

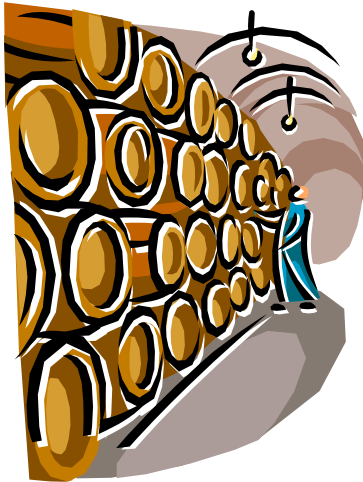


Spotlight on Wine Country Industries

By Don Bennett

Patrick Alcayaga is proud of the water recycling facility he manages at Wine Country Industrial Park in Sonoma. And he has justification.

Patrick's domain is a new wrinkle in what is Sonoma County's most vital industry: wine making. The facilities in Sonoma house 14 small wineries, all making a contribution to a better environment through joint treatment of winery waste water.



Regulation requires that industrial waste water meet a certain quality standard before it is returned to the sewer system. The community water treatment system at Wine Country Industrial Park is a unique solution to what might otherwise be an expensive problem. "It opens the doors to boutique wineries," says Patrick. "It allows them to spend more money improving the quality of their wines."

All wastewater created by the four wineries – from crush, washing of trucks, tanks, and other sources, is transferred to a central processing system. The industrial park has two buildings, and each has its own system at the processing center.

As the water is processed, a system of screens first removes the solids, which are retained and returned to the vineyards for fertilizer. Then the remaining water undergoes anaerobic treatment, or, in plain language, is attacked by bacteria.

The water is fed into a sludge bed reactor full of bacteria. The waste water enters and leaves

free of contaminants in about 12 hours, ready to discharge into local drainage systems.

Patrick said the system works hardest during the harvest months. "About 60% of our total effort here is crush related," he said.

Although the industrial park's tenants are all relatively small wineries, the cumulative effort represents a substantial amount of water being treated annually. On a heavy day, Patrick said, the facility will treat 30,000 gallons of water.

Patrick also keeps an eye on water conservation at the plant. An average of 8.3 gallons of water is used for each gallon of wine, or about 19.1 gallons per case. If a tenant exceeds expected water consumption, they get a visit from Patrick. "I want to be a resource," he explains, adding that he attends trade shows to be sure he is up on the latest technology and equipment.

The potential output for the wineries in the park is about 280,000 cases.

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WASTE ISSUE

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Spotlight on Zainer Rinehart Clarke

Carroll Niel is making a difference in her workplace.

At Zainer Rinehart Clarke, Niel provides a designated bin where the accounting firm's 25 employees can drop off used batteries. Each month, she takes the bin to the recycling center.

"It's pretty straightforward," Niel explained. "I sent out a mass e-mail and told everyone to put their old batteries in the bin. They have been very responsive, and the bin fills up every month."

This battery recycling program is an easy and highly effective

best practice that any small business could adopt.

Find your local battery drop off center at [www.recyclenow.org](http://www.recyclenow.org).

Find free battery recycling posters from the California Integrated Waste Management Board at <http://www.ciwmb.ca.gov/bizwaste/posters/Batteries.htm>.



## Free E-Waste Recycling in Sonoma County

*Goodwill Industries Recycles Computers, TVs, and more.*

As part of its free electronic waste recycling program, Goodwill has diverted more than 600,000 pounds of e-waste in the past two years.

Goodwill accepts inoperable and outdated computers, televisions and monitors, as well as computer printers and parts, CD & DVD players and cellular telephones. Hard drives from donated computers are shredded to insure the security and confidentiality of personal information.

E-waste collection services are available daily at any of its eight retail thrift stores and five attended donation sites from

Petaluma to Ukiah. Goodwill will provide pick-up services for larger donations, and will provide staffing and transportation for organized electronic waste collection events.

Goodwill has 501(c)3 status, which means it provides donors with donation receipts – a potential tax benefit. Goodwill Industries also provides work opportunities for employees with disabilities and other special needs, who participate in the de-manufacturing process. E-waste revenues support Goodwill's other community programs, including job training and placement services.

All Goodwill e-recycling is performed in California by

State-certified recyclers.

Goodwill has hosted e-waste recycling drives with the County of Sonoma, Cities of Santa Rosa and Rohnert Park, and the North Bay Corporation. It has provided recycling services to local businesses and institutes including Friedman Brothers, Santa Rosa Junior College, Empire College and the County of Sonoma.

Goodwill Industries of the Redwood Empire has based its business model on a reuse, reduce, and recycle concept since it was formed in 1974.

Find additional information about Goodwill and its programs and services at [www.gire.org](http://www.gire.org).

## Local Artists Create New Designs from Recycled Materials

*Local Artist Stephen Fitz-Gerald Sculpts from Recycled Material*

One company's industrial waste is one local artist's treasure.

Santa Rosa sculptor Stephen Fitz-Gerald fashions functional decorative arts from recycled materials. Eighty percent of the artists' work is made from recycled scrap.

"It's sustainable sculpture," said Fitz-Gerald, who credits his father with training him to establish positive reinforcing relationships with businesses. Fitz-Gerald makes a poster of his artwork for each company that donates materials towards a completed work. "I do this so they feel like they have had a hand in this process."

<http://sfitzgeraldfineart.com>

View Fitz-Gerald's work at the Source Design Gallery, 620 Fourth St., in Santa Rosa.

*Artist Jill Bliss Creates Gifts from Recycled Material*

Jill Bliss makes affordable gifts from recycled and sustainable materials. Her products, which range from notecards to T-shirts and fabric jewelry have been featured in magazines such as *People*, *Nylon*, *YM* and *Ready-Made*.

She started out making items with materials she found around her studio, but soon people started giving her fabric and paper to use in her designs. "I enjoy the challenge of finding new uses for things neglected and castaway," she says.

<http://www.blissen.com>

View Bliss's work at Renga Arts (at 3605 Main St.) in Occidental or Shiki Monkey (at 236 S Main St.) in Sebastopol.

Source: *The Press Democrat*



*"It's sustainable sculpture." — Stephen Fitz-Gerald, Local Artist, on his work created from industrial waste*

## Coca-Cola Unveils 100% Recycling Goal

*Plans to build the world's largest recycling plant unveiled on September 5.*

Coca-Cola announced plans to build a \$60 million recycling plant – the world's largest – in a quest to recycle or reuse all of its plastic bottles in the U.S.

This announcement came just a day after Coca-Cola unveiled its new design for a 20-ounce con-

tour bottle with 5% less polyethylene terephthalate (PET) than its predecessor. Only 10% of Coca-Cola bottles are reportedly recycled now.

"We have set an ambitious goal to recycle or reuse all the plastic bottles we use in the U.S. market," Sandy Douglas, president Coca-Cola North America, said in a statement. "Our investments in recycling infrastruc-

ture, coupled with our work on sustainable package design, will help us reach this target."

The plant, to be located in Spartanburg, S.C., will open next year and be at full operating capacity the year after. It will produce some 100 million pounds of food-grade recycled PET plastic for reuse each year.

Source: [GreenBiz.com](http://GreenBiz.com)

## North Bay Corporation Helps Businesses Reduce Waste

The North Bay Corporation, Sonoma County's biggest waste services provider, is committed to helping businesses reduce their waste.

"We have a pretty aggressive business outreach program," said Pam Davis of North Bay's recycling program. "It is very important to divert waste. Now that the Central Landfill serves as a transfer station only, it is very important to help reduce the load being transferred to burial landfills on trucks."

North Bay offers free recycling to all of its customers, as well as a Go Green Pledge for any business to promote waste reduction. Businesses check off the waste management best practices they have already implemented. If a business checks three out of the six listed on the checklist, North Bay will send them a window sticker.

For help implementing these best practices, businesses can visit the Recycling Resources for Businesses web page.

North Bay also provides its commercial customers free site visits and assessments of recycling programs. Recycling Coordinators help facilitate internal or external recycling programs. Businesses can contact a Recycling Coordinator at 586-1478.

Find more information on the Go Green Pledge at North Bay's website:

[http://www.unicycler.com/green\\_pledge\\_business.shtml](http://www.unicycler.com/green_pledge_business.shtml)

## Xerox Corporation Offers Best Practices

The average company could recycle half of the waste it produces, and a guide from the Xerox Corporation can show them how. Xerox has cut costs through waste reduction, and this 155-page guide and accompanying workbook will help other businesses to do so as well.

Written in 1998, but still relevant today, this guide presents an 8-step method for establishing, implementing, and maintaining a waste-reduction program, especially in mid-size to

large companies. Xerox has carefully considered the challenges of implementing a successful program and offers detailed suggestions for every step of the process: from organizing a waste-management team, to including waste-management information in employee training.

Learn how to assess current waste flow, evaluate local markets for recyclables, identify recycling opportunities for uncommon materials, and "close the loop" by purchasing recy-

clered-content products. Each section includes checklists and refers to corresponding workbook pages. The workbook also provides a list of waste-exchange programs and environmentally preferable product suppliers worldwide.

Download the "Guide to Waste Reduction and Recycling" and follow its steps to save money while becoming a greener company.

Guide available at:  
<http://www.resourcesaver.org/file/toolmanager/O16F7319.pdf>

### BEA Mission:

The Business Environmental Alliance (BEA) promotes the economic benefits of responsible environmental practices and provides resources to enable businesses to implement these measures.

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## Waste Reduction Resources



### Sonoma County's Recycling Guide

<http://www.recyclenow.org>

#### Battery Disposal:

Interstate Battery of the North Bay (707) 546-9907

Rechargeable Battery Recycling Center Hotline (800)  
822-8837

*Any retailer of rechargeable batteries will accept drop offs.*

#### Business Hazardous Waste Program:

Provides disposal services for businesses that produce small quantities of hazardous waste, such as fluorescent lamps and electronics.

(707) 795-2025 or (800) 747-1870

#### SonoMax:

Find or discard items through this online resource.

<http://www.sonomax.org>



If you are interested in becoming a BEA Partner or receiving a free water assessment, please contact the BEA at (707)565-7257 or [bea@sonoma-county.org](mailto:bea@sonoma-county.org).