

Environment

RK DIXON LAUNCHES OPERATION GREEN

Cutting waste, cup by cup by cup

By Jennifer DeWitt

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A simple company coffee mug sent Operation Green into action at RK Dixon — one cup at a time.

A provider of copiers, printers and networking solutions, RK Dixon, Davenport, recently launched a green campaign with its 210 employees aimed at examining how their behaviors impact the environment and the changes they can make to improve the environment.

To roll out the program, company leaders Bryan and Jeff Dixon visited RK Dixon's eight locations in Iowa, Illinois and Wisconsin to discuss the campaign and hand out reusable, personalized coffee mugs to all the employees. The mugs serve as a tangible example of how small changes can impact the environment.

"We realized we were going through 31,000 Styrofoam cups each year and that all of them were going into the landfill," said Jeff Dixon, the president of the IT Group. "Laid end-to-end that adds up to 2.5 miles of cups, or enough for one lap around the Indianapolis 500 track."

Sue Hill, the company's vice president of marketing and its new "CEO" — chief environmental officer, said employee response has been exciting. "We handed a travel mug to every single employee as their way of showing the commitment and keeping everybody accountable. Now you look at anybody who picks up something other than their mug."

The mugs feature the RK Dixon logo but also have space for employees to



CONTRIBUTED PHOTO

RK Dixon, Davenport, has given employees at its eight locations in Iowa, Illinois and Wisconsin reusable, personalized coffee mugs such as these.

personalize them with sayings, messages or their favorite photo.

The program, "Operation Green — Helping our environment just run better," is the brainchild of Bryan Dixon, the company's president and chief executive officer.

"What we buy, what we do or do not recycle and what we throw away have an impact on everyone on this planet," he said. "Our campaign is the begin-

ning of an important new shift in the way we treat our world. Through simple, responsible behavioral shifts we can protect human and planet health through environmental stewardship."

As part of the campaign, eight "green ambassadors" have been selected to represent RK Dixon's offices in Iowa, Illinois and Wisconsin and its Davenport headquarters. The ambassadors, who will serve one-year

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terms, will spearhead Operation Green and help develop a company environmental policy and business plan. Some goals will be company-wide, while others will be specific to branch offices.

"This is something we feel we can measure how well we've done to help save the landfills in everybody's community," Hill said. In addition to Hill, Erin Orchard, the vice president of Operation Green, will help coordinate the effort.

Eventually, the campaign will filter down to RK Dixon's customers, who will receive newsletters about RK Dixon's efforts. "We need to get our strength inside and then go out and have the experience to share ideas," Hill said.

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