



# Round & Round

The Official Newsletter of the Alberta Beverage Container Recycling Corporation

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## Everyone's a Winner in this Challenge!

The annual Community Champions' Challenge has been redesigned to initiate a permanent, twelve month contest that is as easy for the depots to manage as it is for not-for-profit groups to participate.

As in previous years, this year's launch date is the first day of Waste Reduction Week – October 15th. However, rather than a five or six week annual program, the challenge will now run all year long with twelve chances to win! Groups will have more opportunities to meet the challenge in the hope of winning the monthly \$500 bonus prize.

Depots are winners too. The depot that gets the highest number of community groups to return their containers to their depot wins a dollar value of selected prize merchandise. Depots must advise the group to select their bottle depot as the depot of choice when registering online.

The improved program will be much easier for everyone. Depots no longer need to collect or complete ballots and send to ABCRC. All entries are registered online by the participating group.

A letter explaining the new program has been sent to all depots, along with posters and post cards that can be used to let customers know about the benefits of participating.

Although the \$500 monthly prize is a great incentive, previous Community Champion depot winners have said that they believed that customer service was a key factor in getting groups to work with them. Depots that try to simplify the process for group returns is more likely to have the group chose that depot as their partner.

The ABCRC website is a great source of information about the program. Check out the Community Champions Program Community Champions Challenge at [www.abcrc.com](http://www.abcrc.com). If you have questions or haven't received the advertising material, contact Karen at [kharman@abcrc.com](mailto:kharman@abcrc.com) or phone (403) 264-0170 ext. 234. ♻️

## Register for E-Delivery

ABCRC is encouraging registration of your e-mail address so that newsletters and other information can be sent electronically. There is no cost for this service and you can request that the list include as many e-mail addresses as you wish. By having more people in your organization receive updated information they can keep current with what's going on at ABCRC and within the industry.

Probably an even more important reason to register is our common goal to reduce environmental impact. Electronic delivery is not only cost effective, it helps to reduce the amount of paper used.

Please send your e-mail addresses to [dpettipas@abcrc.com](mailto:dpettipas@abcrc.com) ♻️

**Community Champions Program**

Your community group could win an extra **\$500**

**It's the Community Champions Challenge! Open to all not-for-profit organizations, every month the group that returns the most beverage containers wins!**

To enter visit us online at:

[www.abcrc.com/communitypartners](http://www.abcrc.com/communitypartners)

For more information please contact Karen at 403.264.0170 ext. 234 or [kharman@abcrc.com](mailto:kharman@abcrc.com)

**bomb**  
BEVERAGE CONTAINER MANAGEMENT BOARD

**Bottle Depot**  
♻️ It matters.

Community Challenge Handout sent to all Depots

## Ambassadors Still Having Fun as They Work

For the second summer it seems work as a mascot, or Recycling Council of Alberta (RCA) Ambassador, has turned out to be a lot of fun. This summer some of these eight ambassadors were assigned to promote beverage container recycling at festivals and events throughout the Province. Some members of the team were located in Calgary and did most of the traveling south of the city, while the others were located in Edmonton and traveled in the central and northern parts of the province.



2007 Ambassadors L to R: Alicia Sliwkanich, Sherry McGee, Tami Rothery, Clement Chan, Sharon Riley, Sarah Fourgere, Tom Fleming and Andrea Vaxvick.



Ambassadors Tom and Sharon when they aren't "M.T."



Kids at the Big Valley parade give "M.T." a hug



"M.T." attends the Premier's Breakfast

Once again the work these ambassadors did has helped to promote the Community Champions Program and has supplemented the School Program. The mascot they became, "M.T.," brought smiles at events such as the Premier's Breakfast, the Big Valley Parade, a Calgary Stampede barbeque, and various trade fairs. ♻️

## New Operations Vice President at ABCRC

Colin Carter joined ABCRC at the beginning of July to take the helm of ABCRC Operations.

A graduate from the University of Calgary, Colin brings extensive production, management, and



Colin Carter  
New VP Operations  
at ABCRC, Calgary

quality control experience that he has gained through former positions with Safeway and Burnbrae Farms.

Colin and his wife have been married for three years and have two beautiful daughters. Along with his family, golf, hockey, skiing and hobbies keep Colin busy in his leisure time. ♻️

## New faces at BCMB

New BCMB Director John Bachinski has taken over from Bob Saari.

Bill Newberry has replaced Kyle Tousignant as the new compliance officer with the BCMB. ♻️

## Industry Updates

A Time and Motion study has been completed regarding the Handling Commission and the rate hearing is set for mid September.

The Regulation Review by Alberta Environment has been referred to an All Party Committee to take the review to the next step.

A Depot Intranet has been created which should be live in October. Four of eight depots were present at the initial meeting with the committee. The system will be based on a depot user name and will be secure and confidential, with an individual user and passwords. The first report available will be the depot statement, followed by the volume reports and quality control reports. The system will be tested by committee depots in September prior to being live in October. The depots will be able to print, save or e-mail statements from the site to their accountants, home, or other destination. Depots should expect to receive a letter from ABCRC and the ABDA with signatures showing the support of both parties, as well as a listing of committee members. ♻️

## High Praire Depot Improves Processing

When Travis Becker and his parents, Floyd and Marjorie, took a look at the Bottle Stop Bottle Depot in High Prairie in 2005 they could see potential and decided to purchase the business. Since then they have leveled the old building and built a new facility to better handle beverage container recycling customer service.



New Bottle Stop Depot can serve customers at the "Walk Up Window" or returns by the truck load.

With an objective to create a system where the customer was required to do less of the labour, the receiving area was designed so that beverage containers could be sorted and counted right off the table where they were delivered. The depot serves a high volume of rural customers and found a substantial increase in returns and greater customer satisfaction within a very short time following the improvements.

From an operational point of view, the Beckers got away from the old tally system. Accuracy has improved because the new system is more simplified and as a result, more user friendly for the employees. Baskets that hold a specific number of containers are used and thereby reduce painstaking counts.

In their initial operation the Bottle Stop Depot was only able to handle two vehicle load orders at once. Since the new facility has been built and improvements made to the processing systems, they are now able to handle three vehicle loads at the same time, along with a walk-up window for smaller returns.

Travis Becker says the positive response from his customers has made these improvements worthwhile for his business. ♻️

## School Recycling Program

This is the fourth year for the school recycling program for elementary schools and the second year for junior and senior high schools. The program is intended to encourage communities to join in achieving beverage container recycling goals to reduce landfill accumulation.

Each school receives three recycling bins, bag liners and labels for the bins and a variety of educational material. Random draws take place monthly to award \$250 to an elementary school and \$250 to a junior/senior high school participating in the recycling program. The schools must have their container counts entered by the deadline to be eligible for each monthly draw. These

draw dates and winners are posted on the ABCRC web site. Entries are supported by the receipts from the bottle depot indicating the number of containers returned.

REGISTRATION BEGINS AUGUST 15<sup>TH</sup>

<p><b>WHAT YOU GET WITH YOUR FIRST REGISTRATION</b></p> <ul style="list-style-type: none"> <li>3 Green recycling bins</li> <li>A box of bags</li> <li>Brochures</li> <li>Cycle of Life Teacher's Handbook (Elementary only)</li> </ul>	<p><b>STEPS TO REGISTER:</b></p> <ol style="list-style-type: none"> <li>1. Go to <a href="http://www.abcrc.com">www.abcrc.com</a></li> <li>2. Click on School Programs.</li> <li>3. Select Elementary or Jr./Sr. High School Recycling Program.</li> <li>4. Register Here!</li> </ol>
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ELEMENTARY SCHOOLS

\$2500.00

GRAND PRIZE

plus incentive prizes

JR./SR. HIGH SCHOOLS

\$5000.00

GRAND PRIZE

MONTHLY RANDOM DRAWS FOR \$250.00

**CONTACT US:** E-MAIL: [kharman@abcrc.com](mailto:kharman@abcrc.com) WEBSITE: [www.abcrc.com](http://www.abcrc.com)  
 PH: 403-264-0170 X 234 FAX: 403-264-0179

Brochure used to promote registration in the school program

At September 24th, 2007, there were 355 registered schools (a 15% increase over last year at this time). Depots can encourage all schools to register for the program so that schools can win more funds for their causes!

REGISTRATION FOR THE 2007-2008 SCHOOL RECYCLING PROGRAM BEGAN IN AUGUST AND IS STILL OPEN.

GO TO [www.abcrc.com](http://www.abcrc.com). ♻️

Alberta Beverage Container Recycling Corporation Statistical Analysis - Weight Diverted (KG)						
Twelve Months Ending August						
2006				2007		
Sales (KG)	Recovered (KG)	Diversion Rate	SUMMARY TOTALS	Sales (KG)	Recovered (KG)	Diversion Rate
			Material			
7,123,708	5,526,017	77.6%	Aluminum	7,449,516	5,680,524	76.3%
12,524,379	8,571,515	68.4%	PET Plastic	14,123,707	9,696,019	68.7%
44,632,410	34,977,374	78.4%	Glass	47,399,454	36,259,441	76.5%
3,252,624	1,713,782	52.7%	Polycoat	3,187,739	1,767,203	55.4%
516,907	287,466	55.6%	Bi-Metal	522,195	292,599	56.0%
68,652,808	51,404,011	74.9%	Consolidated	73,296,789	54,034,675	73.7%

## Employee News

Annie Luc, Calgary Accounts Payable, has reduced her hours to part time so that she can spend more time with her family.

On March 16th Aklilu Agiro, from the Calgary plant, and his wife, Menen Assefa, met their 9 pound baby daughter, named Hebron Agiro.

Thomas Tessema, also from the Calgary plant, and his wife Lula are expecting their first baby near the end of October.

Corinne Nielson from the Edmonton plant, married Lawrence Buzak on Saturday, June 30th. ♻️

## It Took Awhile But...

The renovations that took place in the summer of 2006 were finally able to be used in the spring of this year. Doors 8, 9, and 10 at the Calgary Plant were renovated to achieve more efficient processing, but pavement problems caused a delay. The plant now has shipping doors where trailers can be spotted and live loading time has been reduced. ♻️



Renovations to the ABCRC loading doors at the Calgary Plant have reduced live loading time.

## Coming Events

- Oct. 15 ABCRC Community Champions Challenge Launch
- Oct. 15-21 Waste Reduction Week 2007
- Oct. 20-21 ABDA Annual AGM, Calgary
- Feb. 19 Family Day
- Feb.-March The ABCRC display will be at various Teachers' Conventions throughout the province
- April 22 Earth Day 2008

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**Round & Round** welcomes any comments. Please direct them to:  
Guy West, President, ABCRC  
3617 Ogden Road S.E., Calgary, AB T2G 4N6,  
Tel: 403.264.0170, fax: 403.264.0179

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Quick Print Graphic Services,  
2753 - 17 Avenue S.W., Calgary, AB  
Tel: 403.242.3113, Fax: 403.246.7832

Written by Sandra Millar, Envision  
1938 29 Street S.W., Calgary, AB T3E 2J8  
Tel: 403.243.6674

Please recycle. ♻️