Indiana Recycling Coalition, Inc.

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Our Mission

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.

Achieving Our Goals

- Fostering a diverse and active membership;
- Offering forums for discussion, networking and education;
- Supplying materials to support the development of solutions at the local, regional and state levels; and
- Developing advocacy positions, to serve as a voice of the membership.

Formed by a group of dedicated volunteers in 1989, the Indiana Recycling Coalition, Inc. (IRC) is a nonprofit 501(c)(3) organization representing concerned citizens, state and local government officials, business, industry and environmental groups.
Highlights of the 2005-2006 Year

During the course of a year, the IRC’s staff, board, and members participate in a wide variety of activities to support recycling in Indiana, and to strengthen the IRC as an organization. This year, these included:

Sixteenth Annual Conference & Exhibition

The IRC’s 16th Annual Conference and Exhibition “Building Lasting Change with Tools for Waste Reduction” was a great event for our attendees. A relaxed atmosphere at the Bloomington Convention Center set the stage for some really great conversations and connections between old and new acquaintances. New information gleaned from speakers has hopefully inspired our attendees to tackle waste reduction, reuse, and recycling with renewed enthusiasm.

Conference highlights included:
- A welcome reception featuring recycled art.
- Plenary session given by Barry Connell for the Center for Environmental Communications.
- Exhibit hall with improved traffic pattern full of great vendors
- Auction which raised $2,500 . . . Thank you donors and bidders!
- Capnote presentation by Kate Krebs, Executive Director of the National Recycling Coalition.
- Luncheon keynote performances by enviro-tainers Jack Kaufmann and Steve Sharp. They even indulged us with a great rendition of American Pie that ended the conference on a great note.

Work on the issue of used computers, cell phones and other old electronics, called e.Scrap, continued to be the IRC’s most important program activity this year. As Phase I of the e.Scrap Action Program wound down in early 2005, the second phase of the IRC’s e.Scrap Outreach and Education Program ramped up. Once again, a steering committee of dedicated volunteers came together to plan an effective e.Scrap campaign. As determined in Phase I by the stakeholders, public education was desperately needed to help Hoosiers understand the potential hazards found in e.Scrap, the options for proper e.Scrap management, and ways to purchase greener electronic devices in the future.
e.Scrap (continued)

Program Planning
The steering committee, led by the IRC’s consultant, Julie L. Rhodes, worked together to develop a request for proposal and to review the 12 proposals submitted by different creative designers and firms. After interviews and presentations, the committee hired RLR Associates, a small, young, creative design shop in downtown Indianapolis. From there, the steering committee worked with RLR to hone the message, to create the new e.Scrap logo and tagline (Shocking facts. Smart ideas. Brighter future.); and to developed the “This Year’s Hot Model...Next Year’s Big Disaster” campaign theme. The entire campaign was designed to be edgy and bold. The intent of the theme was to play on a fashion theme and to make the campaign unique, eye-catching, and very different from the average environmental message. Using bright orange as the primary accent color and a runway model dressed in electronic parts, all of the campaign materials share the same image and complement the other well. The campaign materials developed included a website template, a brochure, a poster; a television, radio, billboard and print ad, a template for fact sheets and PowerPoint presentations. Several members of the committee worked with the consultant to build out the new website and develop fact sheets.

A very special thank you to Terry Duffy, IRC Board, committee co-chair, for ALL his leadership and help on this campaign. Also, a big thanks to all the steering committee who helped plan the education and outreach campaign including:

Mark Dix, East Central Indiana SWMD, committee co-chair
Rob Howe, Chesapeake Recycling, committee co-chair
Mark VanderKoooy, Asset Forwarding, partnerships subcommittee
Eric Goldsmith, Goldsmith Group, partnerships subcommittee
BJ Ault, Dearborn County SWMD
Mark Mehall, SWMD of St. Joseph County
Wendy Krause (formerly Smith), Cornerstone Environmental Health & Safety
Kristin Brier, IDEM-OPPTA
Lisa Laflin, City of Indianapolis
Tom Gray, Workforce, Inc
Pat Chastain, Workforce, Inc
Greg Keesling, Workforce, Inc
Melissa Kriegerfox, Monroe County SWMD
Shawn Brock, City of Indianapolis
Dan Boecher, ESRC
Christopher Newman, Region 5 EPA
Henry Davis, MCE Toner, Inc
Mike Good, Marshall County SWMD
Rebecca Baugh, Brown County SWMD
Lance Hodge, Association of IN Solid Waste Mgmt. Districts
Roger Hlavek, Raytheon
Brian McDonald, Purdue University
Mary Ann Lapenta, WQRJ WQRK WBIW Radio
John Crooks, Virtual Scavengers
Amanda Hennessey, IRC Board Member

Program Implementation
Website kick-off:
The IRC secured a new domain dedicated specifically to the e.Scrap program, www.eScrapIndiana.org to coincide with other educational materials, and implemented a virtual website launch to kick-off the e.Scrap campaign on November 15, 2005, as a part of America Recycles Day. In addition to the website, the IRC secured a toll-free telephone number dedicated to e.Scrap inquiries to reach those without web access – 1.888.e.Scrap.1.
**e.Scrap Education Campaign kick-off:**
The IRC also launched the entire education campaign during a fun and unique kick-off event on January 11, 2006, at INTECH Park Conference Center in Indianapolis. Approximately 60 members of the media, program partners, solid waste districts and others attended the e.Scrap “fashion show” and news conference to draw attention to the campaign theme “This Year’s Hot Model…Next Year’s Big Disaster.” The event included four futuristic models with wild hairdo’s and make-up, and a mock runway. As the models showed off their newest electronic gadget, announcers Michelle Cohen and Shawn Brock shared with the audience the down side of technology — the toxins! After the fashion show, Michelle presented information to attendees about the IRC’s new e.Scrap education and outreach campaign, and distributed education materials. The event was covered by all of the Indianapolis television networks, by Network Indiana Radio and by Inside Indiana Business.

Thanks to Sirens Salon for donating the hair and make-up for the fashion show models. Thanks to Tammy Weber, Margie Smith-Simmons (City of Indianapolis), Sara Graub (Keep Indianapolis Beautiful), Christine Fox (City of Indianapolis), Marlon Wright (City of Indianapolis) for modeling during the fashion show; to Lisa Laflin (City of Indianapolis) for overseeing music, helping with invitations for and helping get the word out about the fashion show; to Goldsmith Group for providing a pile of old electronics for the backdrop; to Shawn Brock (City of Indianapolis) for being one of the masters of ceremony; and to Kristin Brier (IDEM-OPPTA) for all her support on this project.

**Outreach and Education:**
The new e.Scrap campaign has several dimensions in an effort to reach all Hoosiers with its important message, which includes strategic ad placement, one-on-one presentations to targeted groups, newsletter articles in industry and community publications, and placement of articles.

The IRC placed some ads in order to reach the largest number of Hoosiers with the media message in the most cost-effective way possible. Using the funds raised for the campaign, the IRC purchased the following ads:

- Emmis Communication/Network Indiana statewide radio – 4720 radio spots airing over a four week period covering the weeks of 1/16, 1/23/1/30 2/6 (Monday – Friday, 6 a.m. – 7 p.m.), half paid, half matching in-kind radio spots; and runs on the PSA rotation.
- ESPN-950 – Indianapolis – four week run starting 1/7
- Indiana Business Journal central Indiana print ads – ran 2/27 and 5/17
- Indiana Business Magazine statewide print ads – May issue
- Indianapolis Star Earth Day insert central Indiana print ad – ran on 4/21 and distributed at Earth Day Festival

Some ads were also placed by Program Partners directly, including:

- Lake County Solid Waste Management District: WYIN-TV, Channel 56 northwest Indiana PBS television station – 1/28 – 3/30, 360 total spots covering a five-county area; and Movie Theater advertising
- Solid Waste Management of St. Joseph County: ABC-57 northern Indiana television – three week television run from 2/20 through 3/12, 80 total spots; and Comcast statewide and St. Joseph County television –3/18 and 3/25 ads during the IHSAA basketball games; six week ad run planned mid May – June.
- C&I Electronics: Evansville Business Journal print ads
Presentations about the e.Scrap Program have been made to the Indiana Society of Hazardous Materials Managers, Association of Indiana Solid Waste Management District annual conference, Southern Indiana Recycling Initiative, Recyclers of Central Indiana, Northern Indiana Recycling Initiative, Dubois County Chamber of Commerce Environmental Roundtable, Southern Indiana Chamber of Commerce Environmental Roundtable, Southeastern Indiana Chamber of Commerce Environmental Roundtable. In addition to groups within the state, the IRC’s e.Scrap program was presented at four workshops in Kentucky by Eric Goldsmith.

The IRC was also very successful in getting a great deal of no cost promotion about the e.Scrap campaign, including:

- nFrame, an Carmel-based technology firm, sent out e.Scrap brochures to their 300 clients across Indiana in their bills in February 2006.
- Comcast Newsmakers – interview with IRC executive director, Michelle Cohen, show ran throughout January.
- One Man’s Trash – article in the March 2006 issue.
- Article in the Air & Waste Management Association newsletter, January 2006.
- Article in INTECH Park tenants distributed by property manager Lauth Properties in January 2006 issue.
- Posted on the following web sites: Fox 59 TV, Inside Indiana Business, Channel 6 – TV, WISH-TV, Channel 8
- Editorial that ran in the Fort Wayne Journal Gazette, January 17, 2006
- Posted to City of Indianapolis, Department of Public Works listserv, employee newsletter, and run on Channel 16
- Editorial Opinion Pieces in the Indianapolis Star and the Ft. Wayne Journal-Gazette

**Measurable Results of Campaign:**
The e.Scrap campaign is scheduled to run through November 15, 2006. Half way through the campaign, however, the IRC has already seen a great deal of success, including:

- Web hits on eScrapIndiana.org (IRC domain*) **equaling 244,728** –November 33,673; December 21,232; January 83,196; February 35,758; March 33,409; April 37,460.
- Web hits from the WIBC.com website**: the e.Scrap site received 324 hits out of 1491 visits in January, & 234 hits out of 1782 visits in February.
- Inquiries have also been coming into the IRC office through the toll free phone line from those who do not have web access.

*The website tracking system does not count only hits to the eScrapIndiana website; however, in review of the web stats report, the vast majority of all activity is on the e.Scrap website or on e.Scrap related information from the e.Scrap or IRC websites. Prior to the kickoff of the e.Scrap campaign, the IRC website averaged 8,000 – 10,000 hits per month, with half or more of those hits being the e.Scrap Management Toolkit developed under Phase I of the e.Scrap Action Program. **Reported by Emmis Communications to the IRC.

**Program Partners:**
The e.Scrap Program is only possible through the generous contributions of the Program Partners who have donated their time, talent and money. A special to thanks to financial partners, including:

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

- August, 2005 - the IRC provided comments on the Indiana Department of Environmental Management’s (IDEM’s) proposed rule, 329 IAC 16, concerning provisions for electronic waste.
- August, 2005 - the IRC issued a position that the City of Indianapolis should continue to offer curbside recycling to its residents and fully incorporate it into its overall solid waste management strategy. A comprehensive strategy would have significant economic and environmental benefits to the City of Indianapolis and the State of Indiana.
- October, 2005 - the IRC agreed to provide a statement in support of Indiana Net Literacy Week.
- January, 2006 - the IRC provided comments to the Indiana House of Representatives’ Committee on Environmental Affairs regarding a proposed mercury switch rule - specifically its proposed funding through the state solid waste management fund. The IRC urged them to keep the state solid waste management fund for its established purposes.

Strategic Planning

Stemming from the 2004 board retreat, the board moved forward with a formal strategic planning process in 2005. Utilizing the Executive Service Corps, a group that provides training to not-for-profit organizations, the board met three times over the summer to set our vision and create a strategic plan. The plan covers a three year period, and was formally adopted in March, 2006. This is the IRC’s first written strategic plan, and the board is implementing one portion of it in June 2006 by holding a facilitated board development workshop. Two other goals the board agreed to work on during the first year are:

1. Increase membership.
2. Increase annual conference revenue/sponsors.

Earth Share-Indiana

The Coalition continues to participate in the workplace giving campaign sponsored by Earth Share-Indiana (formerly the Environmental Fund for Indiana). IRC board member Jeffrey Miller served as the IRC’s representative for Earth Share-Indiana this year.

National Recycling Coalition (NRC) Congress

At the 2005 NRC Congress in Minneapolis, MN, the IRC once again hosted a booth. In conjunction with the Congress, The NRC organized a two-day leadership training for representatives of state recycling organizations, which Michelle Cohen and Lisa Laflin attended. Michelle and Lisa also represented the IRC at the mid-year Recycling Organizations Council meeting.
America Recycles

America Recycles Day is celebrated on November 15 every year. The purpose of America Recycles Day is to encourage Americans to support recycling in our country by increasing their recycling efforts. One of the best things we can do for recycling is to make sure we purchase recycled products. Recycled products look and perform the same as those made from virgin materials.

Visit the National America Recycles web site (www.americarecyclesday.org) to find out more about why you should recycle and buy recycled products all year long!

Here in Indiana, our students really get the recycling and buy-recycled message. This year’s America Recycles Poster Contest for Indiana’s K-12 Students resulted in some unique expressions about recycling and the national theme: It All Comes Back to You. The winning posters are shown on the IRC web site and were included in a recycling poster display created by the Indiana Department of Transportation and posted at all Indiana state rest areas.

The third annual Recycled Art Exhibition for artists over the age of 16 was held at the Wheeler Arts Center in Indianapolis. The exhibition was successful, and will be repeated in future America Recycles campaigns. Photos of the exhibited entries are posted on the IRC web site.

Solid Waste Management Districts and other organizations throughout the state participated in these two art contests and also held many local events and America Recycles celebrations.

1st place in 6-8 grade bracket

Tammie Nichols, 6th grader, Jackson Intermediate, South Bend, IN
Getting the Work Done

Volunteer effort is responsible for many of the accomplishments of the Coalition, through the Board, Committees, Task Forces, and other less formal groups and individual efforts. A big “thank you” to the officers and the chairs of all the IRC committees. These leaders contribute significant amounts of time and effort to keep the IRC running smoothly and projects moving ahead. Thanks 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. In addition to those listed below, the board frequently appoints ad-hoc committees to research program ideas, and to perform other short-term tasks. Thank you all!

Standing Committees: These committees are permanent components of the organization and work throughout the year, fostering the Coalition’s mission and organizational strength in specific areas:

Advocacy: A board member from each sector, plus the President Melissa Kriegerfox and Executive Director Michelle Cohen (non-voting). Regular participants in the committee were: Terry Duffy, Lisa Laflin, Rudy Osenbaugh, Mark Mehall, Jim Parker, & Mark Vander Kooy.

Nominating: Sarah Graub
Conference: Chair, Melissa Kriegerfox
Executive: President Melissa Kriegerfox, Vice President Jim Parker, Secretary Lisa Laflin, Treasurer Rudy Osenbaugh, Executive Director Michelle Cohen (non-voting)
Finance: Chair, Jeffrey Miller
Membership: Chair, Amanda Hennessy
Newsletter: Meggan Walker, Editor

Sponsored Committees: The Northern Indiana Recycling Initiative (NIRI) and Southern Indiana Recycling Initiative (SIRI) are IRC-sponsored committees Each group meets every other month at different locations in their respective regions. These groups discuss waste and recycling issues affecting those in the recycling profession (local government programs, private businesses). As an example, the March 2006 SIRI meeting was held in Seymour and included a presentation from a local manufacturer who purchases old newspaper to make into cellulose insulation, and also included a tour of the City of Seymour’s recycling center and the City’s “Recycle to Ride” bus.
NIRI: Chair, Doug Oaks, Fulton County SWMD & Secretary, Marla Vechey, Howard County SWMD
SIRI: Chair, Tommy Thomason, Dubois County SWMD & Secretary, Patricia Bunner Colbert, Posey County SWMD

Program Committees: Program committees work on specific projects for a long term.
America Recycles: many board members actively participate in the America Recycles state steering committee. Partners like Indiana’s Greening the Government Program and IDEM/OPPTA contribute significantly to the committee’s plans and implementation of AR events.
E-Scrap Action Program Phase II: many people actively participated, and are listed in the e.Scrap section of this report.
IRC Board of Directors & Staff 2005/2006

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)

Shawn Brock
City of Indianapolis, DPW (G)

Barbara (BJ) Ault
Dearborn County SWMD (G)

Terry Duffy
Whitewater Environmental Council (P)

Sarah Graub
Keep Indianapolis Beautiful, Inc. (P)

Philip Grounds
Vincennes University (P)

Amanda Hennessy
At-Large

Mark Imel
Capitol City Metals, LLC (B)

Jeffrey Miller
Earth Day Indiana Inc. (P)

Mark Mehall
SWD of St. Joseph County (G)

Ken Moss
Indiana Dept. of Corrections (G)

Michael Planton*
Ball St. Univ., Facilities Planning & Mgmt. (P)

Mark Vander Kooy
Asset Forwarding Corp. (B)

*Michael Planton stepped down from the board mid-year due to other commitments, but remained active in assisting with on-site conference events.

IRC Staff

Michelle Cohen
Executive Director

Susan Hingle
Administrative Assistant (first part of the year)

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.

A light dinner is served at 5:15 p.m. and the business meeting follows at 5:30 p.m. Everyone is welcome and encouraged to attend.

Membership

The Coalition’s membership for 2005/2006 peaked at 146 (three more members than last year), with members in four sectors: Individual, Business, Government, and Public Interest (Not-For-Profits and Citizen Groups).

Members who had either paid for or who had pledged and had been officially invoiced for the membership year ending February 28, 2006 were counted.

The proportion of each sector remained stable:

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<thead>
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<th>Sector</th>
<th>THIS YEAR</th>
<th>LAST YEAR</th>
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<tbody>
<tr>
<td>Government</td>
<td>38%</td>
<td>40%</td>
</tr>
<tr>
<td>Business</td>
<td>24%</td>
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<tr>
<td>Individuals</td>
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<tr>
<td>Public Interest</td>
<td>11%</td>
<td>9%</td>
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PLEASE NOTE The IRC has several “years” that are addressed in this annual report.
- The IRC’s fiscal year runs from December 1 through November 30. Financial information in this report is as of November 30, 2005.
- The IRC’s membership year ends on February 28. This date accommodates the election process for the Board of Directors.
  - Membership numbers reflect levels at the end of the membership year.
- The IRC’s board year runs from the annual meeting in May to the following May.
- This Annual Report is first being presented at the Annual Meeting on May 23, 2006
Financial

Financial information is reported on an accrual basis for fiscal year end November 30, 2005. 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.

The IRC’s operating income came from three major sources – the annual conference (net income $13,965), memberships (net income $11,940), and revenue generating projects like the auction and printer cartridge recycling (net income $4,596). Because of falling short of budgeted revenue goals, this year the Coalition’s expenditures significantly outweighed our income. Eight-nine percent of this shortfall was due to $8,365 less than budgeted in conference sponsorship/sustaining membership revenues, and $4,965 less than budgeted in conference registration/exhibitor fee revenues. Overall, the Coalition is still in a sound financial position, but the shortfall has prompted the board to focus on fundraising and membership efforts in the near term.

The Coalition receives grant funds to help support specific projects. The remaining portion of the total grant from the Indiana Department of Environmental Management to fund the first phase of the E-Scrap Action Program was utilized this year. Two new grants funding the second phase of the E-Scrap Action Program were obtained, one from the Indiana Dept. of Environmental Management in conjunction with the Solid Waste District of St. Joseph County, and one from the Nina Mason Pulliam Charitable Trust. A portion from these were also expended this year.

The CPA review/audit is scheduled for summer 2006 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 program expenses are 82%; management and general 16%; and fundraising 2%.

“Every time you spend money, you are casting a vote for the kind of world you want.”
~ Anne Lappe
Sustaining Members

The Indiana Recycling Coalition owes a special thank you to our Sustaining Members.

These are members who contribute at a higher level of financial support for the organization than regular membership levels.

**SILVER MEMBERS ($2,500)**
Indiana Department of Environmental Management, Office of Pollution Prevention & Technical Assistance

**BRONZE MEMBERS ($1,500)**
Chesapeake Electronic Recycling
Hoosier Disposal / Republic Recycling
Nucor Steel
Waste Management