

# 2006-2007 Annual Report



***Supporting source reduction, reuse, composting and recycling activities in Indiana***

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.

## Highlights of the 2006-2007 Year

### IRC Named Outstanding Recycling Organization

For our work on the e.Scrap campaign, the IRC was recognized by the National Recycling Coalition as the “Outstanding Recycling Organization” of 2006. Our informational e.Scrap toolkit, consensus-based recommendations and edgy multimedia campaign drew the National Recycling Coalition’s recognition.

### Seventeenth Annual Conference & Exhibition

- A welcome reception at Muncie Children’s Museum
- Event attendance of 145 participants
- Successful auction, raising \$5,383
- Capnote presentation by Chad Pregracke of Living Lands and Waters
- Luncheon entertainment by Green E! The Environmental Elvis

### High Priority Campaigns: Defend Recycling & e.Scrap



In January of 2007, we launched a new campaign called Defend Recycling. The campaign was initiated in response to a number of emerging changes in law and policies that, if implemented, would hinder recycling in Indiana, chiefly:

- the state classification of waste-to-energy processes as recycling,
- the funding of waste-to-energy processes with state dollars dedicated to recycling, and
- a state agency recycling plan that contained several components actually harmful to recycling

Each change by itself would have been objectionable, and in the aggregate they called for a loud and clear response.

Our Defend Recycling message hit the radio and television airwaves, newspapers, and other media outlets in central Indiana and beyond. A new website was developed and launched in conjunction with the media outreach as the source for more information on the current recycling issues facing Indiana.

We have obtained broad support for our efforts to preserve state dollars for legitimate recycling businesses and to bolster successful community collection and recycling programs.

#### *Defend Recycling Outreach & Education:*

- Prior to the launch of the web site and media outreach in January, IRC hosted an Environmental Summit and Business Summit to gather key stakeholders, inform them of the situation, and get their feedback.
- IRC’s new website, [www.DefendRecycling.org](http://www.DefendRecycling.org), launched with a focus on the timely issues listed above, but is intended to live on as the advocacy site of the coalition for future communications and campaigns.

#### *Results of Defend Recycling:*

- Media attention/placement conservatively worth over \$8,000 in comparable advertising dollars
- Senate Bill 154 was amended to order a broad study of recycling instead of solely considering categorizing waste-to-energy as recycling



e-Scrap

Shocking Facts. Smart Ideas. Brighter Future.

IRC's e-Scrap education campaign addresses the issue of used computers, cell phones and other old electronics. IRC has continued to maintain [www.eScrapIndiana.org](http://www.eScrapIndiana.org), an e-Scrap program-specific website, as well as 1.888.e-Scrap.1, a toll-free number dedicated to the program. The radio, television, and print advertising portion of the campaign is wrapping up in the fall of 2007. However, partners are encouraged to continue to place the e-Scrap spots, and other outreach will continue as a regular part of IRC operations.

#### *Measurable Results of e-Scrap Campaign*

- 511,431 hits to the website since the kick-off, an average of 1,000 hits a day throughout the campaign
- Raised well over \$300,000 in cash and in-kind contributions for program development and implementation and ad buys
- 61% of e-Scrap presentation attendees reported that the presentations significantly increased their understanding of problems associated with e-Scrap, while 37% of the respondents reported somewhat increased understanding of the issues
- 69% of respondents reported they would work to alter current methods of e-Scrap management in their workplace, and 25% were not in a position to make changes personally but would pass along information to those who could.

#### **Advocacy**

IRC has adopted the following advocacy positions this year:

1) New Position

The Indiana Recycling Coalition opposes changes in the definition of "recycling" that describe any waste-to-energy process as a recycling activity.

The waste-to-energy process is not recycling. In the long-established and widely accepted solid waste management hierarchy, waste-to-energy is considered to be a form of final disposal.

2) Modification of Existing Position

It is the position of the Indiana Recycling Coalition that solid waste management districts are an essential part of the state of Indiana's efforts to reach waste diversion goals. Districts provide the framework for the development of source reduction, reuse, recycling, and composting programs. District programs are the fundamental tools for conserving natural resources and accomplishing the waste diversion goals established in House Enrolled Act 1240. Therefore, the Coalition opposes any bill that would allow for the dissolution of a solid waste management district.

In conjunction with our Defend Recycling efforts, we have spent the latter part of 2006 and early 2007 in communication with the Indiana Department of Environmental Management (IDEM), waste haulers and other recycling stakeholders. These conversations stem from a statewide integrated recycling plan created by IDEM's Office of Pollution Prevention and Technical Assistance, which sets forth a vision for recycling for all of Indiana.

In continuance of our promotion of best management practices for e-Scrap, we have offered comments on a state rule-making covering certain types of e-Scrap processing. We have also been keeping abreast of an effort to address e-Scrap in state auctions, which started out in a bill introduced in the senate, and has shifted to an administrative policy.

## National Recycling Coalition (NRC) Congress

IRC was among the 1200 attendees of the 2006 NRC Congress in Atlanta, Georgia. In addition to winning the Recycling Organization of the Year award, IRC hosted a successful e.Scrap exhibit booth in the “Hall of States.”

## America Recycles

In recognition of America Recycles Day 2006, IRC organized “The Art of Recycling,” an art exhibition opening and reception. Kipp Normand won first place in the art show for his piece titled “The Hour of Sadness.” The event, held in conjunction with IRC’s 17<sup>th</sup> anniversary celebration, took place at Paint Pals Pottery & Arts in Carmel, Indiana. Paint Pals Pottery & Arts hosted the reception and exhibit throughout the month of December. This IRC event was among thousands of America Recycles activities held cross the United States to promote recycling and the purchase of recycled products.



## Strategic Planning

It has been just over one year since the Coalition formally adopted our first strategic plan in March 2006. In its first year, IRC has held a facilitated board development workshop, and worked to increase membership and annual conference revenue/sponsors.

## Membership

The Coalition’s membership for 2006/2007 reached 131, from four sectors as follows: 27 At-Large (individual), 35 Business, 55 Government and 14 Public Interest (not-for-profits and citizen groups).

Members who had paid for or had pledged and had been officially invoiced for the membership year ending February 28, 2007 were counted. A new membership cycle has been adopted. Starting in 2007, the membership year will run with the calendar year, January 1 through December 31.

Membership proportions were as follows:

	THIS YEAR	LAST YEAR
Government	42%	38%
Business	26%	24%
Individuals	21%	27%
Public Interest	11%	11%

### **Educational Outreach**

IRC has provided recycling information at educational booths at several events in 2006-2007, including:

Conservation Day  
(Indianapolis Zoo)

Association of  
Indiana Solid Waste  
Management  
Districts Conference  
(Indianapolis)

Partners for  
Pollution Prevention  
Conference  
(Indianapolis)

Conservation Day at  
the Statehouse  
(Indianapolis)

Earth Day Indiana  
Festival  
(Indianapolis).

**Dec '05 - Nov  
06**

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## **Finances**

Financial information is reported on an accrual basis for fiscal year end November 30, 2006.

Figures reported are not yet reviewed by a CPA and may be adjusted. The statement to the right details the annual total income and expense (operating and grant projects).

The IRC's operating income came from three major sources – the annual conference (net income \$19,090), membership (net income \$11,010), and revenue generating projects like the auction and printer cartridge recycling (net income \$7,499). Improving over last year's shortfall, the operating income slightly outweighed expenses.

The Coalition receives grant funds to help support specific projects. Grants funding the second phase of the E-Scrap Action Program were utilized this year: one from the Indiana Dept. of Environmental Management in conjunction with the Solid Waste District of St. Joseph County, one from the Nina Mason Pulliam Charitable Trust, and one from US EPA

A CPA review is scheduled for summer 2007 at which time total expenses will be categorized as management & general, program, or fundraising. The Coalition is proud to report that preliminary calculations show that for every dollar spent, more than \$0.80 goes to fund programs that help us achieve our mission, and less than \$0.20 to management & general and fundraising expenses.

<b>Income</b>	
4170 · Fees	21,059.80
4200 · Discounts, coupons, refunds	1,357.05
5030 · General Donations	26,044.62
5110 · Grants/\$ Released from restrict	88,555.51
5150 · Auction & Sales/Commissions	6,705.05
5400 · Interest Income	257.77
5550 · Membership Donations	16,932.33
5600 · Grant Admin	1,750.00
5800 · In-Kind Revenue	18,012.00
<b>Total Income</b>	<b>180,674.13</b>
<b>Expense</b>	
6031 · Payroll Expenses	34,224.04
6050 · Service Providers	5,522.04
6100 · Bank, Finance, Organiz. Fees	1,924.01
6110 · Refunds Issued	8.08
6120 · NRC Affiliate Dues	4,650.00
6130 · Insurance	500.00
6150 · Rent - Facility & Equipment	4,055.00
6160 · Telecommunications / Web	3,056.37
6210 · ESAP2 IDEM GRANT	37,888.44
6215 · ESAP2 PULLIAM GRANT	37,789.68
6222 · ESAP2 EPA GRANT	9,000.00
6300 · Supplies	578.11
6320 · Postage	1,142.03
6334 · Printing / Copying (outsourced)	1,379.95
6410 · Travel & Accommodations	4,729.14
6450 · Education / Promo / Outreach	2,885.20
6500 · Food & Beverages	7,836.17
6550 · Awards, Gifts, & Promo Prizes	161.18
6600 · Subscriptions & Memberships	0.00
6800 · In-Kind Expense	18,012.00
<b>Total Expense</b>	<b>175,341.44</b>
<b>Net Income</b>	<b>5,332.69</b>

## Organization of the IRC

The Coalition relies on the dedication and hard work of volunteers for many of our accomplishments. The collective effort of volunteers, the Board, Committees, Task Forces, other ad-hoc groups and individual efforts yields significant results. The IRC would like to thank the officers and the chairs of all of its committees, without whom the Coalition would not run nearly as smoothly. Thank you also to the many committee members whose efforts help achieve our mission. These volunteers, both board members and non board members, are to be commended for their continuing commitment to the IRC's mission.

## Getting the Work Done

A new way of structuring the work of the board was tried this year. Instead of a host of standing committees, each month brought a new top project on which the board focused. The Executive, Advocacy, and Conference Committees remained as regular committees that conferred as needed.

**Advocacy:** A board member from each sector, plus the President Melissa Kriegerfox and Executive Director Michelle Cohen (non-voting). Participants shifted with different topics and per their availability. Frequent participants included: Barbara Ault, John Crooks, Terry Duffy – chair for first portion of year, Jim Parker, Lisa Laflin, and Rudy Osenbaugh.

- **Conference:** Barbara Ault, Michelle Cohen, Natalee Hird (volunteer intern), Melissa Kriegerfox, Lisa Laflin, Jeffrey Miller, and Jennifer Van Skiver (volunteer intern)
- **Executive:** President Melissa Kriegerfox, Vice President Jim Parker, Secretary Lisa Laflin, Treasurer Rudy Osenbaugh, Executive Director Michelle Cohen (non-voting)

The following groups and committees were also active this year:

- **Northern Indiana Recycling Initiative (NIRI):** Chair, Doug Oaks, Fulton County SWMD & Secretary, Marla Vechev, Howard County SWMD
- **Southern Indiana Recycling Initiative (SIRI):** Chair, Tommy Thomason, Dubois County SWMD & Secretary, Patricia Bunner Colbert, Posey County SWMD
- **America Recycles:** many board members and others actively participate in the America Recycles state steering committee.
- **E-Scrap Action Program Phase II:** The full committee worked to develop campaign materials in the previous year. This year committee chair Terry Duffy continued to work with e.Scrap contractor Julie Rhodes on various aspects of the campaign implementation, including a great deal of time on preparing print ads for publication.
- **Newsletter Editor:** Meggan Walker

## Board of Directors & Staff 2006/2007

B = Business Sector G = Government Sector P = Public Interest

### Officers

President	Melissa Kriegerfox	Monroe County SWMD (G)
Vice President	James Parker	NuGenesis (B)
Secretary	Lisa Laflin	At-Large
Treasurer	Rudy Osenbaugh	At-Large

### Board Members

Jeff Abercrombie	Republic Recycling (B)
Melinda Antell	Abitibi Consolidated Recycling (B)
Barbara (BJ) Ault	Dearborn County SWMD (G)
Shawn Brock	City of Indianapolis, DPW (G)
John Crooks	The Virtual Scavengers Project (P)
Terry Duffy	Whitewater Environmental Council (P)
Phillip Giddens	Indiana Greening the Government Program (G)
Sarah Grain	Keep Indianapolis Beautiful, Inc. (P)
Dan Gushee	Recycle Force, LLC (P)
Amanda Hennessy	At-Large
Rodney Martin*	Safety Kleen (B)
	(* Stepped down mid-term)
Mark Mehall	SWD of St. Joseph County (G)
Jeffrey Miller	Earth Day Indiana Inc. (P)
Mark Vander Kooy	Asset Forwarding Corp. (B)

### Staff

Michelle Cohen, Executive Director

### Board Terms

Each member of the Coalition's Board of Directors is elected to a two-year term. Directors who fail to meet minimum attendance in the first year of their term must run for election again to retain their seat. Directors who are also elected to an office (President, Vice President, Secretary, or Treasurer) are elected to a one year term in that office. Elections are held in the spring of each year, with installation of new and re-elected board members and officers at the annual meeting in May.

### Monthly Meetings

Monthly meetings are regularly scheduled for the third Thursday of the month at the Environmental Management Institute in Indianapolis.

2006	2007
May 23- Annual Meeting at Conference	January 18
June 15	February 15
July - retreat	March 15
August 17	April 19
September 21	
October 19	
November 16	
December - No Meeting	

## **Donors**

The IRC is fortunate to have the support of many conference sponsors, members, and cash and in-kind donors. Thank you to all of our financial supporters! We would like to recognize our Sustaining Members and e.Scrap Partners individually:

### **Sustaining Members**

#### **SILVER MEMBERS (\$2,500)**

- Indiana Department of Environmental Management Office of Pollution Prevention & Technical Assistance

#### **BRONZE MEMBERS (\$1,500)**

- Abitibi Paper Recycling
- Chesapeake Recycling
- East Central Recycling & Best Way
- Hoosier Disposal / Republic Recycling
- Nugenesis
- Safety-Kleen
- Waste Management

### **e.Scrap Program Partners (2005-2007)**

- Nina Mason Pulliam Charitable Trust - \$85,000
- Indiana Department of Environmental Management - \$58,450
- US Environmental Protection Agency - \$10,000
- Air & Waste Management Association, Indiana Chapter- \$5,000
- Asset Forwarding Corporation - \$2,500
- Chesapeake Recycling - \$2,500
- ESRC - \$2,500
- Goldsmith Group - \$2,500
- Capitol City Metals, LLC - \$500
- Cornerstone Environmental Health & Safety, Inc. - \$500
- Lifespan Technology Recycling - \$200
- MRK GROUP, LTD - \$100
- Recycle Force, LLC – A Division of Workforce, Inc. – \$100



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