

## NRC Conference Committee Report to NRC Board 5-13-19

### Board Action Requested

**Motion: NRC approves the CRRA/NCRA Proposal, directs the NRC Executive Director and/or President to negotiate and execute a Memorandum of Understanding (MOU) with CRRA and NCRA, and negotiate and execute an agreement to reserve space in Berkeley, California at the Freight and Salvage for March 2020.**

### Updates

1. Resource Recycling Conference 2019 (Conference Subcommittee Co-Chairs: Rick Anthony and Leslie Lukacs)
  - a. Response from Resource Recycling regarding NRC sessions at RR Conference 2019 (see Keeling/Elliott email below)

Gary – Dave sent note about his meeting with Steve Alexander and Kara Pochrio (who works for APR). Cara Bergeson does scheduling. They offered 1 concurrent session, all our business sessions, and Reception are OK and the Recycling Markets Workshop ½ day on Monday. NRC involvement as “partner” to be discussed further. Dave and I met with Bobby Elliott this morning to discuss their offer.

We expressed disappointment that the offer was less than the past 2 years. Bobby noted that they need to get speakers 8-9 months out for a major national conference, and RR is too far along in soliciting topics and speakers to offer NRC more than one session. We agreed with his timing comment. We noted that we were waiting before inviting speakers to confirm with RR how many sessions we would be responsible for, and when they would be held. Due to the change in ownership, this fell through the cracks.

We also talked about RR Conference 2020, and how to partner better for that conference.

**RR offered for NRC reps to be Moderators for the Plastics and National Sword sessions, in light of these developments, so NRC would feel better about the partnership. We asked for those sessions to be branded as part of an NRC track to strengthen the idea of NRC being a partner in the organizing of the RR Conference (even if we didn't organize those 2 sessions).** Bobby said he would check on that idea.

Dave – I thought that was a brilliant ask.

Gary - So for now, this NRC Conference Committee is only responsible for the Upstream session. The NRC Markets Council will organize the ½ day Recycling Markets Workshop on Monday, 8/26.

Dave –Correct. Markets Council will organize the Markets Workshop.

- b. Update on contract with suggested location for Welcome Reception fundraiser with SERDC

Gary - Sarah DeSouza confirmed that it was signed last month.

2. National Zero Waste Conference (see NRC Board adopted [proposal](#); Subcommittee Co-Chairs: Leslie Lukacs and Gary Liss)
  - a. Evaluation and Recommendation of Host State Proposal (sent to OH, IN, TX and CA as requested via RO Survey; CRRA/NCRA submitted proposal to host in Berkeley during Zero Waste Week, March 15-22, 2020; Recommended Motion for Board call on 5/17/19 – see attached document entitled “Evaluation...”)

**Motion to recommend NRC Board approve Conference Committee proposed Motion regarding NRC National ZW Conference as follows:**

**Motion: NRC approves the CRRA/NCRA Proposal, directs the NRC Executive Director and/or President to negotiate and execute a Memorandum of Understanding (MOU) with CRRA and NCRA, and negotiate and execute an agreement to reserve space in Berkeley, California at the Freight and Salvage for March 2020.**

**Moved: Rick**

**2<sup>nd</sup> – Gary**

**Motion unanimous**

- b. Budget (see [Budget](#) adopted by NRC Board in March)
- c. Advisory Committee Possibilities
  - 1)Zero Waste USA, US Green Building Council, Zero Waste International Alliance
  - 2)CRRA and NCRA
  - 3)CalRecycle
  - 4)Local Governments: City and County of San Francisco, Berkeley, Oakland, San Jose, San Diego, Los Angeles, Palo Alto, StopWaste.org
  - 5)Green Business groups: GreenBiz.com, American Sustainable Business Council, U.S. Council for Sustainable Business Development, Green Chemistry and Commerce Council (GC3)
  - 6)Federal agencies: USEPA, Region 9 and USEPA HQ; Western Region P2 Center
  - 7)Some of attendees of NRC Markets Council forum at Resource Recycling Conference 2017 in St. Paul
  - 8)Rep. from Reuse International
  - 9)Rep. from Sierra Club National Zero Waste Team
  - 10) Rep. from Zero Waste USA National Advisory Council

11) Rep. from GBCI Zero Waste Advisory Council

Gary – **Committee will ask the above to be cooperating organizations to help promote, but to work on agenda, speakers and other details that an Advisory Committee would deal with, we agreed to just ask ZWIA, USGBC/GBCI, and Zero Waste USA to join.**

3. Keep America Beautiful Conference 2020 (Memphis)

- a. Proposal for NRC assistance (NRC Conference Committee or Markets Council lead?)

Dave – **may be combo of Conference Committee and Markets Council.**

**Talked with Randy about doing Market Development Workshop day before conference.**

**Also wanted help with recycling related sessions during their Conference.**

Let's get through Resource Recycling 2019 Conference as the priority now.

**Had conversation with Randy about container redemption legislation. He said they're not against deposit legislation.**

Dave – ball is in his court. They'll be doing focus groups around country. Will talk about container deposits in those groups.

- b. Topics to consider (e.g. brand audits, bottle bills, infrastructure, plastics minimum content, market development policies)

4. Resource Recycling Conference 2020

- a. Need to talk with Resource Recycling and Assn. of Plastic Recyclers regarding new deal for 2020

Gary – requested to meet next with Bobby Elliott, Steve Alexander and Cara from APR. Hopefully in next couple of weeks.

\*\*\*\*\*

**From:** Dave Keeling [<mailto:DKeeling@steel.org>]

**Sent:** Thursday, April 25, 2019 11:02 AM

**To:** [gary@garyliss.com](mailto:gary@garyliss.com); [wayne.gjerde@state.mn.us](mailto:wayne.gjerde@state.mn.us); Fryer, Chantal ([cfryer@scommerce.com](mailto:cfryer@scommerce.com)) <[cfryer@scommerce.com](mailto:cfryer@scommerce.com)>; [mbarry@dwx.com](mailto:mbarry@dwx.com); [leslielukacs@gmail.com](mailto:leslielukacs@gmail.com); Richard Anthony ([ricanthony@aol.com](mailto:ricanthony@aol.com)) <[ricanthony@aol.com](mailto:ricanthony@aol.com)>; 'Stephen Bantillo' ([stephen.bantillo@gmail.com](mailto:stephen.bantillo@gmail.com)) <[stephen.bantillo@gmail.com](mailto:stephen.bantillo@gmail.com)>

**Cc:** Sarah DeSouza ([nrc.execassistant@gmail.com](mailto:nrc.execassistant@gmail.com)) <[nrc.execassistant@gmail.com](mailto:nrc.execassistant@gmail.com)>; 'amy@oregonrecyclers.org' <[amy@oregonrecyclers.org](mailto:amy@oregonrecyclers.org)>; Bob Bylone <[rbylone@pennrmc.org](mailto:rbylone@pennrmc.org)>

**Subject:** FW: NRC at Resource Recycling Conference and Trade Show

All:

Just got off a conference call with Steve Alexander and Kara Pochrio with APR about the 2019 RR conference in NOLA.

At this point, the NRC will be relegated to one concurrent panel session during the conference and a half day market development workshop on that Monday of conference week. We can conduct all of our usual business at the conference. I think we need to streamline some of our meeting room requirements for board meetings.

I provided them with the proposed session topics. Steve said that he would forward them to Bobby Elliott who is developing the program. I also discussed the possibility of a plenary session with big name like Senator Corey Booker. I suggested that Bobby join our conference committee calls. **Please let me know when the next conference committee call will be taking place so I can invite Bobby.** We may be able to discuss the possibility that they will embrace our other session topics then ask us to organize them as well.

It sounds like they will continue to provide RO representatives with a comped registration which is good for the ROC members. The ROC meeting should be about professional development in some manner.

We discuss the NRC fundraiser reception. Steve is going to look into the registration issue using their system that we have had in the past. He made a point about needing to meet their Food and Beverage minimums and Room night guarantees.

Steve says that he wants to grow this conference and that the NRC will be part of that effort. He would like to see more of a focus on professional development.

He said that this conference has lost six figures in the past and they need to turn that around. He even asked if NRC had any money to contribute. I said that we do not but could assist with getting sponsors.

He asked me about the Zero Waste Conference being organized by Gary Liss and NRC. I told him that our loyalty is to the Resource Recycling Conference until he tells us otherwise. I told him that the NRC has been asked by the Zero Waste community to organize a zero waste conference in 2020. I did not know if it will be a continuing effort each year. I also let him know that we may be working with KAB to boost up the recycling related content of the KAB conference. Both events are purposely positioned on the other side of the calendar year from RR conference as we promised Jerry.

I was concerned that this situation might occur as the new owner became involved in the planning process. You can't blame APR for wanting to stem the red ink on this conference.

We need to get Bobby Elliot involved in the conference committee calls. Let me know if you have any questions. Thanks

David F. Keeling  
Director-Recycling  
Steel Recycling Institute  
P.O. Box 160  
Big Bend, WI 53103  
262-662-4435  
414-630-9382 (mobile)  
[dkeeling@steel.org](mailto:dkeeling@steel.org)  
[www.recycle-steel.org](http://www.recycle-steel.org)  
[www.buildusingsteel.org](http://www.buildusingsteel.org)

[www.steel.org](http://www.steel.org)