

## **Assignments for Wednesday, September 17, 2014**

Read page 163 and follow the directions in the text on pages 164—179

### ***W03A\_Green\_Business (file listed on page 164)***

***(to save space these files were changed from 11 point to 10 point. Change to 11 for the assignment.)***

There is a growing need for businesses to “go green” in more comprehensive ways. Many businesses have made changes like recycling paper and toner cartridges, cutting back on air conditioning, heating, and lighting, and creating car and van pools for employees. But there is much, much more that businesses can do.

Making a commitment to preserving the environment and reducing landfill waste is not only the right thing to do, it is also good business. According to Gary Hirshberg, “nature and business are born allies—potentially the richest partnership in the history of capitalism.” Recycling services can cost less than traditional waste collection services. Many customers and clients seek out “green” businesses and use environmental-friendliness as criteria for selecting their business partners. Research shows that employee retention and recruitment can also benefit through cost savings and good will. For many employees, working for a “green” company is a high priority in choosing a job. Increasing recycling also strengthens the economy by creating jobs in collection and reuse industries.

Government contractors should be particularly eager to participate in green initiatives: In February of 2008, the General Services Administration announced that contractors will be expected to consider environmental impact when bidding on federal contracts.

There are many common items that businesses should consider recycling. Older model televisions contain lead and other heavy metals, along with compounds that threaten the environment. Rubber tires and tubes are traditionally difficult to dispose of, but with recycling can be remade into entirely new products. The metals and plastics in audio equipment can be recycled, drastically reducing the volume of product that goes to a landfill. Copiers, fax machines, computers, and monitors contain a great deal of recyclable materials, including some precious metals.

Consumers and businesses are now asking questions such as: Where does this product come from? Is it made or grown locally? How many miles has it traveled? Can I recycle it or the packaging afterwards? Is it toxic? The key to improving the environment is to follow as much as possible the Three Rs: reduce, reuse, and recycle. There are organizations, for example, Memphis Primary Materials in Memphis, Tennessee, that can help businesses achieve the Three Rs by putting highly trained professionals to work for you. If you use this type of organization, a Chief Environmental Officer will review your agreement to be sure all federal, state, and local regulations are followed. Most of the services provided by organizations like these go beyond the basic requirements of the law and enable you to make an even larger positive impact on the environment.

To begin a comprehensive recycling program, arrange for an environmental expert to visit your site and determine where your company can make changes to reduce, reuse, and recycle. Then, request a proposal for collection services, including how your items will be disposed of, reused, or recycled. With a service agreement in place, organizations should schedule training and information sessions for employees on how to make use of the services and the benefits of following a comprehensive plan.

According to the Environmental Protection Agency, the U.S. contains five percent of the world's population but uses 25 percent of its natural resources. Businesses need to make changes to stay competitive in a more environmentally-conscious marketplace. A business can benefit by becoming part of the solution.

The files you need are listed on page 164. **W03A\_Green\_Business** Those files are included above.

- **Project 3A Research Paper** and Print. Save the document as listed in the directions. Name file as listed in the directions and include your name in a footer.

As you work through the directions, please ask Dr. Lancaster for assistance, if needed. Review and follow directions on pages 164-179.

**\*\*To demonstrate your understanding of these directions, please complete Project 3A on page 164-179 (print with name on assignment and turn in)**

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**\*\*Continue reading Chapter 3 in the text. Read pages 180--195 to complete Project 3B.**

- If you are unable to complete **Project 3B** during class time today, please bring the completed project with you to turn in on Monday, September 22, 2014.

### **W03\_B Memphis\_Newsletter**

Memphis Primary Materials

Volume 1, Number 1

January 2016

Memphis Primary Materials: An Introduction

Memphis Primary Materials provides advanced recycling services to businesses in the Memphis, Tennessee, area and throughout Tennessee. In addition to collecting common recyclable materials like batteries, paper, and toner cartridges, we collect and recycle computers, monitors, copiers and fax machines, wood pallets, and compostable materials. Our company's name comes from the process of capturing the "primary materials" of used items for reuse. We ensure that our clients comply with all state and local regulations regarding waste and equipment disposal. Our staff also provides training to clients on the process and benefits of recycling.

We strive to grow our business by advancing the ideas of reduce, reuse, and recycle among the business community.

Memphis Primary Materials

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CEO: Harold Boyd III

President: Barbara Collins

CFO: Joe Hedgepeth

Chief Environmental Officer: Denisha Geater

Make Recycling Easy for Everyone!

An easy way to help your staff and customers recycle is to place recycling bins around your office, customer areas, anywhere people pass by or congregate. One office collected over 1,000 batteries for recycling in a single month—small batteries used in electronic equipment that might otherwise have ended up in landfills. Employees at the company even said they had collected batteries from home and brought them to the office for recycling.

You can make the process easier by placing various types of recycling bins around your workplace. Place paper recycle bins near copiers and printers where they are easily accessible. Place can and bottle bins in break rooms, near all trash cans, and near vending machines. Place battery bins around offices. For more very good ideas, visit the EPA Web site at [www.epa.gov](http://www.epa.gov).

### ***W03\_B\_Addresses***

First Name	Last Name	Address 1	Unit	City	State	ZIP Code
Taylor	Dunnahoo	189 Ventura Street		Millington	TN	38053
Daniel	Echols	2000 St. Luke Place		Millington	TN	38053
Isabelle	Riniker	8720 Natchez Trail		Millington	TN	38053
Samira	Ahmed	3418 Longview Drive	#320	Memphis	TN	38112
Lenesha	Barnett	2361 Bluebird Lane	#8	Memphis	TN	38107
Byeong	Chang	2221 S. Flowers Road		Memphis	TN	38103
Jessica	Pyun	1255 Miravista Street		Memphis	TN	38122
Samantha	Quick	124 Whitworth Drive	#352	Memphis	TN	38134
Ruth	Thompson	4220 Thornewood Dr.	#320	Memphis	TN	38112
Cesar	Vargas	1550 Glenrosa Drive	#1550	Memphis	TN	38104
Abram	Waldenberg	15 Harwell Rd.		Memphis	TN	38111
Leland	Wang	600 County Line NE		Memphis	TN	38117
Walter	Perrie	2495 Sunset Drive		Arlington	TN	38002
Mauro	Calva	82 E. Ramona Blvd.		Arlington	TN	38002
Julian	Omdahl	34 Gloucester Pl.		Bartlett	TN	38133
Marguerite	Trevino	648 Pine Cliff St.		Bartlett	TN	38133

Renee	DeLorio	36 S. Delowe St.	#D	Bartlett	TN	38135
Andrew	Lau	975 Treetop Place	#G	Germantown	TN	38138
Juanita	Andersen	9000 S. Susan Creek Dr.		Germantown	TN	38139
David	Feingold	1821 Alturas St.	#1442	Germantown	TN	38138
Anthony	Blankenship	2820 Clairewood Dr.		Collierville	TN	38017
Kelley	Bondurant	179 Auburn Court		Collierville	TN	38017
Jacqui	Epps	653 Constitution Ave.	#D	Lakeland	TN	38002
Phillip	Scroggs	1518 Orchard Place		Arlington	TN	38002
Bin	Wu	676 North St. Clair St.		Memphis	TN	38120

\*\* In the text Continue in **Chapter 3**.

- Complete **Project 3D Company Newsletter** pages 203--204.

**Project 3D**, please bring the completed project with you on Monday, September 22, 2014.

The files you need for **Project 3D** are listed below.

**W03D\_Addresses**

First Name	Last Name	Address 1	Unit	City	State	ZIP Code
Taylor	Dunnahoo	189 Ventura Street		Millington	TN	38053
Daniel	Echols	2000 St. Luke Place		Millington	TN	38053
Isabelle	Riniker	8720 Natchez Trail		Millington	TN	38053
Samira	Ahmed	3418 Longview Drive	#320	Memphis	TN	38112
Lenesha	Barnett	2361 Bluebird Lane	#8	Memphis	TN	38107
Byeong	Chang	2221 S. Flowers Road		Memphis	TN	38103
Jessica	Pyun	1255 Miravista Street		Memphis	TN	38122
Samantha	Quick	124 Whitworth Drive	#352	Memphis	TN	38134
Ruth	Thompson	4220 Thornewood Dr.	#320	Memphis	TN	38112
Cesar	Vargas	1550 Glenrosa Drive	#1550	Memphis	TN	38104
Abram	Waldenberg	15 Harwell Rd.		Memphis	TN	38111
Leland	Wang	600 County Line NE		Memphis	TN	38117
Walter	Perrie	2495 Sunset Drive		Arlington	TN	38002
Mauro	Calva	82 E. Ramona Blvd.		Arlington	TN	38002
Julian	Omdahl	34 Gloucester Pl.		Bartlett	TN	38133
Marguerite	Trevino	648 Pine Cliff St.		Bartlett	TN	38133
Renee	DeLorio	36 S. Delowe St.	#D	Bartlett	TN	38135
Andrew	Lau	975 Treetop Place	#G	Germantown	TN	38138
Juanita	Andersen	9000 S. Susan Creek Dr.		Germantown	TN	38139
David	Feingold	1821 Alturas St.	#1442	Germantown	TN	38138
Anthony	Blankenship	2820 Clairewood Dr.		Collierville	TN	38017
Kelley	Bondurant	179 Auburn Court		Collierville	TN	38017

Jacqui	Epps	653 Constitution Ave.	#D	Lakeland	TN	38002
Phillip	Scroggs	1518 Orchard Place		Arlington	TN	38002
Bin	Wu	676 North St. Clair St.		Memphis	TN	38120

**w03D\_company\_Newsletter**

Memphis Primary Materials

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**Recycle Your Mobile Phone To Those Who Need It**

New mobile phones are rolled out every year, and many people upgrade to newer models well before their old phone becomes unusable. Those old phones can still do a lot of good. Any working phone can dial 911 even without a service plan—a federal requirement. Unused phones can be distributed to victims of domestic violence or seniors living alone so they can call for help in emergencies. The organization Cell Phones for Soldiers provides U.S. service people with phones and prepaid calling cards so they can call home more often.

Search the Internet for groups that need your old cell phone. These organizations often provide mailers for sending your phone easily, and will also provide drop boxes at businesses.

**A New World For Executives: Technology = Energy**

Businesses face and manage change every day; it is the only way to stay competitive. But one change is making its way into the executive offices: Chief Information Officers (CIOs) and Chief Technology Officers (CTOs) are now being put into an additional role: Chief Energy Officer.

Information and communications technology already account for about 2 percent of the world’s greenhouse gas emissions, and increasing demand for technology will increase that by at least 40 percent over the next 10 years. Given the amount of energy consumed and waste produced by this sector, it makes sense that CIOs and CTOs are being called on to control these costs. More efficient products can cut business energy costs dramatically, and technology executives are in the best position to find these products and influence designers and manufacturers to make them even better. The Department of Energy Web site is a good source for further information.

By managing costs, engaging others in their companies, and working with allies in their industries, CIOs and CTOs are well placed to move their companies toward a greener technology environment. The task for individuals in those roles will be to assist others in their organizations to manage costs.

For further information about this topic or about the services provided by Memphis Primary Material, please contact Denisha Geater at [dgeater@memphismaterials.net](mailto:dgeater@memphismaterials.net).