

## The Connection™ Marvin's View

May 3, 2007

Hope Earth Day in your area was informative and meaningful. We had a lot of fun with a group from the big Green Business Conference in Chicago who toured our facility. And of course it is gratifying when we pass on ideas that you find helpful.

One key we discussed is getting the cooperation and support of the people who use your facility. With that in mind several readers commented about the Dartmouth program described in the 1990 Earth Day Connection we sent you last month. Here is a reprint of that article from 17 years ago.

### CARRY YOUR OWN GARBAGE

**Dartmouth College** has won acclaim for its unique program designed to make students and facility members aware of the amount of trash they create each day and the importance of recycling.

A group of students and faculty were asked to keep *all* their garbage with them for a week, carrying it everywhere they went. Imagine all the food items, junk email, newspapers and countless bottles and cans they must have been carrying. Needless to say, after a few days it became obvious to the entire campus how wasteful our society is and that our ways had to change. Dartmouth's recycling program took off with great success! By the end of the first year, the College reclaimed 500,000 aluminum cans 48 tons of white paper, 45 tons of newspaper (in 6 months), and 86 tons of cardboard.

Our thanks to **Connection** reader **Bill Hochstin**, Director of Dartmouth's Recycling Program. If you'd like more detailed information on how Mr. Hochstin helped lead this program, call him at 603/646-2485. By the way, Dartmouth recently utilized PortionPac's New "Green In-service Program" conducted by Education Director **Dick McDevitt** as an adjunct to their environmental awakening.

(Please remember this article was from 1990.)

Today Universities are being rated by all types of organizations on their sustainability. Here is a commentary from [RecycleMania](#); check out the Waste Minimization Award for our friends at the University of Texas.

Dartmouth's plan was a great idea and one that can still be used today. Thirty or forty years ago we encouraged those types of programs under two theories, **Preventive Housekeeping** and **The Clean Syndrome**.

If you would like to learn more about **Preventative Housekeeping** here is an article we wrote in 1978 in [Executive Housekeeper Today](#) that had a major impact on many public and commercial facilities.. The programs are an easy way to cut your costs and improve the effectiveness of your cleaning.

Take Care

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