electronically to Improve Recycling Collection

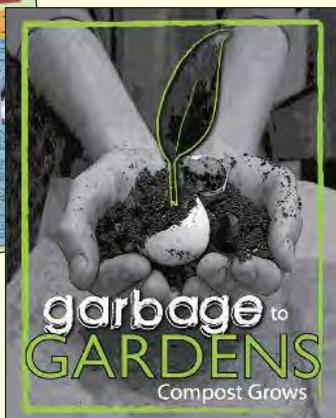
New recycling signage is available for electronic access. The signage uses visuals to indicate which recyclables are accepted. Signs are also available for trash and composting. Signage is free to be used in your business or other setting.

See the signs on the DNR web, visit <http://dnr.wi.gov/org/aw/wm/recycle/resources/outreach.html>.

■ DNR Composting Poster Now Available

Garbage to Gardens: Compost Grows poster is now available for order. The poster features a composting image on the front, and composting tips, recipes and other information on the back. The poster is a great resource for schools, businesses, communities and individuals.

You can view the poster online at: <http://dnr.wi.gov/org/aw/wm/publications/newpub/wa1528.pdf>. To order copies contact Elisabeth Olson at Elisabeth.Olson@wisconsin.gov or (608) 264-9258.



■ Green & Healthy Schools Recycling Bin Grant Program a Success

During the 2009-2010 school year, the Green & Healthy Schools (GHS) program instituted a new Recycling Bin Grant Program for participating schools. Schools that are currently in Step 2 of the program are eligible to receive up to 50 free recycling bins to start or enhance school recycling efforts. During the 2010-2011 school year, 236 recycling bins were awarded through the program. To date, 572 recycling bins have been donated to schools around Wisconsin.



GHS is a partnership program between the Department of Natural Resources and the Department of Public Instruction and is designed to support and encourage schools in their quest for a healthy, safe and environmentally-friendly learning environment. By participating in the program, students learn about the environmental, health and safety challenges facing our state, and are given skills to address these challenges throughout their lives.

For more information on the Green and Healthy School Recycling Bin Grant Program, eligibility and application, see: <http://dnr.wi.gov/org/caer/ce/greenschools/recycling.htm>. For more information on the Green and Healthy Schools Program, contact Dan Werner at (608) 267-7622 or DNRG&HSchools@wisconsin.gov, or visit <http://dnr.wi.gov/greenandhealthyschools>.



■ New E-Cycle Wisconsin Publications

New E-Cycle Wisconsin fliers are now available. These were created with feedback from local governments, recyclers and others. The fliers have general information about electronics recycling and images of electronics banned from the trash. You can order professionally printed copies by emailing DNRWae-cycling@wi.gov or using the order form found at the end of this newsletter.

Visit <http://dnr.wi.gov/org/aw/wm/publications/newpub/wa1544.pdf> to view the publication.



Recycling & Waste Reduction Publications

FALL 2011

PUB WA-1512-2011

The DNR offers waste reduction and recycling publications in two formats: electronic and printed. Many publications are available on the DNR Recycling Education and Outreach webpage, <http://dnr.wi.gov/org/aw/wm/recycle/resources/index.htm>. These publications may be printed and used as needed. The publications listed below are available to order in print format. Please indicate how many of each publication you would like (no more than 100 copies per publication) in the space next to the publication. If you need a larger quantity, please contact us at DNRwastematerials@wisconsin.gov or (608) 266-2111 to discuss available options.

Please complete the information requested on the back of this page for mailing purposes. Your materials will be shipped UPS, so **no P.O. Boxes, please.**

Business/Commercial Recycling

- *A Tenant's Guide to Recycling (English) EI-2005
- A Tenant's Guide to Recycling (Spanish) CO-070c
- *Production & Reduction: Build a Better Business for a Better Tomorrow (Poster) CE-283
- Recycle Used Oil (poster/sign) IE-100
- Recycle Used Motor Oil Here (poster) IE-101
- Recycle Vehicle Batteries Here (poster) IE-103
- Waste Reduction & Recycling: A Guide for Owners of Apartments & Other Multi-Family Dwellings CE-284
- *Recycling & Waste Reduction: A Guide for the Workplace.....WA-1533
- *Recycling & Waste Reduction at Convenience Stores and Gas StationsWA-1534
- *Recycling & Waste Reduction for the Lodging IndustryWA-1535
- *Recycling & Waste Reduction in the Restaurant IndustryWA-1536
- *Recycling & Waste Reduction at Your Special Event.....WA-1537

Composting

- *Garbage to Gardens: Compost Grows PosterWA-1528
- *Home Composting: Reap a Heap of Benefits Also available online only in Spanish and Hmong WA-072
- *Home Composting: The Basic Composter WA-182
- *Yard Care: Do Your Share! WA-073

E-Cycling

- *E-Cycle Wisconsin 1/3 page flierWA-1544
- *E-Cycle Wisconsin Program BrochureWA-1426
- *E-Cycle Wisconsin Program Brochure (Hmong)WA-1498
- *E-Cycle Wisconsin Program Brochure (Spanish)WA-1499
- *E-Cycle Wisconsin Eligible Devices & Landfill/ Incineration Ban Flier.....WA-1427

- *E-Cycle Wisconsin Eligible Devices & Landfill/ Incineration Ban Flier (Hmong)WA-1500
- *E-Cycle Wisconsin Eligible Devices & Landfill/ Incineration Ban Flier (Spanish).....WA-1501

General Information

- *Burning Garbage: A Problem for our CommunitiesWA-1373
- *Burning Permits: It's Your Responsibility FR-400
- *Three Arrows FAQ Recycling Poster..... CE-2018
- *Waste Reduction: Think It Through...It's Up To You!..... IE-206
- *Wisconsin Waste Reduction and Recycling Program..... WA-422
- *Wisconsin...Where Recyclables Are Too Valuable To Waste! (Poster) WA-424

PreK-12 Education

- *Air Defenders: A Quest for Clean Air Teacher Activity Guide Open Burning Education for Grades 4-7 (limit one per classroom) CE-7029
- *Education Connection Order Form – listing of all DNR environmental education resources EI-456
- *Green & Healthy Schools Program Brochure CE-2013
- *Green Schools Poster..... CE-285
- *Keepin' It in the Loop K-8 Teacher Activity Guide (limit one per classroom)WA-1526
- Nature Recycles Poster CE-5013
- Nature's Recyclers Coloring Book – English..... IE-042
- Nature's Recyclers Coloring Book – Spanish CE-999
- Recycling and Beyond: Fun Stuff Activity Book for Kids CE-2010
- *Wee Crafts Activity Guide CE-2012
- *Wee Recyclers Early Childhood Education Teacher Activity Guide (Ages 3-5) CE-2011

* Starred publications are also available in electronic format. See: <http://dnr.wi.gov/org/aw/wm/recycle/resources/index.htm>.

Did you...?

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Wisconsin Department of Natural Resources

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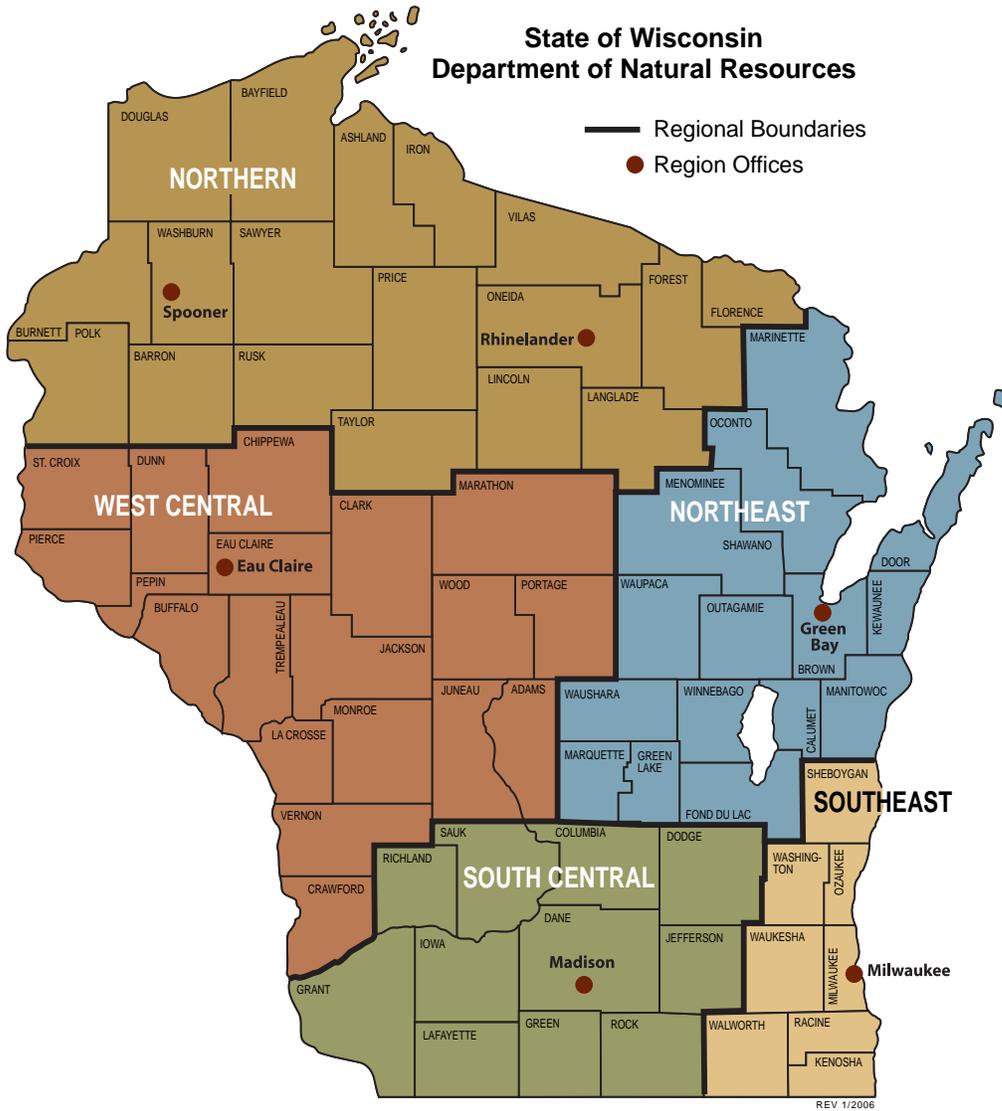
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Wisconsin Department of Natural Resources REGIONAL RECYCLING CONTACTS

Recycling contacts may change from time to time. Please see the DNR website for the most up-to-date information:
<http://dnr.wi.gov/staffdir/dynamic/recycling.asp>



Northern Region

Bob Germer
(715) 635-4060
Robert.Germer@wisconsin.gov

COUNTIES SERVED: Ashland, Barron, Bayfield, Burnett, Chippewa, Clark, Douglas, Dunn, Eau Claire, Pepin, Pierce, Polk, Rusk, Sawyer, St. Croix, Washburn

Sherry Otto
(715) 365-8982
SherylaOtto@wisconsin.gov

COUNTIES SERVED: Florence, Forest, Iron, Langlade, Lincoln, Marathon, Oneida, Price, Taylor, Vilas

Northeast Region

Jennie Easterly
(920) 303-5431
Jennifer.Easterly@wisconsin.gov

COUNTIES SERVED: Brown, Marinette, Menominee, Oconto, Shawano

Jennifer Huffman
(920) 303-5423
Jennifer.Huffman@wisconsin.gov

COUNTIES SERVED: Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marquette, Outagamie, Portage, Waupaca, Waushara, Winnebago, Wood

Southeast Region

Nancy Gloe
(414) 263-8369
Nancy.Gloe@wisconsin.gov

COUNTIES SERVED: Walworth, Waukesha

Ken Hein
(262) 574-2142
Kenneth.Hein@wisconsin.gov

COUNTIES SERVED: Kenosha, Milwaukee, Racine

West Central Region

Melanie Burns
(414) 263-8710
Melanie.Burns@wisconsin.gov

COUNTIES SERVED: Adams, Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Ozaukee, Sheboygan, Trempealeau, Vernon, Washington

South Central Region

Marie Stewart
(608) 275-3298
Marie.Stewart@wisconsin.gov

COUNTIES SERVED: Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, Lafayette, Richland, Rock, Sauk



- Have questions about how to develop a media campaign for residents in your area?
- Want help with general recycling outreach and education?
- Looking for a publication to use at an upcoming event?

Elisabeth Olson, DNR Recycling Educator, is here to help.

Contact Elisabeth with questions about outreach, education and available materials:

Elisabeth.Olson@wisconsin.gov or (608) 264-9258

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