



Waste Management Phoenix Open 2011 Key Messages

2011 WMPO Sustainability Initiatives:

- Two key initiatives at this year's tournament are **RECYCLING** and **USE OF GREYWATER**.
 - This year, Waste Management hopes to increase the trash diversion rate of 62% from last year to at least 65%. This will help us reach our goal to triple the amount of recyclable materials nationwide by the year 2020
 - Waste Management will work closely with vendors to track water usage to increase conservation. We're also implementing the use of greywater, or wastewater generated from concessions kitchens, recycled for on-site use in restroom toilets.
- Recycling education is a key component of the 2011 Waste Management Phoenix Open. This year, there will be Recycling Stations in high-traffic areas that will be staffed with Recycling Ambassadors who can answer questions about what can and cannot be recycled and where the waste should go.
- Waste Management will encourage recycling by offering incentives through our GreenOps Recycling Kiosks. These "reverse" vending machines will offer coupons to attendees who use them.
- We will utilize solar technology to help reduce energy use during the tournament. We will provide sixty WM Solar Powered Compactors along the course where attendees can dispose of their food waste. These machines hold five times the amount of waste as a normal bin, which reduces the trips needed to service them.
- Waste Management will introduce four Compressed Natural Gas (CNG) trucks to help transport the waste and recycled materials that are collected during the tournament. The fuel in these trucks burns cleaner than a diesel truck. This will help us to reduce fleet emissions associated with transportation.
- Waste Management will reuse tens of thousand of golf balls for its floating logo feature on the lake of the 18th Hole of the TPC Scottsdale. The sign will weigh more than seven tons and consist of 144,000 recycled or donated golf balls that would have otherwise been thrown away. Following the tournament, the golf balls will be recycled or donated to junior golf leagues throughout Arizona.

WMPO Secondary Messages

- Waste Management has been a partner to the Phoenix Open for more than 11 years, providing the trash, recycling, and portable restroom services for the tournament.

- Waste Management, in partnership with the PGA and the Thunderbirds, is dedicated to making the Waste Management Phoenix Open the greenest tournament on the PGA Tour.
- As title sponsor of the Waste Management Phoenix Open, we have the opportunity to showcase our environmentally friendly (or green) initiatives along the course at the tournament. A tournament of this magnitude allows us to reach a broad audience and draw more attention to issues that affect local and global communities.

WM General Key Messages

- Waste Management is committed to turning waste into a resource by using the Four R's: Reduce, Reuse, Recycle, and Recover.
 - Reduce: Minimize or eliminate waste
 - Reuse: Creatively find ways to use one product in multiple ways
 - Recycle: Triple the amount of recyclables we manage nationwide by the year 2020
 - Recover: Turn waste into energy utilizing landfill gas to energy and other technologies, and double the amount of energy we generate from garbage.
- Waste Management's mission goes far beyond managing waste; we extract the value that is in the materials we handle.
- Waste Management will continue to use innovation and technology to execute our long-term strategy to extract more value from the materials we manage than anyone else in our industry.
- Waste Management will optimize the customer experience by delivering superior service, by knowing more about our customers and how to service them better than anyone else in our industry.
- Waste Management hopes to pass the planet to the next generation in better shape than we found it.
- For information about local efforts and initiatives being showcased at the tournament, go to www.wmofarizona.com. For more information about landfill gas-to-energy, wildlife habitats, and other sustainability initiatives, go to www.thinkgreen.com.