

Latest wireless phone craze brings recycling momentum up

The hottest holiday gifts in 2002 included the latest wireless phones, replacing last year's outdated models and leaving consumers with a disposal dilemma. The ever-increasing advancement of technology has created a stash of outdated wireless phones. But through efforts of major wireless providers and not-for-profits, wireless phone recycling has become easy for consumers and corporations, while providing a valuable community service.

The Cellular Telecommunications and Internet Association (CTIA) estimates consumers switch wireless phones every 18 months. Technology that seemed cutting-edge one year ago, now seems cumbersome and inefficient. Some of those outdated phones can be reprogrammed, but according to CTIA, 50 million cellular phones are gathering dust in drawers or are dumped in landfills every year.

In response to this environmental issue, recycling programs are cropping up all over the country. Most of the leading wireless companies have started programs to repurpose or recycle phones. For example, Verizon Wireless, the nation's leading provider of wireless communications, started Hopeline to collect wireless phones that are no longer being used. Donated phones are either refurbished and sold or recycled. With the funds raised from the sale of the refurbished phones, the company purchases wireless phones and donates airtime to victims of domestic violence through human services and law enforcement agencies. Older, unsalvageable phones are disposed of through an EPA-certified salvage company.

Another avenue for wireless phone recycling is resale to underdeveloped countries. Many of these countries have archaic or non-existent infrastructures. Wireless phones are the only way many citizens in remote areas can connect to the outside world. Companies like

Collective-Good, based in Tucker, Georgia, refurbish phones and resell them in underdeveloped South American countries for a fraction of the cost of new technology.

With more than a million wireless phones a week adding to the trash heap, not-for-profits are jumping on the recycle bandwagon. Many recycle programs offer fundraising opportunities for community organizations through used wireless phone collections. Community groups organize a collection drive, then send the phones to the recycle program of their choice and receive a cash reimbursement from the recycler. Consumers and corporations can receive tax deductions from donations of obsolete wireless phones to 501(c)3 organizations.

Wireless phone users seeking information on recycling programs in their community can find out more at their local wireless retailer or Web sites like www.verizonwireless.com.

People unwilling to lose 'hub' of their communities

The big "C" is being heard in northwest Kansas with the agreement of Herndon and Atwood schools consolidating. With the cuts being handed out to Kansas schools, it is hard for some schools to keep the doors open. Sometimes, it looks like the government is deliberately trying to shut those doors.

While it will be good for the Atwood school district as they will soon have more state aid coming in, which will help the school to do more for students. It will also give Atwood stronger sports teams. Sadly, it is also the end of the Herndon school.

There are so many small towns in northwest Kansas that are struggling including those in Cheyenne County. Very few schools in Kansas are not taking advantage of the Local Option Budget to raise some local tax money to help with heating, electricity, insurance — the list goes on and on — just anything to keep the schools open.

And, every little town that has lost their school appears to struggle. The school is the "hub" of the community. In St. Francis, people plan meetings, gatherings and other functions around the school calendar which comes out in August.

Consolidation is to be feared in small communities whether it be schools, government or churches. What will it be like to have to go to Colby to pay taxes, renew a driver's license or do business with the Farm Service Agency? What will it be like to have your child ride the bus for an hour?

Yes, times are hard and, yes, we need to conserve but be like the new governor — start with the little things like she did with the stationary and the printing of excess budget books, then put those nickels saved into our schools and communities. —Karen Krien

Book Review from the Library

Book review from the Bird City Public Library Beardstown Ladies' Guide To Smart Spending For Big Savings

First they showed you the common sense way to invest your money, then they explained how to grow that money into a nest egg for your future. Now the Beardstown Ladies are back with their most important book yet: a book that will help you gain control over the money you spend, and help you save for your future without changing the way you live.

When people try to save money, it usually involves clipping coupons. But we all know that those small savings can be a lot of work with little payoff. On the other hand, once you know the ground rules, it takes very little work to save on the big things. And the payoff can be substantial.

In *The Beardstown Ladies' Guide to Smart Spending for Big Savings*, the Ladies aren't suggesting you save rubber bands off broccoli, recycle coffee grounds, or give up anything you love. Instead, the Ladies concentrate their old-fashioned frugality on the big ticket items where we spend most of our money: home ownership, cars, insurance, major appliances, travel, college, banking and credit, utilities, taxes, and our children. The Ladies teach you to STOP and consider, LOOK before you leap, and LISTEN to yourself before each major buying decision.

A complete guide to "coupon clipping" on the big ticket items, the book includes worksheets,

sidebars, charts, and an extensive list of resources. It is an essential guide that gives you the knowledge and confidence to spend smart and avoid costly mistakes, so you can live the good life today and save money for tomorrow.

Lost Moon

"America launched seven Apollo expeditions to land on the moon. Six of the efforts succeeded outstandingly. One failed. *Lost Moon* is the story of that disaster and the incredible heroism of the three as-

tronauts who brought their crippled vehicle back to earth. This account - written by Jim Lovell, commander of the mission, and his talented co-author, Jeffery Kluger - captures the high drama of that unique event and is told in the vernacular of the men in the sky and on the ground who masterminded this triumph of heroism, intellectual brilliance and raw courage. A thrilling story of a thrilling episode in the history of space exploration."

—James A. Michener
Author of *Space*

South of McDonald By Sandy Binning

Joe Vyzourek and Becca Steward were Saturday supper guests of Leonard Vyzourek at the Frosty Mug. They also dropped by Lee and Pam Vyzourek's home for a visit.

Aaron and Lacy Sramek and children were Super Bowl and supper guests Sunday evening of Pam and Lee Vyzourek.

Ellen Dewey enjoyed Sunday lunch with her sister, Laura Craig,

and then they visited with their dad, Bill Kogl.

Joe and Charlene Kramer were among those who attended a surprise birthday party for Bill Draper in Colby Saturday.

Charlene Kramer and Diane Shay attended the Women's Brunch at the First Christian Church in St. Francis Saturday.

George and Kathy Banister went

to Grinnell Friday to watch the Cheylin - Grinnell basketball games.

Kathy Banister traveled to Benkelman Tuesday to watch the Cheylin junior high basketball games.

George and Kathy Banister attended the Tri-Plains Cheylin junior high basketball games in McDonald Thursday.

Hangin' with Marge

By Margaret Bucholtz

In the 70s every parent heard of Dr. Spock, but by the late 80s early 90s, the key word to raising children was "bonding." I just couldn't imagine how you couldn't bond with a child, at least in the early stage of life.

One summer weekend, one of my sons came home to spend the weekend with Kurt, myself and Ryan.

It was about 10 in the evening when Kurt came home from driving the tractor in the field and he came hurrying into the living room where we were sitting. The weather forecast was just coming on so Kurt just dropped his jeans to the floor and sat down on the good chair to watch the weather. Instantly, the visiting adult son jumped up, undid his jeans and as he was dropping them to the floor he

called out to Ryan, "Hurry up, drop your jeans I think we are bonding."

I busted out laughing which got Kurt's attention. Kurt then explained that he just didn't want to get the furniture dirty.

I'm sure I still don't fully know what the true meaning of bonding might be, but in our family we have always bonded and overcame some rough times with humor.

Bowling News

Ladies Nite Out 1/16

Team standings: First National Bank 6-1, Wright Carpet 6-2, Great Plains Co-Op 5-2, Jake's 4-4, Troy's Alley Cat 4-4, Jersey Muids 3-5, Cheyenne Bowling 2-6, Dundy Ag 1-7

High game (scratch): Jenny Wright 212, Bonnie Jones 188, Tammy Drommond 187

High game (scratch): Wright 518, Marsha Kechter 496, Drommond 491

Monday Mixed League 10/15

Team standings: Captain Hooks Fine Dining 16-8; Hooks Auction & Realty 13.5-10.5; Z-Tubing 13.5-1.5; Krien Pharmacy 11-13; Bandel Home Center 10-14; Cueballs 8-16

High game (handicap): Rell Zimbelman 251, Bob Hankins 220, Richard Probis 219; Tammy Zimbelman 254, Kathy Bexley 217, Linda Yonkey 215

High series (handicap): T.

Zimbelman 648, Bexley 603, Janice Krien 577; Probis 610; R. Zimbelman 606, Hankins 594

Wednesday Mens 1/8

Team standings: Post Plumbing 4-0; Cox Construction 4-0; Grace Flying 3-1; 2001 Electronics 3-1; Krien Steel 1-3; First National 1-3; Krien 0-4; High Rollers 0-4

High game (scratch): Roger Faulkender 235; Rob Perry 230, Bill Ehrman 202; Terry Cheek 202

High series (scratch): Ehrman 595; Perry 557; Faulkender 528

Wednesday Mens 1/15

Team standings: Post Plumbing 8-0; Cox Construction 8-0; 2001 Electronic 6-2; Grace Flying 3-5; Krien Steel 3-5; First National 2-6; Haigler 1-7; High Rollers 1-7

High game (scratch): Ted Mosier 212, Bill Carpenter 204, Bill Cox 203

High series (scratch): Cox 558, Mosier 554, Marc Peterson 520



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For Return on Investment

The Direct Marketing Association (DMA), in its Economic Impact Study says:

Newspaper advertising 'expenditures to sales ratio' for direct marketing advertising in 2002 is ranked first in efficiency."

Return on Investment

In simpler terms, advertising is an investment. You can extrapolate these ratios to provide an average return on media marketing as such:

- Newspaper returns \$14.13
- Telephone Marketing \$8.96
- Direct Mail returns \$12.97
- Radio returns \$7.10
- Magazine returns \$10.20
- "Other" Media returns \$5.95
- Television returns \$5.87



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