



Round & Round

The Official Newsletter of the Alberta Beverage Container Recycling Corporation

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Community Champions Credit Customer Service

In the category of Depots– Rural the first and second place winners (depots with the largest number of different groups to return), were Coaldale and Picture Butte. We asked what they might credit their success on and found that for both of these depots it was long term customer service that they believed made the difference.

The Coaldale Bottle Depot has been operating for about 25 years. Founded and operated by Luke Van Paassen, it is currently owned and operated by Luke's daughter, Carla Martens, and her husband Darrell who took over about three and a half years ago. Having been in business in the community all that time, Carla felt that they have strong ties and let their customers know about participating in the program.

However, she based the response on their ongoing philosophy of great customer service, which was begun by her dad. The staff are encouraged to be observant about the groups and schools that are their customers and they know that the majority want to bring their containers to a full service depot. Customers are helped by staff starting, in some cases, by helping from the customer's vehicle to the table. Then the staff takes over to ensure that the order is handled well. Sometimes more than one staff member will help to get the job done



L to R: Darrell Martens, Carla Martens and Luke Paassen (founder of the Coaldale Bottle depot)

efficiently and the customer doesn't need to wait – or help – with cap removal. Sorting and cap removal take place once the customer has left. Carla says these courtesies don't go unnoticed by customers and they often receive compliments for their excellent service.

Dave Kumar from the Picture Butte Bottle Depot has a similar philosophy. Dave and his staff maintain welcoming relationships with their customers through customer appreciation events, participating in activities of other businesses in the community, and providing honest, friendly and helpful customer service.

The Picture Butte Bottle Depot operates a daily pick up service for schools, institutions, bars and restaurants. Dave feels that communication with their customers is also important. Although they don't require that the customer dispose of containers not taken by the depot, they make sure that they communicate to the customer that there aren't refunds on some containers. This friendly communication supports their ongoing relationship with their customers. ♻️

Annie Foote Class Visits ABCRC Calgary Plant



Students from Annie Foote School participate enthusiastically in on-site classroom activities at ABCRC

One of a number of school programs offered through the City of Calgary is City Hall School. These programs are an opportunity for teachers of students in grades 3 to 12 to spend a week in classes away from the school venue. They are intended to compliment school curriculum and by customizing the focus for the week, plenty of time is scheduled for discussion, journal writing and sketching as teachers and students work with planners, policemen, social workers, historians and aldermen to learn what it means to be a Calgarian!

Students participating in City Hall School can learn about local government, how cities grow and change, and how to develop a community for the future. They can also enhance their study of the Waste in Our World curriculum and this was part of the program of interest requested by Annie Foote School. Their request to focus on the City program, Waste and Recycling, was designed to further their understanding of why we recycle generally, and the curb side program in particular. Among other things their class visited the ABCRC Calgary Plant. They toured the plant and spent time in an on-site classroom setting, learning about beverage container recycling and what happens to all the empty containers.

Diane Murray of City Hall School says these students ended their week with a mock public hearing where they adopted the roles of government officials, recycling representatives, and the community at large. Through these experiences it is believed that these students, who will be the decision makers of tomorrow, can begin to gain some insight into what we like about our City, what we should value and protect, and how to make these things sustainable in our community

More information can be found at www.campuscalgary.ca. ♻️

Changes at the Edmonton Plant

After fourteen years as the ABCRC Edmonton Plant Manager, Gord Boyes has taken on a new position as Operations Manager, Northern Alberta. Gord will work in tandem with Mike Harvey, Operations Manager, Southern Alberta, focusing on a variety of initiatives for ABCRC.

Gord's first challenge is as lead in the transportation initiative. His team will look at risk and put a vision in place, considering where ABCRC wants to be in the area of transportation, where the weaknesses are, and what can be controlled. Once there is a better understanding of the transportation issues, Gord and Mike will work together to put a strategy in place for ABCRC throughout the province.

John Kirsh took over as the Edmonton Plant Manager in mid January, 2006. John's background included managing a plant with many similarities, including size of the facility, number of staff and number of shifts. John has also noticed a lot of processing similarities, as well as his familiarity with the WCB Core Audit which coincidentally has the same audit pattern as the plant he just left.

John grew up in St. Albert and moved to Calgary in 1980. He returned to Edmonton in January 2002 to work as plant manager for CHEP, a global pallet company. John lives with his wife, ten year old son and three year old daughter in Spruce Grove. He was quick to point out that this is the home town of Olympic Gold athlete Jennifer Heil!

His initial challenge is to continue to look for greater efficiencies in the operation of the plant – as he puts it – working smarter. Gord was part of the hiring process to select his replacement and is very pleased that John has joined ABCRC. Gord will be able to provide great background support for John and we wish them both all the best in their new roles at ABCRC!



L to R: Gord Boyes and John Kirsh team up at the ABCRC Edmonton Plant




Public Awareness

The 2006 Advertising Campaign will use the same creative material for TV, radio, print and posters as in 2005, but it is hoped that the campaign will reach a new audience by being aired on CTV this year and at different programming times. All depots should have received their posters by now, but if not, please contact ABCRC Calgary.

A mascot is now being created to help promote the opportunities for recycling from home. The mascot will be in attendance at some festivals over the spring and summer and will also be available to depots for customer appreciation days or other events. The mascot is being designed on the basis of the green recycling bin.

ABCRC has also sponsored a five minute video that will be aired on the show, "Alberta Today, Alberta Tomorrow". The one-minute vignettes will begin airing around Easter to promote the show and ABCRC will be one of the segments that will be featured on the program. This will be an overview of the Cycle of Life/Recycle handbook that ABCRC helped to make possible and has supported since publication, and will include interviews with Chris Fisher (scientist), as well as with Guy West from ABCRC and talks with the children.


The purpose of the show is to promote quality of life and the sustainability of our future. 

Check out "Alberta Today, Alberta Tomorrow" on Access TV, at 3:00 p.m. on Saturday, April 22nd and April 29th.

Internal Peer Safety Audit

ABCRC completed an annual audit of the Health and Safety program in November 2005. The Peer Auditory Quality Assurance Audit was reviewed and successfully accepted by the Manufacturer's Health and Safety Association. ABCRC was able to achieve their target score via improvements made to the program.

The entire program will be administered more effectively by Susan Williams the new dedicated Safety Coordinator at ABCRC. It is believed that the implementation of a high performance action plan for 2006 will help ABCRC to achieve a higher degree of commitment and participation in the Safety program, as well as increase performance in goals set out for the year. One of these goals is to reduce WCB claims and increase safety awareness.

The Health and Safety program at ABCRC has been continually improving and our thanks go to Susan and all of the staff for their participation in making our goal of an injury and accident free worksite a reality! 

Learn more about Earth Day,
April 22, 2006 at www.earthday.ca

Regional Meetings

From February 21st to March 1st, the BCMB, ABCRC, and ABDA representatives travelled throughout Alberta to meet with depot owners and managers. The agenda for these meetings included discussions regarding bulk glass handling procedures, advertising and marketing strategies, quality control issues, a review of the handling commission status, and the ABDA video series that proposes ways to improve customer satisfaction.

As an incentive to encourage attendance at the meetings, a prize of \$750, to be used for reimbursement of advertising expenses, was offered at each meeting to a depot in attendance. Congratulations to the winners:

Lethbridge meeting, February 21st – Vauxhall Bottle Depot
 Calgary meeting, February 22nd – North Hill Bottle Depot
 Red Deer meeting, February 23rd – Forestburg Bottle Depot

Edmonton meeting, February 27th – Spruce Grove Bottle Depot
 St. Paul meeting, February 28th – Clandonald Bottle Depot
 Grande Prairie meeting, March 1st – Fairview Bottle Depot

DEPOT CONTEST WINNERS

The Community Champions who participated in the annual depot contest that takes place during Waste Reduction Week in the fall, all made a great contribution to the purpose of the contest – to increase community knowledge, activity and awareness of bottle depots and the beverage container recycling system.

Once again the contest winners were judged on the basis of those depots that had the most groups return containers, and was open to depots throughout the Province. Community groups with the largest container return count on a single ballot were also awarded a prize.

Congratulations to these depot winners!!

In the Metro category:

1st place - Crowfoot Bottle Depot, Calgary (35) – picture not available

2nd place – Fort Road Bottle Depot, Edmonton (28)

3rd place – Monterey Bottle Depot, Calgary (4) – picture not available

In the Urban category:

1st place – Redi Bottle Depot, Medicine Hat (27)

2nd place – Bea Fisher Bottle Depot, Lloydminster (25)

3rd place – Cosmos Bottle Depot, Red Deer (15)

In the Rural category:

1st place – Coaldale Bottle Depot, Coaldale (67)

2nd place – Picture Butte Bottle Depot, Picture Butte (53)

3rd place – Legal Bottle Depot, Legal (42)



Blain Cheverie, Redi Bottle Depot, Medicine Hat



Dave Kumar, Picture Butte Bottle Depot



Carla Martens, Coaldale Bottle Depot



Brent Swanson, Cosmos Bottle Depot, Red Deer



Paul Bhullar, Legal Bottle Depot



Karen Boyce and Gail Boyce, Bea Fisher Bottle Depot, Lloydminster



Craig Bailey, Fort Road Bottle Depot, Edmonton

Alberta Beverage Container Recycling Corporation Statistical Analysis - Weight Diverted (KG)						
Twelve Months Ending January						
2005				2006		
Sales (KG)	Recovered (KG)	Diversion Rate	SUMMARY TOTALS	Sales (KG)	Recovered (KG)	Diversion Rate
			Material			
6,637,276	5,368,047	80.9%	Aluminum	6,948,063	5,499,236	79.1%
9,233,798	6,855,872	74.2%	PET Plastic	10,842,142	7,804,472	72.0%
39,955,884	32,586,063	81.6%	Glass	42,257,832	33,763,588	79.9%
3,045,115	1,700,720	55.9%	Polycoat	3,108,303	1,742,516	56.1%
437,858	252,201	57.6%	Bi-Metal	453,220	274,633	60.6%
59,791,355	47,034,687	78.7%	Consolidated	64,187,533	49,395,547	77.0%

Promotions and New Staff...

Welcome to John Kirsch who became the ABCRC Edmonton Plant Manager effective January 1, 2006. John has replaced Gord Boyes as Gord moved up into the position of Operations Manager, Northern Alberta.

In Calgary Janet Williamson has joined the team in Accounts Receivable, and Bronwyn Stuart is the new Receptionist/Secretary.

Staff Service Awards were presented to staff at both the Calgary and Edmonton Plants.

In Calgary, Kenn Thompson celebrates 15 years with ABCRC; Ken Ettienne and Ken Johnson celebrate 10 years; and Cory Colyer, Mike Farberov, Johann Birkenstock and Janet Ying have reached their first anniversary.

In Edmonton, William Swelka celebrates 10 years; and Chin Heng, Moeun Khun, Chao Bounsoung, Hossam El-Hha, Blair Highet, and Wendy Kwan have all reached their fifth anniversary. ♻️

Spring Fashion News



Some schools have used these fun and fashionable bags made from recycled juice boxes for fundraisers. They can be ordered online at www.juicepurses-bySheila.com

Coming Events

- April 22nd Earth Day
- May 3rd & 4th Alberta Environment Conference, Edmonton
- June 4th to 10th Environment Week 2006
- June 6th to 8th 2006 Mayor's Environmental Expo, Calgary
- June 15th Annual DAO Golf Tournament, Red Deer
- Sept. 20th to 22nd Recycling Council of Alberta Conference, Edmonton
- October 16th to 22nd Waste Reduction Week 2006

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Round & Round welcomes any comments.

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Please recycle. ♻️