



GREEN HEROES

RK Dixon gave all 210 employees reusable mugs and eliminated Styrofoam cups ... 31,000 Styrofoam cups per year.

Meet the People Who Are Making a Difference

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The dictionary states that a hero in mythological times was a man; endowed with great courage and strength, celebrated for his bold exploits and favored by the gods. The "Green Heroes" we celebrate in this article – who are not just men – have made some bold moves in their own right. They have moved ahead of the crowd to do their part in saving the land, air and water for the next generations.

We look to them for inspiration and knowledge. Saving the environment can begin with one person, one business, one farm, one school, one organization or one governmental entity. We salute those who are doing their share in the Quad-City area and who have the courage to do something beyond the mainstream.

Here are their stories and efforts in the categories of recycling, hazardous material, water quality, litter/trash pickup, energy efficiency and transportation.

BUSINESS/RECYCLING **RK DIXON**

The green cups can be seen in every cubicle, in the kitchen areas, office rooms and in the headquarters' offices. All eight locations of RK Dixon started their Operation Green campaign last September with a simple gesture of giving up Styrofoam cups and using reusable, personalized mugs given out by the company.

"Although we only have 210 employees, this has made a huge impact," said Sue Hill, vice president of marketing.

The company was going through 31,000 Styrofoam cups per year, and all of those were ending up in a landfill.

"I'm excited to see in all the locations I visit that it is a universal thought now. It may be a small part, but as an individual it is choice they can make. The mugs just get them thinking about their own carbon footprint at home and at the office."

RK Dixon is a leading provider of copiers, printers and networking solutions. Each of the company's offices designated a green ambassador that will serve a one-year term. They spearhead the effort and help develop the company's environmental policy and business plan.

Some of the other issues being discussed include recycling and energy conservation such as installing light motion sensors in rooms.

"We have big things in the works especially recycling from every facet. But we have locations in Iowa and Illinois. There are not the same laws in both states, and we're working on all the plans of what we can do," Hill added.