



Annual Report 2010

Supporting source reduction, reuse, composting, and recycling activities in Indiana since 1989

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Dear IRC Members and Friends,

The Indiana Recycling Coalition has seen another year of growth, delivering a successful advocacy campaign, expanded educational programs and more value to our members than ever before. We celebrate this continued expansion that increases our ability to advance our mission of supporting source reduction, reuse, composting and recycling activities across the State.

We are pleased to, herein, highlight those achievements, recognize our many generous supporters and outline the IRC's financial solvency, all due in large part to new and long-time supporters and newly diversified revenue streams.

Thank you for being a part of our success over the past 21 years. We are a strong organization with a bright future thanks to all who are a part of the IRC!

Carey Hamilton
IRC Executive Director

Mark Lecher
IRC Board President

2010 Staff & Board of Directors

Officers

<i>President</i>	Jeffrey Miller, Earth Day Indiana, Inc. (P) Amy Grimmer, Johnson Co. SWMD (G) Mark Lecher, Franklin College (P)
<i>Vice President</i>	Mark Lecher, Franklin College (P) Kent Kramer, Goodwill Industries (P)
<i>Secretary</i>	Melinda Antell, Abitibi Bowater (B)
<i>Treasurer</i>	Lenn Detwiler, Hendricks Co. SWMD (G)

Staff

Carey Hamilton
Executive Director
Katie Graham
Program & Development Manager
Monica Whitfield Brase
Membership Manager
Nanette Johnson
Accountant

Interns

Caitlin Howden
Special Projects Intern
Fall 2010
Andrew Pappas
Technology & Research Intern
Summer/Fall 2010
Don Brown
Special Projects Intern
Spring 2010

Board and Staff Team Building and Board Recognition

In June of 2010, IRC staff and board members were treated to a canoe trip on the White River in Indianapolis. The not-for-profit organization Friends of the White River hosted the excursion and team building experience thanks to a generous grant from the Nina Mason Pulliam Charitable Trust. After the river trip, board and staff enjoyed good food, good drink and good company at Union Jack's Pub in Broad Ripple where Jeffrey Miller received the IRC's Exceptional Leadership and Service Award recognizing his term as board president from 2007-2010.

Board Members 2010-2011

Melinda Antell, Abitibi Bowater (B)
Richard Catron, National Starch Food Innovation (B)
Betty Cockrum, Planned Parenthood of Indiana (P)
Lenn Detwiler, Hendricks Co. SWMD (G)
Tonya Galbraith, Town of McCordsville (G)
Dan Gajus, Republic Services of Indiana (B)
Phillip Giddens, At-Large
Amy Grimmer, Johnson Co. SWMD (G)
Kent Kramer, Goodwill Industries (P)
Mark Lecher, Franklin College (P)
Jeffrey Miller, Earth Day Indiana, Inc. (P)
Ruthann "Rudy" Osenbaugh, At-Large
Matthew Otte, City of Seymour (G)
James Parker, NuGenesis (B)
Corrina Prather, At-Large
James Saxe, Republic Services (B)
Dean Schmuhl, Strategic Materials (B)
Tammy Stevens, Keep Indianapolis Beautiful, Inc. (P)
Mark Vander Kooy, Cloud Blue (B)
[SWMD - Solid Waste Management District]
[P-Public Interest, G-Government Sector, B-Business]



IRC Board & Staff (front row, l-r): Nanette Johnson, Monica Brase, Carey Hamilton, Katie Graham, Caitlin Howden, Andrew Pappas (back row, l-r) Board members Matt Otte, Corrina Prather, Lenn Detwiler, Betty Cockrum, Mark Lecher, Tonya Galbraith, Phil Giddens, Rudy Osenbaugh, Jeff Miller, James Parker, Rich Catron, Tammy Stevens, Dean Schmuhl

2010 Conference

Thinking Outside The Recycling Bin

The IRC's 2010 conference saw record attendance and record sponsorship as well as the usual bevy of great educational sessions, networking opportunities and plenary speakers. A fantastic feature of this year's conference was the kickoff reception at the beautiful Traders Point Creamery. The conference also boasted a bus tour of three recycling facilities within a few short miles of the conference headquarters. Those facilities were Republic's materials recovery facility, Createc (polystyrene recycling), and Kruse Carpet Recycling.

The IRC was pleased to have as its plenary speakers Ed Skernolis, Vice President of Recycling at Keep America Beautiful, and Carey Hamilton, Executive Director of the IRC.

Finally, auction chair and board member Matt Otte oversaw another successful auction that raised more than \$8,000 for the IRC.

Conference topics included:

- RecycleMania - College & University Recycling
- Sustainable Schools
- Recycling at Special Events & Restaurants/Bars
- Carbon Policy and Recycling
- Green Business
- Electronic Recycling Law Update
- Plastic & Resuable Bags, Asceptic Cartons
- Prescription Drug Disposal Workshop



Thank You Conference Sponsors!



Lisa Laflin, James Paker, and Ruthann (Rudy) Osenbaugh received "Decade of Service" awards



Joe Hogsett, State Senator Jean Breaux, Carey Hamilton, State Rep. Mary Ann Sullivan and Amy Flack were among the luncheon attendees

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Carbon Sponsor

Resource Recycling Systems

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 NUVO
 Quality Printing Company
 Traders Point Creamery

Second Annual America Recycles Day Video Contest

Indiana’s middle and high school students showed Hoosiers how to “Curb Your Carbon Footprint” thanks to the IRC’s second annual video contest.

More than 55 videos were submitted – double the number of last year’s entries! More than \$2,000 in prize money was distributed and winners had the opportunity to see their videos screened in the Indianapolis Art Center’s Basile Theatre.

New this year, middle school students were invited to compete and we were pleased to have several entries at this age level.



Check out the winning videos on the Indiana Recycling Coalition website!



“Recycle, It’s your world!” Tell City High School



Compost, McKenzie Center for Innovation & Technology

Sponsors

The video contest was generously sponsored by the Indiana Household Hazardous Waste Taskforce, National Starch Food Innovation and Keramida.

Alcoa Bins

In 2009, Alcoa provided the IRC with **1,250** recycling bins to distribute across the State. Because of the overwhelming success of this program, Alcoa generously provided the IRC with an additional **2,000** bins to distribute in 2010. The bins were distributed to K-12 schools, non-profits and solid waste management districts, providing access to recycling for several thousand Hoosiers including many school children!



NCAA Final Four

The IRC scored at the NCAA Men's Final Four when we partnered with the Indiana Sports Corporation, United States Environmental Protection Agency, and August Mack Environmental to provide recycling at several downtown restaurants and hotels associated with the tournament.

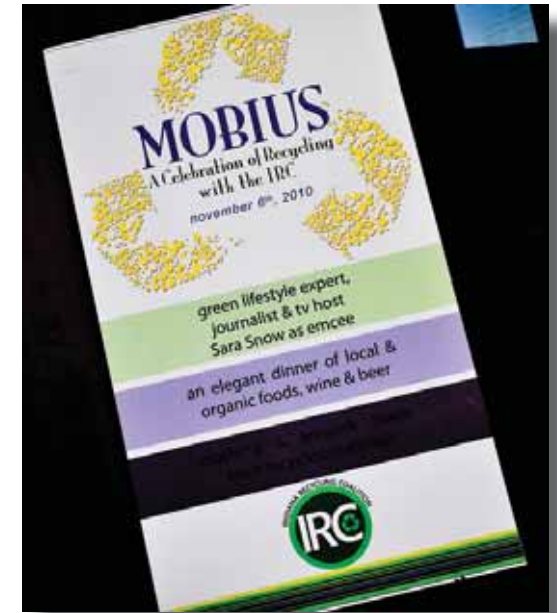
The recycling team's hard work paid off as more than **32 tons of clean, marketable material** was collected and recycled!



Mobius – A Celebration of Recycling

More than 250 people attended the IRC's fall fundraiser, Mobius, and were treated to a delicious meal featuring locally grown and organic foods, sustainable wines and beers, screening of the winning videos from IRC's 2010 "Curb Your Carbon Footprint" video contest, and lots of recycled artwork. Green lifestyle expert, journalist and the evenings host Sara Snow did a beautiful job serving as our emcee.

Guests also left with a "goody bag" – recycling totes generously donated by IRC member Busch Systems.



Guests watch the highlights of the IRC's 2010 America Recycles Day Video Contest



Mobius attendees from left to right: State Representative Greg Porter, Former Lieutenant Governor Kathy Davis, Indianapolis City Councillor Joanne Sanders, Emcee Sara Snow, State Senator Jean Breaux, Indiana Recycling Coalition Executive Director Carey Hamilton, Marion County Auditor Billie Breaux

Mobius Sponsors

This fantastic event would have not been possible without the financial support of our generous sponsors:

Platinum Sponsors

Monarch Beverage Company
Republic Waste Services

Silver Sponsors

Best Way Disposal
Strategic Materials

In-Kind Sponsors

Green Piece Indy
Indiana Living Green Magazine
Nuvo News Weekly
Twisted Limb Paperworks

General Sponsor

Kroger

Table Sponsors

Steven Boggs, Covanta, Cox Law Office, Amy Grimmer, Goodwill Industries of Central Indiana, Todd Ryden, Ice Miller, National Starch, NuGenesis, Workforce Inc.



Recycling bin party favors provided by Busch Systems



Recycled artwork adorned the walls of Mobius, by Liz Alig

**e-Scrap***Shocking Facts. Smart Ideas. Brighter Future.*

Initial results of Indiana's new e-waste law are in and the news is good! As the IRC presented to the Environmental Quality Service Council's legislative meeting in October of 2010, more than 22 million pounds of e-waste is expected to be collected for safe and proper recycling by March 31, 2011. The following benefits that the IRC touted when advocating for the new law are now being realized:

- Environmentally responsible recycling
- More rural collections
- Reduced costs to the general public
- Reduced costs to local government
- Creating hundreds of new recycling jobs

The E-waste law requires electronics manufacturers to pay for a certain amount of electronics recycling in Indiana. Manufacturers who sell products in Indiana to individuals, schools or small businesses must register annually with the state. Each registered manufacturer must implement a program to collect and recycle a minimum of 60% of the computer monitors, laptops, and televisions it sells.

Recycling Market Development Program

2010 was an important year for the Recycling Market Development Program (RMDP). Thanks in large part to the work of IRC staff and Indiana State Senators Jean Breaux and Luke Kenley, the RMDP received \$500,000, which it granted to four companies. This investment is slated to result in more than 200 new jobs in the recycling industry and more than \$9,000,000 in leveraged investment in Indiana's recycling infrastructure. This grant funding was the first expenditure allowed since the state froze the RMDP funds in late 2008 to help offset state revenue shortfalls.

The fund is sustained by fees levied on each ton of trash that enters Indiana's landfills. Almost \$8,000,000 remains in the fund and the IRC will continue to advocate for its release and distribution via grants and loans to Indiana's growing recycling industry.

Keep America Beautiful

The IRC's recycling partnership with Keep America Beautiful (KAB) continued to add great value to our programming efforts in 2010, including significant technical and financial support for the IRC's America Recycles Day 2010 campaign.

KAB also provided a scholarship for one IRC staff person to attend a public space recycling forum in California. In addition, KAB's experienced recycling staff have proven to be a great resource to the IRC throughout the year.



National Recycling Coalition

In 2010, the National Recycling Coalition (NRC) launched a restructuring plan designed to eliminate all debt and wrapped up the year with an entirely new board of directors in place.

In mid-2010, the IRC voted to rejoin the NRC. Benefits of this renewed membership in the NRC include:

- access to a series of free webinars on emerging issues in the recycling industry;
- access to the NRC's e-newsletter, Mobius; and
- a series of organization-building webinars (fundraising, board development, etc.).

The NRC also hosted an annual meeting/mini-conference in October 2010 in conjunction with the Resource Recycling conference in San Antonio.



Outreach

In 2010, the IRC saw record growth in invitations to participate in community outreach and educational events. As a result, staff, interns, volunteers, and board members represented the IRC at nearly 30 events across the state. In addition, the IRC's Executive Director Carey Hamilton also spoke to more than 1,100 civic leaders at the following events:

- Indianapolis Business Journal Green Power Breakfast (panelist);
- Allen County Solid Waste Management District's Sustainable Business Luncheon (keynote speaker);
- TREES Inc. Recycling Summit, Terre Haute (keynote speaker);
- Bloomington Chamber Green Business Forum (speaker); and
- Opportunity Indianapolis Civic Leadership Program (speaker).

The IRC also reached important new audiences in 2010 thanks to Carey Hamilton's participation in:

- Keep America Beautiful Board of Directors, to which she was appointed in 2010;
- the Super Bowl 2012 Host Committee, serving as co-chair of the Environmental Programs Committee;
- the highly competitive Stanley K. Lacy Executive Leadership Series; and
- the Indianapolis Business Journal's "40 Under 40" list.

In addition, Carey received the Association of Indiana Solid Waste Management District's 2010 Environmental Stewardship Award in the Outstanding Individual Category for her invaluable work on the 2009 e-scrap legislation.

Electronic Communication

In addition to providing the Recycl'IN News e-newsletter, IRC website and Facebook page (more than 470 Facebook users like us!), the IRC now tweets! This expanded use of social media has introduced new people and organizations to the IRC and its activities. For those who understand "tweet-speak," the IRC has more than 200 followers.

Check us out online!



INRecycling



@INRecycling



INRecyclingCoalition

Media

In 2010, IRC staff interviews and press releases were published in countless media publications including the following:

- Indianapolis Business Journal
- Evansville Courier & Press
- Bloomington Alternative
- Gary Post-Tribune
- Fort Wayne Journal Gazette
- The Indianapolis Star

In addition, IRC staff was interviewed by television and radio news outlets in Indianapolis, Fort Wayne, Terre Haute and Lake County.

The IRC also had the opportunity to participate in the “Green Broad Ripple” press conference announcing an expansion of bar and restaurant glass recycling. New behind-the-bar bins were donated by Saint-Gobain Containers and glass collection is being provided free of charge by Strategic Materials. The glass will be made into new bottles by Saint-Gobain at their central Indiana facility.



Visitors inspect baled recyclables at PBS Kids in the Park



Brenda Rising Moore (Union Jack's, Broad Ripple) Carey Hamilton (IRC), Peter Walters (Saint-Gobain)



Staff member Monica Brase works with children at the Senator Lugar Childrens Museum Energy Summit



Families create recycled art at PBS Kids in the Park

Committees

The IRC depends on the dedication and commitment of our volunteer board of directors and committee members. Thank you to all who have donated their time and energy to support our mission!

The following committees were active in 2009:

- Advocacy/Policy
- Annual Conference/Special Projects
- Executive Committee
- Finance
- Fundraising
- Membership
- Nominating/Governance

Membership

Membership in the IRC continues to increase, growing by nearly 30% in 2010 to 300 members. IRC members include large and small businesses, local, state and federal government entities, individuals, schools, students, and not-for-profit organizations.

Workshops

Blue Ribbon Recycling

The IRC and the Indiana Association of Cities and Towns (IACT) co-hosted a recycling workshop as part of a new partnership between the two organizations. The workshop, titled, “Blue Ribbon Recycling -- Winning Recycling Practices For Your Community” was designed to provide local governments with new tools to implement impactful, affordable, and efficient residential and business recycling programs.

R2

IRC member Perry Johnson Registrars provided “Responsible (Electronics) Recycling” training to IRC members and other stakeholders.



Don Brown and Andrew Pappas at the Reverb Booth before the John Mayer performance



Andrew Pappas talks with IUPUI students and staff at the University's Green Fair

Finances

Income

Event Income	50,930.00
General Donations	8,002.00
Sponsorship	84,050.00
Program Revenue	2,978.85
Grants	53,833.32
Membership Dues	26,255.00
Interest Income	1,519.77
Discounts, coupons, refunds	56.00
In-Kind Revenue	42,738.67
Misc. Income	371.75
Total Income	270,735.36

Expense

Payroll Expenses/benefits	87,981.91
Service Providers	32,076.70
Bank, Finance, Org. Fees	2,315.90
NRC and KAB Dues	500.00
Office Supplies/Insurance/Rent	9,628.54
Telecom / Web/Equipment/Postage	7,164.94
Printing / Publications	6,271.87
Training/Conference Fees/Travel	11,449.93
Education / Promo / Outreach	1,650.00
Food & Beverages	29,258.90
Awards, Gifts, & Promo Prizes	2,818.22
Subscrip, Member, and Reg Fees	1,911.58
In-Kind Expense	42,738.67
Misc. Expense	300.00
Total Expense	236,067.16

Net income

34,668.20

The IRC experienced another financially successful year with new corporate sponsorship, new individual donors and a more diversified portfolio of revenue sources than ever before. As is apparent from this annual report, the IRC continued to deliver more educational programs, policy education and other services to advance its mission, all while staying within budget. The IRC closed the year with a surplus of more than \$30,000. Those funds will be conservatively invested so the organization will be protected against future financial challenges and will have a modest reserve should such funds be needed for unanticipated budget needs.

Individual Donors

The IRC is fortunate to have a roster of generous corporate donors. In 2010, the IRC expanded efforts to diversify its revenue by securing new individual donors as well. The IRC's fundraising committee's (new in 2010) efforts resulted in a number of personal donations at the IRC's fall event and as part of an end-of-year solicitation. The IRC is thrilled to thank the following individuals for their generous support in 2010.

\$3,000 or more

Ann M. and Chris Stack

Mark and Vera Vander Kooy

\$100 or more

Karen Kennelly

John Laramore

Susan Matthews

Joseph Merrick

Brenda Rising-Moore

Dennis Ryerson

Tammy Stevens

There were also several individual donors to the IRC's fall event who are noted as table sponsors earlier in this report.

Thanks also to the following organizations for donations to the IRC in 2010:

Global Gifts

Green Piece Indy

JF New

Resource Recycling



Indiana Recycling Coalition

1500 N Delaware St.

Indianapolis, IN 46202

317.632.5915 ph - 317.682.4746 fax

www.IndianaRecycling.org

The Indiana Recycling Coalition, Inc. (IRC) was formed by a group of dedicated volunteers in 1989. IRC is a nonprofit 501(c)3 organization representing concerned citizens, state and local government officials, business, industry and environmental groups.

Our mission is to support source reduction, reuse, composting and recycling activities in Indiana. To encourage integrated recycling, the Coalition supports buying recycled-content products and the collection and remanufacturing of recyclable materials. The goal of this support is to conserve our natural resources, decrease reliance on final disposal and to encourage environmental responsibility.