



## FREQUENTLY ASKED QUESTIONS

### THE TOURNAMENT

#### **Why is Waste Management sponsoring the tournament?**

Waste Management has had a tremendous business relationship with the Thunderbirds and the PGA for more than ten years. The title sponsorship will allow us to enhance that relationship, giving us the opportunity to share and showcase our environmental initiatives with people all over the world.

Waste Management was the Official Environmental Sponsor for several years for the PGA, and it has always been a wonderful relationship. The PGA TOUR has committed to continue to be more engaged and sensitive to creating a more sustainable environment at each of their Tournaments and approached WM to be a partner in their solutions.

Waste Management is North America's largest residential recycler. By 2020, we hope to triple the amount of recyclable materials we manage from 8 million tons to more than 20 tons. As our partners, the Phoenix Open, as well as similar sporting venues, will help us reach this goal.

#### **What is Waste Management doing to make the tournament more “green”?**

Throughout the next several years, Waste Management will make the Phoenix Open evolve into the greenest tournament on the PGA tour. This year, WM will provide recycling services and solar-powered compactors to increase the tournament's trash diversion rate. We will also implement an extensive education program along the golf course to raise awareness about relevant sustainability issues.

#### **Where can I find more information about the initiatives being showcased at the tournament?**

For information about local efforts, go to [www.wmofarizona.com](http://www.wmofarizona.com). For more information about landfill gas-to-energy, wildlife habitats, and other sustainability initiatives, go to [www.wm.com](http://www.wm.com) or [www.thinkgreen.com](http://www.thinkgreen.com).

#### **Will there be composting at the tournament?**

We are currently exploring potential composting options and laying the groundwork for future tournaments.



### **What educational information will be available for attendees?**

Waste Management is committed to finding new ways to turn waste into a resource. Many of our programs and environmentally friendly initiatives will be showcased along the course at the tournament. For example:

- 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.) ***Bagster***: The Bagster is a giant "dumpster in a bag" that is used in lieu of a roll-off dumpster container. You purchase the bag at the home improvement store, fill it, and call us when you need it picked 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.
- 3.) ***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 you put bottles and cans *into* the machine instead of paying to take them out. Once you place your recyclable material 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. They are in Whole Foods stores in California and Arizona in collaboration with WFM and Nestle Waters.
- 4.) ***Recycling***: Waste Management is the leading recycler in North America, and we plan to triple the amount of recyclables we manage by 2010. Our single-stream system allows people to put all their recyclable materials into one bin, which is a lot easier on our customers. Once we collect the material, it's taken to a Materials Recovery Facility (MRF) where it is sorted, baled, and shipped off to an end-user.
- 5.) ***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.
- 6.) ***New Surprise Recycling Facility***: Waste Management is opening a brand new, state-of-the-art Materials Recovery Facility (MRF) in 2010. This new facility will greatly increase the processing capacity in the Phoenix-Metro area, as well as all across northern Arizona.



### **What successes has Waste Management had at the tournament in the past?**

Since implementing recycling at the tournament two years ago, Waste Management has helped to increase the Tournament's diversion rate by recycling 28% of the waste collected. Our efforts saved 562 mature trees, 4,100 gallons of oil, and over 282,000 gallons of water.

## **THE RELATIONSHIP**

### **Why does Waste Management form partnerships with sports and entertainment venues?**

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 are we able to educate these audiences about sustainable initiatives, we are able to divert a significant amount of their waste from the landfill through our recycling efforts at these large events.

### **How did the sponsorship come about?**

Waste Management was the Official Environmental Sponsor for several years for the PGA, and it has always been a wonderful relationship. The PGA TOUR has committed to continue to be more engaged and sensitive to creating a more sustainable environment at each of their Tournaments and approached WM to be a partner in their solutions.

## **WASTE MANAGEMENT PRODUCTS/SERVICES**

### **Where are these services being used in Arizona?**

Many of the services featured at this year's tournament are already being used across Arizona.

- 1. WM Solar Powered Compactors:** ASU currently uses the solar compactors, and many of our customers are considering them as a viable option to help reduce their carbon footprint and their maintenance expenses.
- 2. Bagster:** Bagster launched in the Phoenix-Metro area last summer and is quickly becoming a popular alternative to a roll-off for small businesses and homeowners.



- 3. GreenOps Reverse Vending Machines:** These machines are currently being used at Jobing.com Arena. They randomly award tickets for discounts at the Coyotes Team Shop or coupons for free vending items.

**In what other sustainability initiatives is Waste Management currently involved?**

***Landfill Gas-to-Energy:*** Another way we put waste to reuse is by producing clean gas-to-energy at our landfills. Right now we have more than a hundred landfill gas-to-energy plants nationwide that generate enough energy to power 400,000 homes. At our landfill in Altamont, CA, landfill gas is converted to natural gas, which is used to fuel more than 200 trucks in our fleet.

***Wildlife Habitats:*** Not only do Waste Management's beneficial land reuse projects create environmental habitat programs, they also provide recreational areas like golf courses and bike parks to a number of communities nationwide. Our goal is to double the amount of wildlife habitats we create over the next ten years.

***Lamptracker:*** This is a mail-back program that lets our customers recycle fluorescent light bulbs, CFL bulbs, batteries, and old electronics without leaving the comfort of their homes or offices.