



Committed to improving environmental health through creativity and awareness.

Mind to Matter Foundation Inc. is a 501(c)3 Nonprofit Organization

## Scholarship 101: Our First Round

After receiving 68 applications we're neck deep in students that think they have what it takes to be a MTM innovation scholarship winner. Many of the applicants talk about changing our daily behavior.

Several started programs at their own high schools to make a difference in the cafeteria or classroom. Others suggest larger, systematic urban development changes that will require significant social changes to implement.

However, all of the essays show thought and clear analysis, which any good English teacher can certainly appreciate. Thank you to all of the essay-readers who have foolishly volunteered to help out.

**Coming soon:** an update with the winner of the scholarship and which reader we put in traction from carrying all the essays.

## Fashion and Function

Seattle—After checking out our President and CFO sporting our new MTM polo shirts, Rick Wine exclaimed enthusiastically, "What do I have to do to get one of those!"

The answer, of course, was simple. After a quick trip online to our newly revamped website: [www.mtmfi.org](http://www.mtmfi.org), Rick was in possession of the coolest threads around.

With a donation of \$50 or more, you can join us and spread the word of environmentally friendly fashion.

- Go Online, or return the enclosed form with a donation of \$50 or more,
- Write "polo shirt", your size, and your preference of blue or black in the comment section, and you can join the cool kids too.



David Wine, CFO, and Jennifer Haslip

## Wiffle for Creativity

*The story of a successful (and fun) fundraiser*

Phoenix—As Dawn was breaking over the Arizona School for the Arts' wiffle-ball golf course, homeowners knew nothing of the damage impending upon their well-trimmed lawns.

"Even their practice shots dig divots" one bystander observed in dismay as his emerald green grass was repeatedly sacrificed in the name of charity. As both sponsors and golfers, Mind to Matter hit the course to gain exposure and increase a growing support base. *(Continued page 3 "Wiffle")*



## Environmental Development 101:

*From ideas to tangible technology and processes*

Help shape our future at MTM and we'll change the world together!

On Tuesday, **August 1 at 9pm eastern time** for 1 – 1 ½ hours, we are going to host our first ever conference for the environment.

The topic will be chosen from a few of the top applicants from our scholarship competition and hopefully hosted by the applicant themselves. Interested in participating? Email [jamie@mtmfi.org](mailto:jamie@mtmfi.org) with "conference call" in the subject line for more information.

## The Recycling Debate: What Helps and What Hurts

### **Recycled Paper:** How are we doing?

*By Kristin Brondyke*

If you receive as much junk-mail as the average American, it may not surprise you that paper products now account for 31-38% of landfill composition in the United States. But there is good news.

Of all of the paper consumed and discarded in the United States, nearly 50% is recycled. Each year, an average of 339 lbs. of paper is recovered for every man, woman and child in the country.

#### ***What can I do to Contribute?***

So, you already recycle your junk mail and office paper? Good for you! But buying recycled paper is just as important. Without support in the marketplace, no product can continue to exist on a significant level.

The key is being an informed consumer. The first thing you want to look for in a paper brand is the percentage of post consumer waste (PCW), which generally ranges from 30-100%. The higher the percentage, the better.

Next, check out what type of ink is being used. An environmentally friendly alternative to the generic petroleum-based ink is soy ink.

Soy ink is easier to remove during the de-inking process, which means lower costs and more recycled paper, it is also a non-hazardous waste product. It is usually used in newspaper print, comes in bright colors and rubs off easily.

Finally, look for “process chlorine free” paper, which is manufactured without chlorine or chlorine derivatives. When used in the bleaching process, chlorine produces harmful dioxins. These dioxins are highly carcinogenic and can be very damaging to humans and the environment.

#### ***Where can I buy good recycled paper?***

For the truly eco-friendly, try the Greg Barber Company for environmental paper and printing at [www.gregbarbero.com](http://www.gregbarbero.com). Also, [www.treecycle.com](http://www.treecycle.com) has both 30% and 100% PCW from different companies available for order off their website.

### **How Helpful is Recycling?**

*By Kelly Devereaux*

If you are an environmentally-conscious person, you probably find yourself often in the following dilemma: which do you choose? Paper or plastic? Many of you choose paper because of paper’s ability to be recycled and its natural contents. However, several studies on this very paper-vs-plastic issue have actually shown that plastic causes less of an impact on the environment.

These results are based on the environmental analysis technique called Life-Cycle Assessment, which tracks a material’s environmental impact throughout its life: material extraction, transportation, manufacturing, use, and end-of-life.

According to these studies, recycling is not necessarily beneficial in some circumstances. In this case, even when considering the multiple uses a recycled paper bag may have compared to the plastic bag’s single life, the plastic bag requires less energy to dispose of, and emits less pollutants into the atmosphere. Although these studies could be refuted and their assumptions challenged, the point is for us all to look at the bigger picture when looking at recycling.

Are the extra emissions created by collecting recyclable materials offset by the benefits of the recycling? The fact is that although recycling substitutes for virgin material use, it also requires materials and energy to occur.

Cities may not have recycling materials close by and may need to ship their materials to another state or overseas. As you can imagine, this transportation impact may significantly outweigh any end benefit. Life-Cycle Assessment can inform policy makers of how we should configure our waste management systems.

We must do our best as consumers to use the information at hand. Chances are that buying recycled materials is beneficial for the environment, but we must never stop being critical or learning more.

## Wiffle (from page 1)

Our banner proudly flew at the ninth hole as David Wine, CFO, and Jennifer Haslip, MTM advisor, dutifully manned our table and chatted up participants. It was an event filled with live music, great food, and vintage cars and apparel. A classy Sunday affair. President Jamie Wine and PR Officer Josh Landers did their best not to break too many windows.

Good thing they weren't using real golf balls.

We garnered several new supporters and a small bucket of cash as generous golfers entered into our raffle. Most importantly, we gained momentum for the organization as a whole, catalyzing the completion of our website and receiving our first \$5,000 donation

All in all, a success well worth the price of a few egos and manicured lawns.

*-Jamie Wine, President*

*And the Volunteers, Where would we be without them?*

Shannon Buell	Kathryn Tate
Michael Yorke	Galen Maylay
Kristin Brondyke	Zachary Wine
Jeff Chace	

And all of our gracious essay readers!

## Volunteer of the Month: Zachary Wine

Zack is the volunteer of the month for making our website work and spearheading many special projects. Thanks for the research, web design coordination, and whatever else it is that you do.

### Interested in Writing for us?

We'd love your help! For information about contributing your words to our newsletter contact us at: (310) 510-1883 or [info@mtmfi.org](mailto:info@mtmfi.org)

Visit our website at [www.mtmfi.com](http://www.mtmfi.com) for more details about our organization.

## MTM Appreciation:

*Thanks to the following new members for believing in our vision:*

Anjali Kumar	Ken Haslip
Jeff Eitel	Michael Yorke
Diane Eitel	Pam Montbach
Karen Holl	Rick Wine
Jessica Broz	

*Thank you to all of our donors, and especially to the following who have contributed over \$1000 in 2006:*

Jennifer Haslip	Jodene Lynette
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*Thank you to the following MTM advisors for generously giving their time and resources:*

Jennifer Haslip  
Dr. Karen Holl  
Dr. Brent Haddad

<p>Be an advisor! Make a difference! Change the world with us!</p>
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## Fundraising Corner

“If my broke friends can do it, you can make a difference too!” Go online to [www.mtmfi.org](http://www.mtmfi.org) and click “donate” or use the enclosed form to help MTM get to the next level!

### July 1, 2006:

\$7,027 Raised this year

Help add another \$20,000 by our next newsletter September, 2006!

We just need just 200 of you to give \$50 and we'll make it. If you have a friend that might think MTM is a good idea, share this newsletter with them.

Plus, if you give \$50 and write your address, shirt size and color preference on the membership comment/application form we'll send you a spiffy MTM polo in baby blue or black.

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## Membership and Donations

As a member of Mind to Matter Foundation you will receive a subscription to our newsletter, membership to our discussion forum online, donor recognition in our newsletter and access to award-winning essays. Please contact MTMFI at (310) 510-1883 or [info@mtmfi.org](mailto:info@mtmfi.org) for more additional information.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Membership application

I want to become a member of Mind to Matter Foundation:

- Individual \$25 \_\_\_\_\_
- Family \$50 \_\_\_\_\_
- Business Sponsor \$100 \_\_\_\_\_
- Business Partner \$500 \_\_\_\_\_
- Advisory Board \$1000 \_\_\_\_\_
- Other \$ \_\_\_\_\_

I want to give a one time gift of: \$ \_\_\_\_\_

#### Mailing Address:

Mind To Matter Foundation  
1 Toyon Road  
Avalon, CA 90704

- My check is enclosed (make your tax-deductible contribution to Mind to Matter Foundation)
- Or, donate online at our website: [www.mtmfi.org](http://www.mtmfi.org) and click "Donate Now"