



December 1, 2002

Mammoth Recycles from the Top Down

MAMMOTH MOUNTAIN, CA – Faced with an unexpected but temporary staff shortage last week, Mammoth Mountain Ski Area's recycling program received some very welcome help from high up within the company, ensuring that recycling would go on.

Clad in old work clothes, waterproof gloves and boots, Jack Copeland, MMSA Vice President and Executive Director of Human Resources, and John Armstrong, Director of Mammoth University, demonstrated true commitment to resource conservation, joining the team as recycling assistants. The unlikely laborers, along with Lisa Isaacs, Manager of MMSA Environmental Programs, were witnessed throughout the resort's properties collecting stacks of cardboard and bags of plastic, glass and aluminum for redemption at Mammoth Disposal's Recycling Center.

"The recycling experience was educational and as a result I can impress my dinner guests with the correct wine selection," noted Armstrong in regards to the empty bottles he picked up at Lakefront Restaurant. "Seriously though," he continued, "I challenge everyone to pick up Mammoth. It's all of our trash and we can't afford to wait for other people to pick it up. Everyone thinks they are an environmentalist, but no one wants to pick up trash or recycling. We are such a wasteful society inherently, it gives me a good feeling to be able to balance that out by recycling."

Copeland, whose area of oversight at MMSA includes Environmental Programs, noted "It was a lot of fun and we enjoyed lots of chuckles from people who weren't used to seeing us working as manual laborers. But recycling really is the grass roots of environmentalism. I can't wait to help out again." Isaacs, who said she will hold her boss to that promise, explained that the team would be fully staffed again next week with two new team members, Jesse Lucas and Steven Paranick, arriving just in time to pick up the mountains of recycling collected throughout all of the resort facilities over the long holiday weekend. Last year, the program collected over 125,000 pounds of bottles and cans from resort properties, all of which have recycling containers in place. "With energetic new employees, more public participation and The Village coming on line, we expect to double that amount in no time," Isaacs added.

For more information about MMSA's recycling program and resource conservation efforts, please contact Lisa Isaacs, Environmental Programs Manager, at (760) 934-0773.

In partnership with Inyo National Forest

