

Norcal Solid Waste Systems, Inc.

The objective of the Corporate Award of the Ecological Society of America is to identify and recognize a corporation, business, division, program, or an individual of a company for its accomplishments in incorporating sound ecological concepts, knowledge, and practices in its planning and operating procedures. This award is intended to encourage the use of ecological concepts in business and industry and to enhance communication among ecologists and the private sector.

The ESA Corporate Award is made annually in one of six categories. This year's category is Resource Recovery and Recycling, which includes organizations concerned with the recovery, reclamation, or recycling of

natural resources such as wood and paper products, glass, metals, wastewater, and related residuals.

The recipient of the 1990 ESA Corporate Award is Norcal Solid Waste Systems, Inc. Norcal is a 100% employee-owned company specializing in recycling, waste collections, household hazardous waste collection, and other environmental services. The company headquarters are in San Francisco. Norcal has 39 subsidiaries and operating affiliates responsible for waste disposal and resource recovery in 43 communities in California, Nevada, Oregon, and Colorado.

Norcal has developed and implemented comprehensive recycling programs covering



Daniel A. Cotter, Vice President for Recycling and Market Development, receives the 1990 ESA Corporate Award on behalf of Norcal Solid Waste Systems, Inc. Left to right: Warren G. Abrahamson, ESA Awards Committee Chair, Daniel A. Cotter, J. C. Randolph, ESA Corporate Award Subcommittee Chair, and Dennis H. Knight, ESA President.

residential, commercial, and industrial sectors, with major innovations in areas such as material recovery facilities, wood recycling, concrete and demolition material recycling, yard waste composting, and mobile buy-back programs for containers. In addition, Norcal has pioneered several advances in recycling materials such as batteries, paint, and solvents.

Norcal's recycling programs have led to nation-leading recycling rates in northern California, such as the 25% rate achieved in San Francisco. Each year, Norcal's programs divert hundreds of thousands of tons of recyclable materials from landfill destinations.

With projected revenues of \$250 million in 1990, Norcal is the fourth largest solid waste management operation in the country. Yet Norcal has made a system-wide corporate

commitment that it is first and foremost a recycling company, not just a solid waste company.

On behalf of the Corporate Award Subcommittee and the ESA Awards Committee, the Ecological Society of America is pleased to make the 1990 ESA Corporate Award to Norcal Solid Waste Systems, Inc. Mr. Daniel A. Cotter, Vice President for Recycling and Market Development, accepted the award for Norcal.

Selection Committee:  
J. C. Randolph, Chair  
William Halvorson  
John Huckabee  
Pamela Matson  
Douglas Reagan  
Ellen Yeoman

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