ANNUAL REPORT 2009

Supporting source reduction, reuse, composting and recycling activities in Indiana since 1989
Dear IRC Members and Friends,

The Indiana Recycling Coalition, Inc. (IRC) Board of Directors decided last year to culminate the 20th anniversary of the IRC with an expanded annual report. In addition to the regular fixtures of our past reports, we’ve compiled a retrospective of past organizational highlights and accomplishments. To paraphrase a popular marketing slogan from 20 years ago, “We’ve come a long, baby!” The IRC boasts a membership of more than 230, up from 131 in 2007. We’ve been fortunate to record year-end surpluses in our last three budgets despite the worst recession in decades, thanks in part to our membership and many supportive donors. We also recently secured grants from the Nina Mason Pulliam Charitable Trust and Wal-Mart’s State Giving Program to promote our new carbon footprint initiative.

Our annual conference has been very well attended over the years. The session topics have continued to change and reflect the dynamic challenges and opportunities that recycling encounters with every passing year. And while we have always been strong defenders of recycling, we’re most proud of our accomplishment in the 2009 Indiana State legislative session, where we successfully championed Indiana’s new electronics recycling law.

To be sure, all these accomplishments could not have taken place without the tireless dedication of the individuals who have, over the past 20 years, volunteered their time and talents by serving on our Board of Directors. We have also been fortunate to have three wonderful executive directors, dedicated staff, superb contractors and priceless volunteers. To highlight many of our past triumphs and recognize specific individuals, the IRC held a gala at the Indianapolis Museum of Art last November. More about that can be found later in this report.

But we are not satisfied with what we’ve accomplished when there are so many more opportunities and challenges before us. To better communicate the value recycling plays in our state, we’ve adjusted our message while remaining true to our mission. We’re “growing our capacity” by adding more staff, developing new partnerships and delivering additional workshops and special projects.

We have much to be prideful of and thankful for, but the journey continues for there is much more to do. For now, please accept this expanded annual report as a tribute to all that has been accomplished by the Indiana Recycling Coalition, Inc.

Sincerely,

Jeffrey R. Miller  
2009-2010 Board President

Carey Hamilton  
Executive Director
Leadership

BOARD MEMBERS 2009-2010

Melinda Antell, Abitibi Bowater (B)
Barabara (B.J.) Ault, Dearborn Co. SWMD (G)
Richard Catron, National Starch Food Innovation (B)
Betty Cockrum, Planned Parenthood of Indiana (P)
Lenn Detwiler, Hendricks County SWMD (G)
Tonya Galbraith, Town of McCordsville (G)
Phillip Giddens, Indiana Greening the Government (G)
Amy Grimmer, Johnson Co. SWMD (G)
Matt Groshek, IUPUI (P)
Mark Lecher, Franklin College (P)
Lisa Laflin, City of Indianapolis (G)
Jeffrey R. Miller, Earth Day Indiana (P)
Ruthann “Rudy” Osenbaugh, At-Large
Matthew Otte, City of Seymour (G)
Jim Parker, Nu Genesis (B)
Corrina Prather, At-Large
James Saxe, Republic Services of Indiana (B)
Tammy Stevens, Keep Indianapolis Beautiful, Inc. (P)
Mark Vander Kooy, Cloud Blue (B)

Board Terms and Meetings

Each member of the Coalition’s Board of Directors is elected to a two year term. Officers serve a one year term. Meetings of the board were held on the second Thursday of each month in Indianapolis.

OFFICERS 2009-2010

President, Jeffrey R. Miller, Earth Day Indiana (P)
Vice President, James Parker, NuGenesis (B)
Secretary, Lisa Laflin, At-Large
Treasurer, Ruthann “Rudy” Osenbaugh, At-Large

* (B) Business (G) Government Sector (P) Public Interest

STAFF

Carey Hamilton, Executive Director
Monica Whitfield Brase, Program and Membership Services Director
Katie Graham, Program Coordinator
Nanette Johnson, Accountant

IRC Board of Directors at the 20th Anniversary Gala, from left: Amy Grimmer, Betty Cockrum, Corrina Prather, Mark Lecher, Tammy Stevens, James Saxe, Jim Parker, Rich Catron, Melinda Antell, Jeffrey R. Miller, Rudy Osenbaugh, Phil Giddens, Lisa Laflin, Mark Vander Kooy, Tonya Galbraith, Matthew Otte.
IRC Open House

We kicked off the 2008-2009 fiscal year with an open house at the new IRC office on the near northside of Indianapolis. More than 140 people from around the state attended and toured the new space, listened to the live music of Sarah Grain, learned about the IRC’s goals as a growing organization, and enjoyed great company. Networking was in high gear as topics ranging from neighborhood composting and recycling issues to electronics recycling legislation were discussed.

$50,000 Wal-Mart Grant

In December 2008, the Indiana Recycling Coalition received a one-year, $50,000 grant from the Wal-Mart State Giving program. With this grant, the IRC developed a multi-pronged education campaign making the connection between recycling and climate change. This successful program reached thousands of Hoosiers in classrooms, at community festivals and via presentations at civic meetings, with the message that recycling is one of the easiest ways for individuals to reduce their carbon footprints.

One of the great outreach projects made possible thanks to this grant was the “Small Steps — Big Changes: Recycling and Your Carbon Footprint” fifth-grade poster contest. The IRC sponsored the contest to challenge students to visually express their understanding of how they can reduce their carbon footprints by recycling. More than 300 entries were received!

Video Contest

“Don’t trash your tv — Recycle it!” was the message students conveyed as they competed for cash prizes by creating the best video to help educate Hoosiers on how to make the shift to digital television in an environmentally-friendly way. More than 25 videos were submitted in the contest, which was promoted as a part of “America Recycles Day.” Students received cash prizes and certificates for their winning videos at a Statehouse ceremony in February 2009.

Highlights of 2008-2009

IRC’s Jeffrey R. Miller and Carey Hamilton and IDEM’s Monica Hartke-Tarr present the $600 first prize to Michael Littell, Andrew DeFeo, Andrew Eales, and Nate Douglas - high school students from Indianapolis.


**e.Scrap Legislation**

After years of work in support of improved electronics recycling in Indiana, including the implementation of a statewide multi-media education campaign, the IRC took the issue to the Statehouse in January of 2009. The IRC secured strong legislative authors in Representative Mary Ann Sullivan and Senator Beverly Gard, provided extensive testimony on the issue, led tough negotiations, activated our grassroots network of supporters to reach out to their legislators and ultimately succeeded in passing what is recognized as some of the strongest e-scrap legislation in the nation. In August 2009, Governor Daniels signed HEA 1589, the electronics recycling bill, into law.

Thanks to this bill, Indiana became one of only a handful of states with regulations that will lead to noticeably improved access to electronics recycling for residents. More of our electronic waste will be safely recycled rather than landfilled, incinerated or exported. In addition, this new law has already spurred the creation of hundreds of sorting, processing, recycling and other jobs in Indiana.

The IRC has educated Hoosiers on the importance of recycling toxic e-waste for many years and this legislative success was the culmination of that important work and the IRC’s success at building diverse support among key stakeholders at the Statehouse. The IRC thanks all who supported this effort.

**Nina Mason Pulliam Charitable Trust Grant**

In July of 2009, the Indiana Recycling Coalition received a two year $100,000 grant from the Nina Mason Pulliam Charitable Trust to support our “Recycling and Your Carbon Footprint” climate change education campaign, as well as to support the IRC’s long term sustainability, by helping to grow and diversify our fundraising program.

The grant expands upon our multi-pronged education campaign originally funded by the Wal-Mart State Giving Program. This program is designed to reach Hoosiers - in classrooms, civic halls and board rooms - with the message that recycling is one of the easiest ways to reduce our carbon footprints.

In addition, with funding from this grant, the IRC has kicked off a membership development campaign and a plan to diversify and strengthen our financial base. The IRC is also increasing our recycling education and policy initiatives while strengthening our organization’s fiscal position for years to come.
Highlights of 2008-2009

New Staff Members

Thanks to an expanded membership base, increased number of sponsors, new individual donors, and grants from the Wal-Mart State Giving Program and the Nina Mason Pulliam Trust, the IRC brought two new staff members on board this past year. Monica Whitfield Brase serves as the IRC’s full-time Director of Program and Membership Services, focusing her time on recruiting new members and creating programs that educate Hoosiers about the value of recycling and helping them find ways to recycle. Katie Graham, who joined us as a graduate intern, now serves as our Program Coordinator. The addition of these valuable new staff members and the continued use of talented interns will allow the IRC to continue to increase our positive impact in Indiana in the years to come!
Alcoa Bins

Thanks to the generosity of Alcoa and the National Recycling Coalition, the IRC distributed more than 1,250 recycling bins to six universities in the state of Indiana. Bins were used to enhance recycling in classrooms, sports facilities and more. We were thrilled to provide bins to Butler University, Franklin College, Anderson University, Indiana State University, Purdue University, and the University of Indianapolis. Finally, thanks to Franklin College for storing the bins until they could all be distributed!

Recycling Market Development Program

The Recycling Market Development Program provides funding to attract recycling businesses to Indiana and to promote recycling, the use of recycled products and businesses that protect the environment. The fund is sustained by state fees that trash haulers pay at landfills. In December 2008, dire financial straits in state government resulted in the suspension of this and 20 other dedicated funds. Shortly thereafter, the funds were transferred to the state’s general fund. The IRC worked tirelessly to liberate these funds, as they are widely seen as an important investment in job creation as well as our environment. IRC staff and board members testified at committee hearings, wrote letters to statewide editors, and met with elected officials and business and community leaders. In 2010, the IRC will continue to advocate for the release of these crucial funds, which create new green jobs for Hoosiers while improving our environment.

National Recycling Coalition

In 2009, the board of the National Recycling Coalition (NRC) supported a proposal to merge with Keep America Beautiful primarily due to a dire financial situation at NRC. That proposed merger did not receive the 2/3 majority vote of NRC members required to pass. As a result, NRC filed for chapter 11 bankruptcy status. At that time, KAB hired all remaining NRC staff and secured the rights to America Recycles Day. Several NRC board members and other long-time supporters are dedicated to maintaining the NRC organization. Those efforts continue and the future of the NRC will become more clear in the months to come. The IRC is a long time affiliate of the NRC and will continue to track these and other national recycling initiatives.

IACT Partnership

The IRC recently formed an exciting new partnership with the Indiana Association of Cities and Towns (IACT), a coalition of municipal officials. IACT advocates for municipalities as the official voice of municipal government in Indiana and promotes good government through education, training and leadership. Together, IACT and the IRC will produce and promote workshops and provide resources and information regarding recycling and composting to elected officials around the state.

Highlights of 2008-2009
Highlights of 2008-2009

2009 Conference & Exhibition

The IRC’s 2009 Conference & Exhibition saw record attendance and record sponsorship as well as the usual bevy of great educational sessions, networking opportunities and plenary speakers. The IRC was pleased to have as its main speakers Wayne Zink, CEO of Endangered Species Chocolate, who discussed how he successfully implemented the “Triple Bottom Line” model at ESC, and Bill Brown, Sustainability Director at Indiana University, who discussed IU’s plans to incorporate sustainable practices across the Bloomington campus.

And, thanks to our generous silent auction donors and the hard work of auction chair BJ Ault, our silent auction raised more than $8,000.

2009 CONFERENCE SPONSORS

Gold Sponsors
• East Central Recycling
• Republic Waste Services

Silver Sponsors
• Abitibi Bowater/Paper Retriever
• Indiana Department of Environmental Management
• Safety-Kleen
• Waste Management
• Unicor

Bronze Sponsors
• Alcoa
• All Pro Shearing
• Chesapeake Recycling
• Cloud Blue
• Indiana American Water
• International Paper
• National Starch
• Nucor
• NuGenesis
• Ray’s Trash
• Resource Recycling Systems
• Rumpke Recycling
• Strategic Materials
• Trash Talk
• University Place Conference Center and Hotel

In-Kind Sponsors
• Duke Energy
• Hendricks County Solid Waste Management District
• Kroger
• Quality Printing Company
• Recycling for Tomorrow
In 2009, the Indiana Recycling Coalition celebrated 20 years of promoting reducing, reusing, recycling, and composting. The yearlong celebration concluded with a gala attended by more than 250 guests and held at the Indianapolis Museum of Art. The occasion featured:

- Two newly-created awards given to Bob Armstrong (Volunteer of the Year) and Tom and Janet Fox Neltner (Founders Award);
- Attendance by long-time IRC friends and former board members who traveled from across the country to share in this very special celebration and;
- A vast number of sustainable components including locally-grown food; re-useable table service; organic beers & wines; carbon offsets; multi-use menus; awards created using re-used glass; food composting; and more.

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

Award winners Janet Fox Neltner, Bob Armstrong, and Tom Neltner
The IRC has come a long way since it began as an outgrowth of a one-day recycling conference hosted by then-Congressman Jim Jontz. Here’s a snapshot of how it happened: A sign-up sheet for those interested in starting a statewide recycling organization was circulated, meetings were held to establish goals and objectives, articles of incorporation were drafted and accepted in December 1989, and 20 years later, here we are.

Here are just a few of the highlights:

• The first major IRC accomplishment was its production of a statewide conference in 1990. This set the stage for the next several years, which were filled with the production of a slew of educational workshops, conferences, and publications designed to educate the public regarding the importance of recycling and how to incorporate recycling at home and in offices and industry. The forerunner of today’s electronic newsletter, designed to keep people informed about recycling issues, was also created in the first year. Also in 1990, THROW and IDEM provided a grant to create the “Citizens Participation Manual.” The manual was critical because many solid waste districts were beginning to form, citizens advisory committees were coming together, and all were looking for direction as to how recycling could and should be done and what recycling resources existed.

• Janet Fox Neltner generously volunteered her time serving as executive director for the IRC’s first year, and was then hired as a part-time executive director at the beginning of the second year. In 2000, after a decade at the helm, Janet decided to try something new and was succeeded by Michelle Cohen, who served as part-time executive director until 2008 when Carey Hamilton was hired to serve as the IRC’s first full time executive director.

• In 1995, IRC members formed the Advocacy Task Force, which propelled the IRC into a more formal role in the public policy arena. This paved the way for important accomplishments like passage of e-scrap legislation in 2009 (see more on this groundbreaking legislation in the “Highlights of 2009” section) and provided the IRC with the opportunity to create the “Defend Recycling” campaign to defeat legislation that would have allowed waste to energy processes to be defined as recycling. Since late 2006, the IRC has spoken out against classifying the burning of waste as recycling. Indiana State Senate Bill 43 would have essentially bankrolled the conversion of solid waste into energy and overlooked recycling as a prime energy saving mechanism, economic powerhouse, AND environmental protection tool. The IRC was, fortunately, able to lead the defeat of SB 43 and allow us to continue focusing resources

20 Years of IRC - A Look Back

(continued from previous page)

• In the mid-90’s, the IRC’s first statewide marketing campaign was designed to encourage waste reduction and recycling. “Indiana’s Had It Up To Here!” materials were seen in print and on TV, and heard on the radio thanks to the work of the IRC, a grant from IDEM and sponsorships provided by several companies and local solid waste management districts.

• The mid and late 90’s saw a vastly increased amount of communication with schools and school groups. The IRC worked with the Hoosier Association of Science Teachers to provide information about recycling and began to incorporate and improve upon its availability as a resource to schools around the state. We also began to work with college campuses to provide information about recycling, including participating in the NRC’s College and University Recycling Council, setting the stage for increased college partnerships in the following years.

• In 2005, the IRC received the NRC’s Outstanding Recycling Organization award and in 2006 we received the Governor’s Award for Environmental Excellence. These prestigious awards seem to be a fitting way to wind down the IRC’s first twenty years.

The IRC accomplished a great deal in its first twenty years and all indications are that the next twenty will be just as successful. All of the staff, board members, volunteers, IRC members and supporters who have helped to make the IRC what it is today should be proud to have played a role in creating this strong and effective voice for recycling in Indiana!
Recycl’IN Newsletter

The IRC’s newsletter, “Recycl’IN News,” has been a staple for many years, and now Recycl’IN has gone electronic and provides more content more times per year than ever before. The calendar of events, new and renewing member listings, and several articles provide timely, relevant information to our membership. Our ability to communicate the latest recycling news in Indiana is greatly enhanced by this tremendous resource.

IRC Website

The IRC website just gets better and better all the time! Changes may seem subtle, but some of the new benefits the site offers include online membership and renewals, registration for events, a calendar of events, and more links to other helpful websites. Coming in 2010: a membership directory!

Social Media

The IRC is on Facebook! Our page includes helpful links to articles, offers recycling tips, provides resources for recycling information, answers questions, and more.

Outreach Events

In 2009, the IRC had a presence at events like RCI’s Green Fair, ReVerb’s Dave Matthews & The Fray concerts, Earth Day Indiana, and SeeMore Green. You could also find the IRC at Conservation Day at the Statehouse and several Recycling Market Development Board meetings.

The IRC gave presentations to the Avon Chamber of Commerce, Franklin Chamber of Commerce, Rensselaer Green Business group, the University of Evansville, Columbus Energy Matters group, Johnson County SWMD’s Amy Grimmer and Kim Schafstall educate concert-goers about recycling. Association of Indiana Solid Waste Management Districts Conference, Valparaiso Green Drinks and Indianapolis Green Drinks.

The IRC was widely published and/or quoted in the Indianapolis Business Journal, Evansville Courier-Journal, Indianapolis Star, Bloomington Alternative, Gary Post-Tribune, and the Fort Wayne Journal-Gazette. The IRC’s executive director was also featured on Inside Indiana Business with Gary Dick discussing electronics recycling.

IRC and IMA

And last but not least, the IRC partnered with the Indianapolis Museum of Art to co-present the eco-documentary “Manufactured Landscapes” at the IMA.
Membership in the IRC continues to increase, growing from 148 to more than 200 at the end of 2009 and many more as we go to print. Members include large and small businesses, local, state and federal government entities, individuals, schools, students, and nonprofits.

The IRC is now operating with a new membership database that will enable current members to renew membership online as well as receive our monthly electronic newsletter and other correspondence. Its benefits to staff are immeasurable, allowing them to do their jobs more efficiently and more effectively.

In 2009, IRC members were encouraged to participate in committees, which were previously open only to board members. This will greatly enhance our ability to create effective messages; find new audiences, innovative ways to communicate, and fundraising ideas; and advocate for beneficial recycling policies. We are excited about providing our members with a new way to support the important work we do!

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
• Finance
• Fundraising
• Nominating/Governance
• Marketing
• Membership

Northern Indiana Recycling Initiative (NIRI), and Southern Indiana Recycling Initiative (SIRI) were also active.
Finances

Annual Total Income and Expense

Income

Event Income 47,975.25
General Donations 11,249.18
Sponsorship 66,050.00
Program Revenue 5,759.32
Grants 70,000.00
Membership Dues 23,180.00
In-Kind Revenue 28,849.72
Interest Income 888.45
Discounts, coupons, refunds 28.50

Total Income 253,980.42

Expense

Payroll Expenses 58,606.63
Service Providers 26,810.50
Bank, Finance, Organization, Fees 1,833.72
Refunds Issued -787.39
Office/Supplies/Insurance 2,149.33
Printing/Copying (outsourced) 1,445.03
Training/Conference Fees/Travel 6,541.74
Education/Promo/Outreach 5,097.82
Food & Beverages 22,626.89
Awards, Gifts, & Promo Prizes 495.64
Subscrip, Member, and Reg Fees 1,394.12
In-Kind Expense 28,849.72
Misc. Expense 63.59
Reconciliation Discrepancies 174.99

Total Expense 174,302.33

Net Surplus 79,678.09

Thanks to a net surplus of nearly $80,000, the IRC was able to bolster its operating reserve significantly in 2009. Sources of this non-budgeted surplus income include: new individual donors and sponsors; a 20th anniversary celebration that also served as a fundraising event; and a capacity building grant that supported membership development and new revenue generating activities.

Due to the financial success of 2009, the IRC is now better positioned to sustain our expanded programming and policy work for years to come. Thank you to all our members who have helped make this possible!
In Memorium - John Crooks

As many of you have heard from within Indiana’s recycling community, John Crooks passed away Easter Sunday, 2009. John was a board member of the Indiana Recycling Coalition and was the founder of Virtual Scavengers, which collects and refurbishes computers for reuse or demanufactures them when necessary.

In 1997, John founded Virtual Scavengers and for the first five years received help from his wife Pat. In 2002, through partnerships with groups like the Hoosier Veterans Assistance Foundation, well deserved publicity, and outside funding, Virtual Scavengers took off.

Within the IRC, John most recently was the Chair of our Advocacy Committee, which oversaw the work with our other stakeholders in promoting HB 1589, the Electronics Recycling Law. But there was much more to John than just recycling computers.

John was a Franciscan Associate. He had many interests including chaos theory, religious studies and anthropology. He and his wife Pat met 29 years ago and were married on July 11, 1981. Their daughter Alison was born in 1987 and John had a special relationship with her.

John was a modest man who never attracted attention to himself even when he was confronting unreleenting health challenges. John was a man of action but he often quoted St. Francis of Assisi when saying “Preach the Gospel to everyone you meet, if necessary use words.”

I’d like to share with you a story about John that captured his zest for life, his passion for recycling and his charm. At the end of the IRC Conference in Muncie a few years ago, I was leaving the hotel and headed for my car when I ran into John and his good friend and right-hand-man Dan Palo in the parking lot. The two of them were in a bright red two door convertible. John was in the driver’s seat, one hand on the steering wheel and the other resting on the passenger’s head rest. Dan was riding shotgun, and they had a load of electronic equipment that filled the back seats. Evidently, Virtual Scavengers had received the car as a donation and John had figured out that the car was worth more for its transportation value than trading it in for money. But this picture of John just didn’t fit my stereotype of him. So, trying to reconcile all of these conflicting images and facts in my mind I asked John, “What are you doing?” And, in his own understated style, with a glint in his eye and a smile coming from one side of his mouth he said, “We’re cruising for chips.”

We are all better people for knowing John Crooks and will miss him dearly.

– Jeffrey Miller
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.