



B E S M A R T

THINK A LITTLE ABOUT WASTE REDUCTION. IT CAN SAVE A LOT.

Annual Report 2005

Steering Committee:

Karen Fiedler, Chair
Phone: 262-896-8014
Fax: 262-896-8298
Waukesha County

Jefferson County

Keep Greater Milwaukee
Beautiful, Inc.

City of Milwaukee

Milwaukee Metropolitan
Sewerage District

University of Wisconsin—Extension

Walworth County

WasteCap Wisconsin Inc.

City of Wauwatosa

Wisconsin Department
of Natural Resources

Mission:

To provide leadership and promote actions that reduce waste, conserve resources, prevent pollution, and foster sustainability through community partnerships and educational programs.

Website:

www.besmart.org

E-mail:

besmart@uwm.edu

Toll Free Information Line:

(866) 91- SMART (866-917-6278)

Mailing Address:

Wisconsin Be SMART Coalition
c/o Recycling Connections Corporation
600 Moore Road.
Plover, WI 54467-3148

Letter from the Chair

The Wisconsin Be SMART (Save Money And Reduce Trash) Coalition was formed in 1995 as an avenue to provide support to municipalities wanting to reach a broader range of their constituents regarding the recycling law and waste reduction. Then named the Southeast Wisconsin Waste Reduction Coalition, the group developed a method for municipalities and other entities to pool their limited resources to develop effective programs and tools usable in their respective communities.

Over the last ten years the Coalition has grown into an award-winning consortium combining the expertise and resources of more than 45 local governments, state agencies, non-profit organizations, businesses, schools and environmental organizations.

In 2005, the Coalition realized several important improvements after conducting an organizational study. We proudly changed our name to Wisconsin Be SMART Coalition to better reflect growth into new regions of Wisconsin. Also, Recycling Connections Corporation of Plover, WI was contracted to serve as the Executive Agency and provide staffing.

The Coalition is now modeling its successes from the Southeast region to other regions in 2006, especially the Fox River Valley. As the Coalition grows, so do the number of Wisconsin residents who hear and learn about recycling and waste reduction.

With your support and participation, the Wisconsin Be SMART Coalition will continue creating the programs and partnerships necessary for Wisconsin to expand its recycling and waste reduction successes.

Sincerely,



Karen Fiedler, Chair
Wisconsin Be SMART Coalition

2005 Be SMART Partners

Cities, Towns and Villages

City of Milwaukee
City of Racine
City of Wauwatosa
Town of East Troy
Town of Bloomfield
Village of Brown Deer
Village of Butler
Village of Genoa City
Village of Menomonee Falls
Village of Sussex

Counties

Jefferson County
Waukesha County
Walworth County

Non-Profit Agencies

Keep Greater Milwaukee Beautiful
Milwaukee Metropolitan Sewerage District
UW-Extension
WasteCap Wisconsin, Inc.
WI Department of Natural Resources

Business Donors

FCR
Onyx Emerald Park Landfill Standing Committee
Onyx Environmental Services
Tailored Label Products, Inc.
U'SAgain

Media Sponsors

Daily Jefferson County Union
Milwaukee Journal Sentinel
Watertown Daily Times

Programs and Services

Waste Reduction & Recycling Education for the Public

TURN OVER A NEW LEAF (*Cutting Edge Ideas for Organics Recycling*) ~ This program educates citizens about how to manage grass clippings, leaves, brush and branches, and organic kitchen scraps through **mulching and composting**, as well as the benefits of doing so - including saving municipal tax dollars. Be SMART developed promotion materials including a 30-second radio spot reaching almost **one million listeners** in the Milwaukee-metro area during the Fall and a 10-minute video/DVD provided to all of our municipal partners and offered on **Time Warner On-Demand** throughout the year. Templates for articles, press releases, banners, signs and bookmarks were provided to our partners, who used these for local educational campaigns.



REMIX (*Recycling Education for Magazines*) ~ The National Recycling Coalition (NRC), International Paper Co., and Time, Inc., have partnered with Quad/Graphics, Waste Management Recycle America, FCR, Inc. and the Wisconsin Be SMART Coalition to increase magazine recycling through ads in Time, Inc. magazines in our member regions. Be SMART partners coordinated local promotion including a kickoff event with Governor Doyle and a **30 second radio spot** reaching nearly **one million listeners**. Time Warner developed a **30 second TV spot** that aired over **1,100 times** in southeast Wisconsin. Total advertising value of the campaign was **\$194,000**. Templates for press releases and ads were provided to our partners for their local campaigns.



SPECIAL NEWSPAPER SECTIONS ~

Green Pages Supplement—Milwaukee Journal Sentinel

The eighth issue of the Green Pages was published April 7, 2005 in cooperation with the *Milwaukee Journal Sentinel*, the Coalition's media partner. This environmental resource guide promotes recycling and waste reduction at home, at work, and at play. The 8-page issue focused on the **theme of "Sustainability"**. The section had 34% advertising and 66% content. Articles included "Local Spending Buys Sustainable Communities", "Simple Tips for Yard and Kitchen Sustainability", "You Can Be An Air Hero", and "Homeowners and Businesses Save Money, Gain Efficiency". Be SMART partnered with **Wisconsin Partners for Sustainability, Sustainable Racine, Sustainable Communities Program (Minnesota Office of Environmental Assistance), Great Lakes Earth Institute and Riveredge Nature Center** to ensure success of the edition. The section reached 54% of Milwaukee County residents; 57% of Ozaukee County residents; 40% of Washington and 51% of Waukesha County residents, a total **readership of 587,100 people**.



Planet Well Supplement - Daily Jefferson County Union

Earth Day Supplement - Watertown Daily Times

Through a cooperative start-up program with the Be SMART Coalition, the *Daily Jefferson County Union* and the *Watertown Daily Times* published environmental sections on Earth Day for the third year. Together these supplements reach nearly 30,000 households and businesses with news of local environmental interest. In the last three years the *Watertown Daily Times* has increased from 4 to 12 pages, and the *Daily Jefferson County Union* has committed to an annual publication of 16 pages. Each supplement features a local waste reduction Resource Directory.

Waste Reduction & Recycling Education for the Public - Continued

AWAY FROM HOME RECYCLING (*Waste Reduction Assistance at Special Events*) ~ Be SMART provides informational resources and hands-on planning support at special events in our member communities. Through crew trainings, meetings with key players, and signage, press releases and educational materials the Coalition contributes to community events. In 2005, the Coalition assisted **Waukesha County** area events, **Jefferson County Fair Grounds**, **Wisconsin State Fair**, **University of Wisconsin-Milwaukee Union** as well as **Milwaukee's Riversplash**, **Jazz in the Park**, **River Rhythms**, **Lakefront Festival of the Arts**, **Summerfest**, **Mexican Fiesta** and **Bastille Days**. Be SMART also began development of an **Away From Home Recycling Toolkit** for festivals, fairs, sporting events and conferences under a WDNR Demonstration Grant. This resource will also include an **Events and Festival Planner's Recycling Guide**, developed by Coalition partner, Keep Greater Milwaukee Beautiful.



Be SMART WEBSITE ~ The Be SMART website (www.besmart.org) logged nearly **19,000 hits**, a 38% increase over 2004. The site features waste reduction and recycling information for residents and businesses and provides program tools and resources for our partners.

COOPERATIVE MARKETING (*Making Economies of Scale Work for our Communities*) ~ Be SMART facilitates vendor coordination and regionalization of processing and/or marketing for recyclable commodities. The Coalition spearheaded a formal bid process for **computer recycling** during the Spring of 2005 in conjunction with VALUE, a cooperative purchasing program for SE Wisconsin. This process resulted in a successful bid from **Cascade Asset Management** (Madison, WI) for collecting and processing computers and related equipment. Twenty Be SMART partner communities and schools are now taking advantage of this opportunity.

Waste Reduction & Recycling Education for Students

SCHOOL PRESENTATIONS ~

School Waste Reduction and Conservation Presentations

The Coalition performed interactive waste reduction and conservation presentations, to **64 fourth grade classrooms in 15 municipalities**, including Fort Atkinson, Palmyra, Lake Mills, Lebanon, Cambridge, Menomonee Falls, Racine, Genoa City, Watertown, and Jefferson. These classroom presentations reached nearly **1,500 students and teachers** who took away useable waste reduction and conservation information for their families and communities. Be SMART also conducted three Earth Day presentations on the topic of waste reduction for a **Milwaukee** elementary school. **Sixty students and 5 teachers** attended.

Recycling Magic Shows

Be SMART contracted with and scheduled a magician to perform "**Magic of Recycling**" shows in **13 elementary schools for primary grade students** in Menomonee Falls, Pell Lake, Brown Deer, Waukesha, Eagle, Fort Atkinson, Watertown, and Waterloo, reaching nearly **3,000 students and teachers**.

Be SMART CONSERVATION SCHOLARSHIPS ~ Students participating in the Be SMART Conservation Scholarships help communities, businesses, schools and neighborhoods identify wasteful practices and successfully create projects that reduce waste, prevent pollution, and conserve energy. Awards are given in the fall and spring. Be SMART provides mentor support to a variety of scholarship participants. Scholarships were presented at the Keep Greater Milwaukee Beautiful Business, Industry, & Government Seminar luncheon, UW-Whitewater Earth Day and Sheboygan Earth Fest.

Marisa Rodero of Racine and student of UW-Milwaukee, received a **\$1,250 scholarship** for her project that reduced waste in a frame shop. She found new uses for packing peanuts, mat board scraps and foam core scraps and improved recycling in the shop. Her efforts **reduced the store's trash by 200 gallons per week**.



Ryan Agner, of Muskego and Lawrence University received a **\$500 scholarship** for assisting the City of Muskego with transforming farmland into a conservation site. Mr. Agner and his Boy Scout troop **planted 1,350 tree and shrub seedlings** and added materials to protect the young plants. The trees will remove air pollution, provide shade and act as windbreaks.

Jennifer Ross, a University of Wisconsin - Madison student from Brookfield won a **\$1,500 scholarship**. She made waste reduction and reuse part of how business is done at her workplace. Now leather scraps from knife demonstrations are given to a school art department and shipping and packaging materials are reused. Records of advertisements are scanned into a computer and no longer copied on paper. A system for updating mailing lists reduces wasted letters and **saves funds**.



Marge Goetsch, a UW-Milwaukee student from West Allis received a **\$500 scholarship** for raising awareness and prompting actions for better waste reduction and recycling on the **UW-Milwaukee** campus. Ms. Goetsch chose the **Nike Reuse-A-Shoe** program as a means to get students involved.

Samantha Dickman from Lake Geneva received an **Honorable Mention Award**. She looked for ways to reduce paper use in campus computer rooms at **UW-Whitewater**. Her research led her to a device that can be fitted to existing printers for double-sided printing. She secured permission to test the device on campus and raised funds to buy a duplexer. If the test shows that the duplexer is successful for saving money and reducing waste, the University will install more.

Stephanie Weiher, a student at Arrowhead High School in Hartland, received a Be SMART Honorable Mention Award for her efforts to **increase catalog recycling**. Ms. Weiher asked catalog companies to remove her family from mailing lists and wrote a letter to the editor asking readers to do the same. Each family that takes her advice could eliminate over **3 pounds of unwanted catalogs every 2 weeks**.

Be SMART EDUCATOR EXCELLENCE AWARD ~ The Be SMART Scholarship program awarded the Educator Excellence award to **Sheri Walz from UW-Whitewater** and organized a recognition event at UW-Whitewater campus to recognize student scholarship winners and generate publicity with over 145 students, faculty, community members, and press participating.

The Coalition actively promoted the Scholarship program through press releases, displays at educator conferences, and presentations to student environmental clubs and educators. Be SMART met with educators and teachers in West Bend, Racine, Milwaukee, Wauwatosa, Pewaukee, WI Lutheran College, and UW-Milwaukee.

2005 Financial & Organizational Summary

Financial (Year-end)

Assets:

2005 Revenue	\$120,689
Checking Account	\$ 23,605
Domini Money Market*	\$ 25,193

**Includes \$11,250 for the JJ Rao Scholarship Fund.*

Liabilities:

2005 Expenditures	\$128,327
Encumbered for Scholarships	\$ 8,110

In addition, the Coalition received more than \$340,000 in in-kind contributions from members, partners, and volunteers to support the program, including staff time and media value.

Organizational Following the Coalition's Request for Proposals and interview process, Recycling Connections Corporation (RCC) was selected to become the new fiscal agent for the Coalition (effective July 1) and the Coalition's administrative office moved to Plover, WI. Under the agreement RCC also began providing Executive Director services and a part-time coordinator for the southeast activities. During 2005 RCC revised the Coalition's financial report and budget format. As part of the budget process the Coalition also began to develop a Business and Marketing Plan for 2006.