

CLOSED

Summer '03

Loop

MOPPP retires a successful career

By **Traci McCollom**
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A useful outreach tool of the Iowa Waste Reduction Center's (IWRC) Small Business Pollution Prevention Center (SBPPC), after years of providing a beneficial service to small business owners around the country, is retiring. The Mobile Outreach for Pollution Prevention (MOPPP) vehicle is in the process

of completing its last tour. The MOPPP is currently under direct supervision of Sue Schauls, the SBPPC Program Manager.

The MOPPP vehicle is a custom-designed Winnebago that was manufactured in Forest City, Iowa in 1994. The MOPPP, a 1995 Itasca with a 460 Ford Chassis, was derived from a pilot project called Solutions for Rural Waste Management.

Solutions for Rural Waste

Management was a three-year pilot funded by the Northwest Area Foundation that was considered successful and in the area it focused on, increased the recycling and reuse of hazardous wastes by 42 percent.

The MOPPP's custom-designed interior is housed with equipment that introduces pollution prevention ideas to small businesses. The equipment in the MOPPP includes antifreeze reclamation units, a solvent still, a hot soap degreaser, an alternative solvent parts washer, an oil filter processor, alternative cleanser parts washers, a paint gun washer, and other waste reduction equipment. The MOPPP provides businesses with free, hands-on equipment demonstrations using various waste reduction and recycling methods. The IWRC created the MOPPP program to assist with pollution prevention and waste management for automotive maintenance and body shops.

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IWRC Named A Champion

By **Kaylene**Reilly

Public Relations Research Assistant

Hospitals for a Healthy Environment (H2E) was established in June 1998 through an agreement signed by the American Hospital Association (AHA) and the U.S. Environmental Protection Agency (EPA). The primary goal of the H2E effort is to educate health care professionals about pollution prevention opportunities available to hospitals and health care systems.

To achieve the program's goals, H2E initiative, calls for:

- ❖ Virtually eliminating mercury-containing waste from health care facilities' waste streams by 2005
- ❖ Reducing the overall volume of waste (both regulated and non-regulated waste) by 33 percent by 2005 and by 50 percent by 2010
- ❖ Identifying hazardous substances for pollution prevention and waste reduction opportunities, including hazardous chemicals and persistent, bioaccumulative, and toxic pollutants

The H2E effort is built upon the collaborative working relationship of a network of partners and their commitment to the goals of mercury elimination and waste volume and toxicity reduction in health care facilities.

The Iowa Waste Reduction Center (IWRC) was recently recognized as a Champion by Hospitals for a Healthy Environment (H2E) for its commitment to assist hospitals and the health care industry identify pollution prevention and compliance opportunities. The Champion for Change program recognizes both organizations that improve their own environmental performance and assist other health care facilities to achieve national H2E goals.

The IWRC assists small (less than 500 employees) Iowa hospitals and health care facilities by identifying pollution prevention and compliance opportunities through on-site reviews. During an on-site with hospitals and health care facilities, IWRC representatives visit the facility and offer cost-effective suggestions to improve storage and disposal techniques. Mercury waste streams and the impact of toxins, as well as other pollution prevention ideas are also discussed.

For additional H2E information or to find out how the IWRC can help your health care facility, please call 1-800-422-3109 or visit www.iwrc.org.

MOPP

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The first MOPP demonstration trip was in 1995 to Lincoln, Nebraska for a Solvent Fair hosted by the Lincoln-Lancaster County Health Department. From Lincoln, the MOPP proceeded to its first Iowa demonstration at the Iowa-Nebraska Farm Equipment Dealer's Association in Okoboji. Sue Behrns (then the project manager), Sue Schauls and Jeff England were the first MOPP crew. Much of 1995 was spent planning the first statewide MOPP tour to be held in Idaho.

Throughout the next few years, the MOPP continued to reach a diverse audience, including a 1996 partnership with Idaho environmental organizations and touring that state for two months. Later that year, the second demonstration encompassed a one-week tour of Nebraska and in 1997, the MOPP became very busy touring community colleges, trade associations and at environmental conferences and other public events around Iowa and other states. Tours have continued in Iowa and over 20 states since the MOPP's inception, and have in Iowa toured 63 counties. Most recently, the MOPP has demonstrated in the states of Michigan, New Jersey, Mississippi, Alabama and Montana.

Starting in the summer of 1999, the MOPP has had the opportunity to travel on the Registers Annual Great Bike Ride Across Iowa (RAGBRAI®) with IWRC staff that, while biking from border to border, offer fellow RAGBRAI® riders information about and souvenirs from the IWRC. The MOPP promoted the MOPP and the IWRC during the bike ride as it traveled from large towns to small towns across the state, hitting our target market of Iowa small business owners.

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KNOXVILLE RACEWAY

A new vehicle for assistance

By **Traci McCollom**
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The Iowa Waste Reduction Center (IWRC) recently had the opportunity to visit the Knoxville Raceway in Knoxville, IA on Saturday, May 31. Earlier this spring, the IWRC was invited by Bruce Cox of Cox Design, a metal fabrication facility in Altoona, IA, to place a company logo, free of charge, on his sprint car that he races at the Knoxville Raceway. Cox offered this generous opportunity to the IWRC after he was provided with the valuable services of the center.

“Hopefully, by the sponsorship of the IWRC, more businesses will take advantage of the center’s services,” Cox said.

In addition to the sponsorship,

which included two small logo decals on the car, one large logo decal and the announcement of the IWRC over the loudspeaker twice during the races, the IWRC also

promoted it’s services by displaying a booth before the races started. The display not only offered race-

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[above] Dan Nickey (right) of the IWRC stands in front of the sprint car displaying the center's logo, along with Bruce Cox (left), owner and Derek Beckamn (center), driver. [below] (left to right) IWRC staff answer questions about the center's services prior to the races, which are depicted in photos of the actual event.

Knoxville

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way attendees a chance to ask waste reduction specialists about the center, but was available to approximately 5,000 spectators who each passed the booth upon entrance to the raceway. The booth, as well as the sponsorship, was a great way for the IWRC to gain exposure to countless possible clients.

“Large numbers of the general public walked by the booth,” commented Dan Nickey, an IWRC program manager who attended the event. “Those walking by were able to collect materials; the booth had good exposure because it was by the main gate.”

Many possible clients stopped by the IWRC booth for information before the races, and the center expects to schedule on-site reviews from the experience.

“Any event that increases the amount of on-sites for the IWRC is invaluable,” said Jim Olson, race attendee and on-site program manager for the center. “And the Knoxville races was not only entertaining, but also a great medium to get more people knowledgeable of the IWRC’s services.”

MOPP

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The MOPP vehicle has proven itself a useful tool at the IWRC, traveling across the state and country teaching and demonstrating environmental compliance and pollution prevention to its visitors. Although the current vehicle is retiring, plans for continuing the MOPP service are in the works and more businesses will be undoubtedly assisted by this unique outreach medium.

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Iowa Waste Reduction Center

Creating Tools for Small Business

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