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RECYCLE

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many phone calls out of it," Kaplan said. "It was really a grass-roots type of deal. The people at this University cared so much about this."

After that, Kaplan was in garbage heaven. She was offered a job, which she was told was probably temporary. "It was kind of like until it died down," she said.

She had six months to prove the program could work. She did. By showing that they were at least breaking even by recycling, the program stayed.

She and Davis are now full-time, paid employees and Kaplan represents higher education on a state recycling advisory committee.

"The beauty of it is, we work well together," she said. "This is a marriage of the faculty, staff, administration and students. I can't think of another place where there's that connection."

And, what just three years ago was a woman desperately trying to get administrators to hear her case, is now a leader showing others how to save their resources.

"People call me from all over the place — North Dakota, Georgia," Kaplan said. "The US Bank called me up the other day."

And she knows her stuff. To prove recycling is a good idea, she cites her successes.

Since she started her efforts, she said, the University now recycles about 30 tons of garbage a month. It used to recycle 5 tons.

There are now about 400 centralized recycling

stops on campus and about 1,500 recycling bins.

The University's printing department carries unbleached recycled paper, dorm residents recycle and students passed a measure to indefinitely have \$.50 of their student fees go toward the recycling program.

And if saving the planet isn't good enough reason to recycle, Kaplan says, saving money is.

In one of her many educational attempts, she distributed flyers in food service areas depicting an ax chasing a tree. Remarkably, napkin use was cut in half.

With the money saved on napkins, she said, the University bought reusable, plastic mugs. Now, because the mugs reduce paper cup usage, she said, the University saves about \$30,000 a year.

"People who recycle are environmentalists, but we don't tell them that," she said, or they might get scared away. "As a matter of fact, it's hip to recycle. We have made it cool to recycle."

But Kaplan doesn't like to take sole credit for the success. What is so great, she said, is that it shows that individuals can make a difference.

"We have the awareness, consciousness and desire," she said. The topic of collective action, which is really at the heart of her crusade, evokes a passionate response.

"This is kind of the environmental issue where everybody meets," she said. "Through recycling at this Zen level, this spiritual level," people see that everything is connected.

Fall begins Sept. 22nd!

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