

THE Regional Waste Line

The Newsletter of the CVWMA



20th Anniversary

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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 recycling programs and solid waste management.

A Message from the Executive Director



Kimberly A. Hynes,
Executive Director

The CVWMA has come a long way in its first 20 years. Attitudes and behaviors towards recycling have changed significantly and recycling has become a quality of life standard and expected in many communities.

We like to think of the CVWMA as one of the best examples of regional collaboration in the region and across the Commonwealth. The CVWMA strives to provide seamless regional programs that cross jurisdictional boundaries and it is truly fantastic that 13 very diverse jurisdictions have come together and combined resources to achieve mutual goals. Among our 20 member Board we have elected of-

ficials, chief administrative officers, citizen representatives, along with city and county staff, all having unique expertise and experience to share. Our Board, with the help of dedicated CVWMA staff, has been instrumental in diverting almost 2 million tons of waste materials from local landfills.

Our 20th anniversary celebration held on December 2nd highlighted what CVWMA has accomplished since inception in 1990. It has been an exciting, eventful and rewarding two decades.

By providing a regional service the CVWMA is able to partner with the private sector to provide the most cost effective and efficient recycling and solid waste programs that save the localities time and money.

We look forward to furthering our teamwork with our 13 member localities to provide sound environmental, economic and responsible recycling and waste management programs in the next 20 years and beyond!

Thank you to all of you who have touched the CVWMA over the years! ♡

Holiday Greetings

Central Virginia Waste Management Authority
staff

send Warmest Thoughts
and Best Wishes
for a Wonderful Holiday Season
and a Very Happy New Year!



Celebrating 20

Years!

CVWMA's 20th Anniversary Celebration and Recycled Fashion Show

Thursday, December 2
Aurora Restaurant
Downtown Richmond

The evening festivities are graciously provided by the following sponsors:



This is a registered Virginia Green Event

CVWMA Celebrates 20 Years of Regional Cooperation

Speakers Welcome Guests to 20th Anniversary Celebration

Wayland Rennie, 1st Chairman of the Board



Through his leadership and persistence, Wayland helped to sell the concept of joining forces in our region in exchange for efficiencies and cost savings in recycling and solid waste management.

Mark Kukoski, Current Chairman of the Board



“By providing a regional service, the CVWMA is able to partner with the private sector to provide the most cost effective and efficient recycling and solid waste programs”, Mark observed in his speech.

Celebration Recognized as a Virginia Green Event

Green Duck, compostable and recyclable solutions to reduce waste for events, facilities and restaurants, provided compostable plates, cups and utensils for the event, and Greener Results, a local sustainability consulting group, graciously provided recycling bins and calculated the “landfill diversion rate” for the event. Of the 234.5 pounds of waste collected at the event, only 25 pounds went to the landfill, a remarkable landfill diversion rate of 89% was either recycled or composted. Visit www.viriniagreentravel.org for more information on making your next event Virginia Green. ♻️



VirginiaGreenTravel.org

Andrew Freiden Emceed the Recycled Fashion Show

A highlight of the event was a recycled fashion show emceed by NBC 12/ WWBT Meteorologist, Andrew Freiden. The first part of the show featured a partnership with local retailers who donated or loaned us environmentally friendly and recycled content fashions and accessories. The second part of the show featured a partnership with VCU's School of Fashion Design and Merchandising. Student designers reused, repurposed and recycled materials into one-of-a-kind creations. A Fashion Jury judged the pieces on style, recycled content, and originality. The first and second place winners received gift certificates for their efforts. ♻️



CVWMA Director, Kim Hynes, presents Andrew Freiden with a bottle cap hat. Leaving caps on bottles when recycling is one of Andrew's pet peeves.

More Highlights from the 20th Anniversary Celebration

Fashions available from local retailers.



Julie Flournoy, former CVWMA staff, modeling an outfit from REI.

Bob Dunn, former CVWMA Board Member, modeling an outfit from Blue Ridge Mountain Sports.

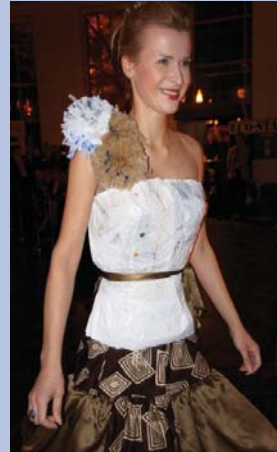


Andrew Freiden modeling an outfit graciously donated by Dick's Sporting Goods.



VCU Students created one-of-a-kind recycled ensembles for the recycled fashion contest.

First Place Winner, Vaida Picker for "Bag It"



Second Place Winner, Kim Truong for "Avant Garbage", modeled by Rachel Sanford



Event recycling and recycled content clothing and accessories are provided by following sponsors:



REDUCE • REUSE • RECYCLE

CVWMA Receives Recycling Proclamations From Richmond and Prince George

CVWMA received a joint proclamation on November 8 from Richmond City Council and the Honorable Dwight C. Jones, Mayor of Richmond, during the Richmond City Council Formal Meeting. These government officials declared their leadership and support for recycling by jointly proclaiming November 15, 2010 as "Richmond Recycling Awareness Day".



In addition, CVWMA received a resolution from the Prince George County Board of Supervisors on November 10 recognizing "the CVWMA as a National leader that has helped Prince George County and the region solve the solid waste and recycling challenges that our society has created". ♻️

Dominion Sponsors 2011 Schedule

Since the oversized postcard design of the annual curbside recycling schedule was so well received in 2010, we will be doing it again for 2011. Again we would like to thank Dominion for sponsoring the printing of the schedule. It will be mailed to approximately 250,000 eligible households in 7 participating localities at the end of December. Call the Recycling Hotline at 340-0900 for more information. ♻️



Christmas Tree Recycling

Christmas tree recycling will once again be available at a number of locations in central Virginia. Trees will be accepted at most convenience centers in the region and other sites designated by individual localities. Please check locations, dates, times and other specifics for your locality on our website, www.cvwma.com. Please be sure to remove all tinsel, bulbs, wire and bolts from the tree before taking it to a disposal center. Most facilities will be recycling the trees into mulch. ♻️



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Printed on
Recycled Paper

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Richmond, VA 23227



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PERMIT NO.
2249