



Dear NRC Recycling Organization Affiliates,

Last year was a big year for the National Recycling Coalition (NRC)—in stabilizing the organization and once again stepping up to be a force for advocacy! We are 23-affiliated recycling organizations strong, and are continuing to develop and implement strategic initiatives to meet the needs of the 6,000 NRC members across the North America, but more importantly, to accelerate sustainable approaches to the management of discarded materials.

This past year, NRC moved forward with critical decisions and actions, including:

- Finalizing the incorporation of assets from the Recycling Organizations of North America (RONA) into NRC,
- Providing an essential webinar series with our partner the Pennsylvania Recycling Markets Center,
- Re-launching our historically successful NRC national awards program,
- Continuation of important college scholarships through the Murray J. Fox Scholarship Fund,
- Increasing activity of our very successful Campus Council,
- [Redefining recycling](#) (the last time the NRC did this, the US EPA adopted our definition!),
- Developing and disseminating [a position on](#) separated collection and processing of recyclable materials,
- Moving forward with a recycling jobs and economic valuation project,
- Promoting our [National Standards Certification efforts](#), and
- Planning the first-ever [National Sustainable Materials Management Summit](#) in conjunction with Syracuse University to be held May 12-13, 2015 at the University of Maryland, College Park.

The Sustainable Materials Management (SMM) Summit is an essential step forward in our advocacy for the many activities that Recycling Organizations (RO) members are engaged in each and every day. In the trenches, local governments, businesses, nonprofits, and others are planning and implementing policies and programs to divert more material from disposal through reduction, reuse, recycling, composting and associated economic development activities. We will bring your expertise together with others across North America who make decisions about product design and manufacturing, infrastructure, materials processing, and other issues that can impact the quality and quantity of materials managed sustainably. Our hopes are to influence future decisions that support SMM in the most cost-effective and efficient manner possible.

Leading up to the Summit, NRC is organizing two educational webinars specifically on SMM. These are intended to help RO members better understand issues around SMM, and to prepare for their active participation at the Summit and SMM-related policies and programs increasingly being launched across North America. Mark your calendars now for **February 11th and 18th (Wednesdays) at 1 p.m. ET**, for these two SMM webinars designed specifically for our RO's. Stay tuned for more information on these events.

Also, we soon will be reaching out to individual RO elected and staff leaders to establish a series of "one-on-one" meetings with me and other leaders of the NRC. We'd like to discuss a host of important issues with the leaders of the ROs, including our efforts to grow our professional staff leadership, and how we can better support each individual RO. More will be coming about these meetings as well.

The NRC values its long-standing relationship with the RO's. The NRC board, leadership, and staff team are continually seeking new ways to provide programs and services to support the membership, and are working with the ROC leadership to continue to refine our approach to efforts that directly benefit you. We have strength in numbers and, in that spirit we appreciate your continuing support and look forward to advancing the recycling industry together!

We always appreciate feedback and ideas for how we might improve our industry and/or organization. Please feel free to contact me at markl@nrcrecycles.org with any suggestions.

With warm regards,

Mark Lichtenstein
NRC President and CEO