

# THE Regional Waste Line

The Newsletter of the CVWMA



OCTOBER 2006

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The Regional Waste Line is published by the Central Virginia Waste Management Authority, a public service authority created to assist member localities in developing and implementing effective solid waste management and recycling programs. Member localities include:

- |                  |               |
|------------------|---------------|
| Ashland          | Hopewell      |
| Charles City     | New Kent      |
| Chesterfield     | Petersburg    |
| Colonial Heights | Powhatan      |
| Goochland        | Prince George |
| Hanover          | Richmond      |
| Henrico          |               |

## Authority Leadership Changes Board Elects Officers for 2006-2007

The CVWMA Board of Directors has selected officers for 2006-2007. Marcia E. Kelley, representative of Henrico, has been elected Chairman. Serving as Vice-Chair is Marcia R. Phillips of Chesterfield. Andrew Glenn of Richmond is Treasurer and Elliott Danburg of Powhatan is Secretary. Phillip E. Elliott of Hopewell is Director and Robert L. Dunn of Chesterfield is Immediate Past Chair. ♡



New officers (l to r): Glenn, Kelley, Elliott, Phillips & Dunn

### Hynes Selected as New Executive Director

Kimberly A. Hynes was named Executive Director of CVWMA on August 21, 2006. She has served as Deputy Executive Director of the Authority since 2002.

“I look forward to furthering CVWMA’s mission of regional recycling and solid waste programs. The CVWMA will strive to provide flexible programs for our thirteen member jurisdictions. As well, we will continue to educate citizens about recycling opportunities,” said Hynes.

Hynes was first hired in 1995 as Business and Finance Officer. In 1998 she became the Director of Administration and Finance. Under her coordination, CVWMA’s Comprehensive Annual Financial Report has received the Certificate of Achievement for Excellence in Financial Reporting for nine consecutive years. Hynes is a member of the Leadership Metro Richmond Class of 2007. ♡



Kimberly A. Hynes

### Mitchell Retires After Eleven Years

John H. Mitchell, who served as Executive Director of the Central Virginia Waste Management Authority since January 1995, retired this August. Mitchell’s experience in financial and contract management, as well as his knowledge of regional waste management issues, distinguished him as a strong leader for the Authority.

In the eleven plus years under his leadership, the Authority experienced tremendous growth in regional programs. CVWMA provides more than a dozen programs for member jurisdictions, including the regional curbside recycling program that is now one of the largest recycling programs in the mid-Atlantic with 240,000 eligible households.

Mitchell is a 39-year veteran of local government service and a 2002 graduate of Leadership Metro Richmond. ♡



John H. Mitchell

## Curbside & Trash Collection

Collections will be one day late during the following weeks to observe the holidays below:

### THANKSGIVING

- No collections on Thursday November 23.
- Collections on Thursday & Friday are delayed one day.

### CHRISTMAS

- No collections on Monday December 25.
- All collections this week delayed one day.

# Grant Funds Will Promote CVWMA's Safe Garage Program

## CVWMA Board of Directors

### *City of Colonial Heights:*

Richard A. Anzolut, Jr.

### *City of Hopewell:*

Phillip E. Elliott, *Director*

### *City of Petersburg:*

Michael D. Briddell

### *City of Richmond:*

Andrew B. Glenn, *Treasurer*

William R. Pully

### *County of Charles City:*

John F. Miniclier, Jr.

### *County of Chesterfield:*

Robert L. Dunn, *Imm. Past Chair*

Marcia R. Phillips, *Vice-Chair*

William H. Howell

### *County of Goochland:*

Richard D. Harvey, Sr.

### *County of Hanover:*

Robert R. Setliff

### *County of Henrico:*

Marcia E. Kelley, *Chairman*

Gentry Bell

Robert C. Whiteman

### *County of New Kent:*

James H. Burrell

### *County of Powhatan:*

Elliot Danburg, *Secretary*

### *County of Prince George:*

William Kuthy

### *Town of Ashland:*

Donnie Tolley



Kimberly A. Hynes  
Executive Director



*Proceeds from license plates are used to fund projects that benefit the Bay.*

CVWMA has received a \$14,500 grant from Virginia's Chesapeake Bay Restoration Fund for a water quality and household hazardous waste (HHW) disposal public awareness campaign. The campaign, called "Please Don't Feed the Storm Drain", will emphasize to citizens in central Virginia the impact their actions can have on water quality. The Restoration Fund is financed by revenues received from the sale of "Friend of the Chesapeake Bay" license plates and is used to fund projects that restore or educate people about the Bay.

Through a series of TV commercials, news segments, and information on our website, CVWMA will encourage citizens to learn more about nonpoint source pollution (NPS). In contrast to pollution from identifiable sources, NPS comes from many different sources as water flows across our community to the James River and eventually to the Chesapeake Bay. Common components of NPS are fertilizers and herbicides, oil and other automobile fluids, and bacteria and nutrients. Residents contribute to this kind of pollution by

improperly disposing of household chemicals and over applying chemicals to their lawns and homes.

CVWMA's **Safe Garage** program and member localities provide citizens with nineteen locations for the proper disposal and recycling of many common contributors to water pollution. The campaign will educate area residents about the dangers associated with improperly disposed of household chemicals, remind them to use the available collection facilities, and offer advice for preventing the accumulation of HHW. ♡

## How can you reduce dangerous runoff?

- ❖ Do not pour unwanted household chemicals down the drain or on the ground. Take to hazardous waste collection centers (visit [cvwma.com](http://cvwma.com) for locations).
- ❖ Use water-based products whenever possible.
- ❖ Keep storm gutters and drains clean of leaves and yard trimmings. Decomposing vegetative matter leaches nutrients and can clog storm systems and result in flooding.
- ❖ Cultivate native or resistant plants that discourage pests. Your local nursery can recommend good options. Minimize grassed areas which require high maintenance and water.
- ❖ Recycle used oil and antifreeze by taking them to service stations and other recycling centers. One quart of oil can contaminate up to two million gallons of drinking water!
- ❖ Leave lawn clippings on your lawn so that nutrients in the clippings are recycled and less yard waste goes to landfills.
- ❖ Buy chemicals only in the amount you expect to use, and apply them only as directed. More is not better. Select less toxic alternatives. Use non-toxic substitutes wherever possible.
- ❖ Compost your yard trimmings. Compost is a valuable soil conditioner which gradually releases nutrients to your lawn and garden. (Using compost will also decrease the amount of fertilizer you need to apply.) In addition, compost retains moisture in the soil and thus helps you conserve water. ♡
- ❖ Use low-phosphate or phosphate-free detergents.

## Website Offers New Features

In July CVWMA launched a redesign of our website at [www.cvwma.com](http://www.cvwma.com) to improve usability and increase awareness of regional recycling programs. In addition to freshening the site's appearance, the new design incorporates several added features to enable citizens to locate information more easily.

There is an expanded section for local information that helps visitors view the programs available in their community. Another addition is the Recycling Wizard, which citizens can use to find ways to reuse or recycle a wide variety of items, with results specific to the locality in which the citizen resides. For instance, if you live in Goochland and want to recycle batteries- you can do a search tailored to the specific information you desire. "We

get a lot of questions about how to recycle everything under the sun. This new wizard includes programs outside of CVWMA's menu of services," said Kelley Hope, Director of Public Affairs, "to give citizens more options." ♻️



[www.cvwma.com](http://www.cvwma.com)

## Fashion Contest



*Lindsey, with her two winning designs, is pictured with her mother.*

CVWMA partnered with Richmond's Radio Disney affiliate this summer for a fashion contest that encouraged kids to recycle. Youth under age 14 were invited to design and create an accessory or item of clothing for Radio Disney Richmond's local pop stars, RD Frequency, out of recycled, reused or organic materials.

We received many exciting designs for our "Friendly Fashion for Frequency"

contest, which concluded with a fashion show at the Science Museum of Virginia's Scooperbowl event.

After a two-week period of online voting, the winner of the contest, in both the clothing and accessory divisions, was six-year old Lindsey of Charles City, creator of the off the shoulder dress and a coordinating plastic purse.

Lindsey used old draperies, spray paint and laundry detergent bottles to create her winning designs. Lindsey received an exciting prize pack of recycled products from CVWMA and cool Disney items from Radio Disney. ♻️

## Pledge to Recycle, you could win an Alaskan cruise!



*This year's America Recycles grand prize is an all-expenses-paid 7-night Alaskan cruise for two.*

### It's that time of year again!

Every November 15 is the culmination of America Recycles, the national campaign to encourage people to step up their recycling efforts. This year's grand prize for adults is an Alaskan cruise vacation. "No, you don't have to pledge money or make a purchase to enter," says America Recycles, Inc. "All we ask is that you make a commitment to yourself to step up your recycling efforts over the next year in some way, large or small."

CVWMA contributes to the effort by educating the public about the pledge contest. "Last year we collected over 1,200 pledge cards in central Virginia, so we would like to reach even more people this year," says Public Information Assistant, Erica Trout. In addition to the national grand prizes, CVWMA gives ten additional prizes on a local level. You can fill out the pledge form and see the prizes on our website, [www.cvwma.com](http://www.cvwma.com).

### 2006 Prizes

#### For Adults:

- Grand: Alaskan vacation
- Metal: Aluminum serving tray and road sign coasters
- Plastic: Billboard bag
- Tire: Recycled rubber wallet
- Paper: Stationery (recycled paper)
- Glass: Stained glass magnets and a suncatcher

#### For Kids:

- Grand (5): Trex bicycle
- Tire: Tire swing
- Plastic: Fleece jacket, hat and mittens
- Glass: Stained glass magnets and a suncatcher
- Metal: Slinky and an aluminum can key chain
- Paper: Recycled crayons with note pad

See page 4 for a list of events that have been planned in celebration of America Recycles.

CVWMA would like to extend our gratitude to the following community leaders who have retired from the CVWMA Board of Directors in the last year. Thank you for your service.

**William S. Dewhirst** (Henrico), Charter Member,  
16 years, Interim Executive Director, Treasurer

**Rebecca G. Draper** (Hanover)  
Member, 12 years, Chair

**Terri C. Beirne** (Richmond)  
Member, 9 years

**Angelia Yancey** (Charles City)  
Member, 3 years

And welcome the following who have been appointed to the CVWMA Board of Directors.

**Donnie Tolley** (Ashland), **Gentry Bell** (Henrico) and

**Jack Miniclier** (Charles City)

## America Recycles Events

### 1. Enter the pledge contest and win prizes!

You can fill out the pledge form and see the prizes on our website, [www.cvwma.com](http://www.cvwma.com).

### 2. Take a tour of a recycling facility!

Call 340-0900 for details and to register. Must be 18 or older.

**Tour dates: Thursday October 26 at 2:30**

**Thursday November 9 at 2:30**

### 3. Recycle some electronics!

Details: 340-0900 or [www.cvwma.com](http://www.cvwma.com)

**November 4-** Henrico

**November 11-** Richmond

**November 18-** Chesterfield

## Curbside Recycling Program Grows

The metro Richmond area is growing in population and two counties expanded curbside recycling programs to include new neighborhoods. There are now 241,310 eligible households in the curbside program. Over 2,000 households have been added since July.

About half the homes that were added are located in the Varina area of Henrico. The other half are in Chesterfield subdivisions such as Charter Colony, Collington, Brading Park, The Highlands, Cameron Bay, Cascade Creek, Watermill, Bon Air Crest and Walnut Grove. ♻️



## Curbside and Drop-off Programs Experience Record Years

Since 2003, the curbside and drop-off recycling programs have diverted more than 35,000 tons of material from local landfills each year! In 2006, they surpassed 36,000 tons.

Curbside recycling collection reached 31,274 tons last year (July 1, 2005 through June 30, 2006). Drop-off centers collected 5,064 tons - making this the first year drop-off figures have ever exceeded 5,000 tons. For complete information on all of CVWMA's program totals visit [www.cvwma.com](http://www.cvwma.com). ♻️



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