



NRC President's Message July 31, 2020 Board Call

Elections

The NRC board elections will be held in conjunction with the NRC virtual membership meeting on Tuesday, October 20, 2020. Pete Adrian has volunteered to serve as slate development committee chair for this election cycle. Thank you, Pete. I have also polled the current board members who are eligible for reelection to gauge their interest in running for the board again. I have shared the responses with Pete, Stephen, Mick, and Sarah D. We have 11 board seats open for this election cycle due to terms expiring, term limits, resignations, and retirements. Only two or three (maybe four) of the current board members who are eligible for reelection are interested in running again. I would like to personally thank Barb Eckstrom, Susan Gordon, Kerrin O'Brien, Sarah Pierpont, Charlotte Pitt, Antonio Rios and Chantal Fryer for the dedication and service to the NRC and the recycling industry. I also would like to wish Susan Gordon all the best in her retirement. Wayne Gjerde, Justin Stockdale and possibly, Leslie Lukacs have expressed interest in running for reelection for the NRC board.

The first meeting of the new NRC board will take place on October 30, 2020. The election of officers will take place at that time. All the positions on the NRC Executive Committee are open during this election process. Unless something changes in my employment situation soon, I will not be seeking another term as NRC President. In addition, Mick Barry may not be planning on running for reelection so the position of NRC Chair may be wide open to another board member. Please review the NRC bylaws to find out more about the duties of the positions on the executive committee. I will be glad to answer any questions that an interested board member has about the position of NRC Board President and its duties. I have two year left on my current term on the NRC board. I currently plan to serve out my term on the NRC board.

Membership

Lynn Rubinstein has volunteered to take over as chair of the NRC membership committee. She has arranged a membership committee call for Tuesday, August 4, 2020 at 12 noon EST. Please let Lynn know if you are interested in joining the call or the membership committee.

Board call on diversity and inclusion

The NRC board had a Zoom call on July 14th regarding its efforts to promote diversity and inclusion on the NRC board, our membership, and the recycling industry. Arley Owens and Angela Moore provide their perspective on how to move forward on this issue. It was suggested that a Multicultural Recycling Council be developed. The membership and slate development committee should make diversity and inclusion part of their efforts.

Permanent mailing address for the NRC

I have been working with Mark Lichtenstein to establish a permanent mailing address for the NRC so we will be able to discontinue the use of the current post office box in Erie, CO. I instructed Sarah DeSouza to go ahead and pay the rent for the least amount of time on our current post office box. He also suggested that we should be able to utilize the school's internship program as we have done in the past. Mark, Sarah, and I need to update the past MOU that we had with SUNY so we can get the process started. With a permanent street mailing address, it is my hope that the NRC might be still able to apply for some federal assistance that is being offered to non-profits.

Before the end of my term as NRC Board President, I hope to work with Mark to get the NRC a permanent mailing address. I also hope to work with Susan Collins to get our bookkeeping processes and financial reporting up to date.

The following text was included in my President's message last month, but I thought the need for revenue needed to be reemphasized again and again. Each committee will be providing updates on their activities relating to their work on these efforts.

Revenue, Revenue, Revenue, The NRC needs new sources of revenue!

Other than a few direct membership renewals and unlikelihood of additional affiliation fee submittals, I do not foresee any revenue coming into the NRC coffers. I encourage NRC board member, especially those involved in the NRC reorganization taskforce, to shift their focus to developing new sources of revenue for the NRC. The following are my suggestions for potential revenue sources that we should focus our efforts:

Recycled Content Product Platform

We need to finalize the plan for getting in compliance with our charitable registrations with the states that require them as soon as possible. We then need to find out from Nina Butler if there is still an opportunity for the NRC to benefit from the enhanced recycled content platform developed by More Recycling. If there is an opportunity for the NRC, we need to work with Bob Hollis, Nina Butler, and the members of the NRC communication committee to revamp the NRC website to be more functional and user/mobile device friendly. Both the recycled content platform and revamped NRC website could a source of enhanced sponsorship revenue. At the same time, we need to develop a plan to solicit sponsorship support for the platform.

Revitalization of "Buy Recycled Business Alliance"

Potentially coupled to the platform and revamped website, the NRC Markets Council has decided to concentrate on the revitalization of Buy Recycled Business Alliance (BRBA). The BRBA, along with its Buy Recycled Campaign, was originally formed in 1992. By 1993, the BRBA had recruited 500 business members with purchasing power estimated at 10.5 billion dollars. In 1995, the NRC, in cooperation with Turner Broadcasting Corporation conducts a national advertising campaign to educate consumers about the importance of buying recycled. The NRC's BRBA and the Food Marketing Institute worked in cooperation to publish Beyond Bags, the first industry-specific buying recycled guide for the grocery industry. In 1998, the BRBA launches major advertorial campaign in the Harvard Business Review targeting the CEO's of the Fortune 1,000 companies to raise corporate awareness of the breadth of applications and economic benefits from

using recycled content products. I provide these tidbits of BRBA history to demonstrate the potential of this revitalization efforts to develop the membership levels of businesses in the NRC. Chantal Fryer and Wayne Gjerde are the co-chairs of the NRC Markets Council.

NRC Webinars

The NRC webinar on market impact that took place on April 30, 2020 was successful in terms of quality content and participation. The NRC markets council has been discussing the possibility of having more webinars in the future. I received confirmation from the USEPA that the NRC cannot solicit sponsors to make a profit if the USEPA is to remain a partner on these programs. I would suggest that we consider doing more webinars but do not include EPA as a partner until we can go back to in person workshops. Since there are so many free webinars, I do not think that we can charge a registration fee, but we may be able to get sponsors based on the recent participation in our last webinar.

Develop supporting member program

The NRC board has discussed the issue of offering a level of membership to the general public. While we work on getting back into compliance with our charitable registrations across the country, I suggest that we form a group of board members to develop a plan to implement a nonvoting membership to recycling supporter in the public. I think the price of this membership should be around \$25 which provides them with the NRC newsletter when they are developed. The group should also develop a plan to promote this membership via social media. I do not feel that this promotion needs to be done in a costly manner but should be accomplished in a grass roots type of outreach through our affiliates and members. This program would require a change in our bylaws to include this level of membership. I think the NRC is the only recycling industry non-profit that can position itself to garner this type of support from the public. I also think that we need to develop this membership program to justify the cost of our charitable registrations each year. To have an active "donate" button on the NRC website, we need to submit charitable registrations in each state that requires one each year. Please see the above section on charitable registrations.

Respectfully Submitted,

David Keeling, NRC President