



TOURNAMENT PROGRAM EDITORIAL

Waste Management has enjoyed a partnership with the PGA since 2005. As the largest recycling company in North America, Waste Management was the PGA Official Environmental Sponsor for several years, and has provided the spectacular Phoenix Open with trash, recycling, and portable restroom services for more than a decade. Waste Management has now elevated its environmental efforts and its partnership with the PGA TOUR by becoming Title Sponsors of the Waste Management Phoenix Open.

Celebrating its 75th year, tournament hosts The Thunderbirds, along with the PGA and Waste Management will dedicate the next six years to implementing ways to make the Phoenix Open evolve as the *green standard* tournament on the PGA TOUR. These combined forces will continue their strong relationship, allowing Waste Management to showcase environmental initiatives in Phoenix for enthusiasts coming to the tournament from all around the world. The tournament also will be a major platform for showcasing Waste Management *Think Green*® solutions that help customers and consumers achieve the Four Rs – reduce, reuse, recycle and recover.

Reduce

Waste Management has strong partnerships with sports and entertainment venues across the country. These venues provide important environmental education opportunities since large numbers of consumers are gathered in one spot. Not only is Waste Management able to educate these audiences about sustainable initiatives, through their recycling efforts they are able to divert a significant amount of waste at these large events from ending up in a landfill.

Reuse

Waste Management uses its landfills to give back to the communities and the environment in unexpected ways. Not only do Waste Management's beneficial land reuse projects create environmental wildlife habitat programs, they also provide recreational areas such as several of the golf courses throughout Arizona.

Recycle

Last year alone, Waste Management diverted 28 percent of the waste collected at the Phoenix Open and recycled it instead. These efforts saved 562 mature trees, 4,100 gallons of oil, and more than 282,000 gallons of water. By recycling more than 25,000 tons of aluminum, Waste Management saves enough energy to run one million TVs for 13 hours

a day for a year. By recycling more than 3.5 million tons of paper and cardboard, more than 41 million trees are saved.

Recover

Waste Management creates clean, renewable energy from ordinary waste and uses its landfills for gas-to-energy projects. As North America's largest residential recycler, Waste Management hopes to triple the amount of recyclable materials they manage from 8 million tons to more than 20 million tons by the year 2020. Through brokerage operations, industrial recycling and waste-based energy plants, efforts to recycle cardboard, glass, plastics, metals and electronics save enough energy to power 874,000 households – more homes than the combination of any other energy technology.

Waste Management is committed to finding new ways to turn waste into a resource and invite tournament guests to learn and engage in the environmentally friendly initiatives showcased in the Expo area and along the tournament course.

- 1.) ***WM Solar Powered Compactors***: These compactors are the size of a typical 36-gallon trash container, but they hold five times as much trash. A solar panel at the top of the unit provides all the power needed for it to operate. A sensor inside tells it when to compact and signals when it's full. These compactors reduce fuel, maintenance costs, and greenhouse gases by 80% because they don't have to be serviced as often.
- 2.) ***GreenOps Reverse Vending Machines***: These machines are a great way to encourage recycling through fun and useful incentives. They look just like vending machines, but bottles and cans are put *into* the machine instead of paying to take them out. Once the recyclable material is placed inside the machine, it will distribute a ticket for a coupon, a discount, or rewards points relevant to the venue where it has been placed.
- 3.) ***Recycling***: Waste Management single-stream system allows people to put all their recyclable materials into one bin, which is a lot easier on the consumer and increases recycling volumes. Once Waste Management collects the material, it is taken to a Materials Recovery Facility (MRF) where it is sorted, baled, and shipped off to an end-user.
- 4.) ***Green Squad***: The Green Squad is a group of sustainability experts that can help a business figure out how to reduce its carbon footprint in an economical way. Green Squad is assisting the Thunderbirds and the golf course on measuring the environmental impact of the tournament and developing a plan to make the tournament greener.
- 5.) ***New Surprise Recycling Facility***: Waste Management is opening a brand new, state-of-the-art MRF in Surprise, Arizona. This new facility, completed in 2010, will greatly increase the processing capacity in the Phoenix-Metro area, as well as all across northern Arizona.
- 6.) ***Bagster***: The Bagster is a giant "dumpster in a bag" that is used in lieu of a roll-off dumpster container. These bags can be purchased at a home

improvement store. Once it is filled, Waste Management will pick it up. The bag holds up to 3300 pounds and is great for home remodels, small contractors, and landscapers. Bagster helps to offset our carbon footprint because several bags fit into one truck, eliminating the need to send a separate truck to deliver and pick-up each roll-off container.

On behalf Waste Management, The Thunderbirds and the PGA, we invite all guests of the Waste Management Phoenix Open to join in doing your part to take care of our environment by making your communities, homes and this tournament even more green this year and in the years to come.