



The New (Ab)normal

We're now 5 weeks into this bizarre, alternate reality of the COVID-19 pandemic and while the rapid-fire pace of change seems to have leveled off a bit, there is a sense of loss around the concept of "normal." The individual and collective impacts of this disease are so greatly and inequitably varied by location, demographic, and organization type. But one fact unifies us all. We don't know when this will end or how long it will last. This is unprecedented, and this is HARD.

It is very easy - and certainly understandable - to dwell in a place of fear. There are, however, many examples of creativity, kindness, and collaboration springing up from the rubble of our previously-normal lives. I've humbly witnessed my staff and board of directors choose creativity and collaboration in many ways these past several weeks. Watching as they **embrace the challenge** of pivoting to a virtual Conference for 300+ people and **get excited** about learning new skills, providing enhanced value for attendees, and reaching a whole new audience of attendees has been nothing short of inspiring. It fuels me through the inevitable rough patches.

I hope you are experiencing this in your work and life and are accepting the challenge to find ways you can bring the light in these uncertain times. **I'd love to know who, in your professional world, is inspiring you with creativity, kindness and collaboration.** The Indiana Recycling Coalition would like to share those stories with our members. Send me an email or give me a call and tell me. These are the things that will help us all through this.

Be well. Be safe. Stay connected.

A handwritten signature in black ink that reads 'Allyson Mitchell'.

Allyson Mitchell
Executive Director

EARTH *Month*

WE'RE ALL IN THIS *together*



Indiana
**RECYCLING
COALITION**
#IRCTurns30

Honoring the 50th Anniversary of Earth Day and the *30th Anniversary* of the IRC

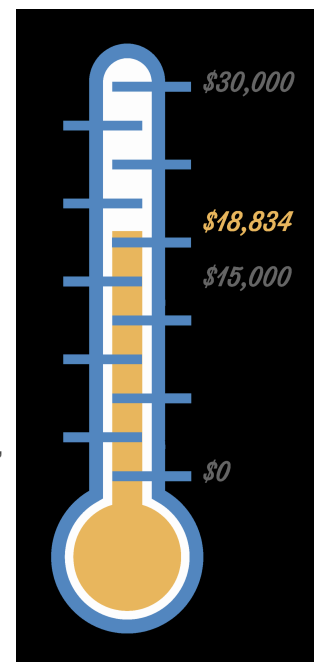
April is Earth Month, and we're recognizing it with a month-long campaign seeking your support and providing you with information and resources to help you care for the earth.

We have two months left to reach our 30th anniversary, \$30,000 fundraising campaign goal, and we are over halfway there!



WE HAVE A MATCH! DONATE TODAY!

All donations made in April will be matched, dollar-for-dollar, thanks to the generous support of [Pratt Industries](#). One of Pratt's five 100% recycled paper mills is located in Valparaiso, IN. These five mills save more than 70,000 trees every day by converting discarded paper into corrugated packaging materials!



OR MAIL CHECK TO:

Indiana RECYCLING COALITION
708 EAST MICHIGAN STREET
INDIANAPOLIS, IN 46202

Note that you can also donate via our Facebook posts or our [Facebook fundraising campaign](#).

Be sure to follow us on social media to be inspired and empowered all month! Did you miss our six-video plastic recycling series? Don't worry - the links are below!

EARTH MONTH VIDEO SERIES (so far!):

[Earth Month Kick-off Video](#)

[Plastics Recycling Video 1](#) - Overview of resin codes in recycling symbol and what they mean

[Plastics Recycling Video 2](#) - Plastics #1 and #2

[Plastics Recycling Video 3](#) - Plastics #3 and #5

[Plastics Recycling Video 4](#) - Plastics #5, #6 and #7

[Plastics Recycling Video 5](#) - Which plastics are recyclable vs. what you can put in your bin

[Plastics Recycling Video 6](#) - Which types of plastics #1 and #2 can go in your bin

The PBS Frontline "Plastic Wars" video we reference can be found [HERE](#).

Note that these are GENERAL recycling tips - always check with your local [Solid Waste Management District](#) to find out which plastics are being recycled in your area.

Join Us FOR A FREE WEBINAR!



JOIN US ON EARTH DAY FOR AN INFORMATIVE WEBINAR ON HOW TO RECYCLE RIGHT AND OTHER GREAT TIPS TO CARE FOR THE EARTH!

IRC Earth Day Webinar - How to Recycle Right

Wednesday, April 22, 3:00 PM - 4:00 PM

[CLICK HERE](#) to register

Do you have questions about how to recycle right?

- Is what you put in the bin ACTUALLY being recycled?
- What do those different numbers inside the recycling symbol mean?
- How does recycling help the planet, or at least your community?

We have the answers!

Join us for a Zoom webinar to learn how recycling in Indiana works, tips on recycling, what you can do, and more! Limited to 100 participants, so reserve your spot TODAY!

PROGRAM *Updates*

MASTER *Recycler* PROGRAM

The IRC is pleased to report that we've recently made a decision on the software platform for the Master Recycler Program (MRP), based on ranked list of the needs and goals for the program. After evaluating a number of software platforms, the IRC chose the SmartBuilder system to design, build, and manage the MRP. Additionally, we updated the outline of the MRP's four-level hierarchy (introduction, ambassador, master, and expert) and created a work plan for the modules within the introductory level.

Due to capacity restraints from the COVID-19 pandemic, the IRC team is still in the content creation phase of the Master Recycler Program. The team is working diligently to build content that is entertaining, informative, and timely. We are eager to get the program launched as soon as possible, and hope to get our beta-testers engaged in the next few months. Thanks for your patience!

Interested in giving feedback about the topics covered in the MRP? A list of current module topics can be found [HERE](#). Click [HERE](#) to take a short topic poll. Or, sign up to participate in the program by taking the

FEATURED *Programs*



This program is temporarily suspended due to COVID-19 restrictions.



We have published profiles for 23 of our 30 Recycling Rock Stars! You can find the full list [HERE](#) and the published profiles [HERE](#).

IRC *Events*

We are going VIRTUAL!

Due to the anticipation of the continuation of COVID-19 restrictions on large gatherings, we have made the decision to host our 31st annual conference as a virtual event.

Same dates: June 9-11

Same keynote, same speakers - same great program!

New format with new opportunities for virtual networking!

The theme for programs and speakers this year is "*Integrated Waste Management: the Circular Economy and the Complexities of Wastes.*"

Pricing and sponsor benefits are being updated. [Registration](#) should be open by the end of the month. If you've already registered, we'll be in touch. Stay tuned! We can't wait to "see" you there!

To view the 2019 Conference recap, [CLICK HERE](#).



WHERE IN INDIANA IS *Allyson?*

As a statewide organization, the IRC is committed to representing our members from every part of Indiana. An important part of that commitment is visiting, touring, asking questions and listening for ways the IRC can help our members strengthen the circular economy in Indiana. This new section of our newsletter highlights the people and places our Executive Director has visited recently. Help Allyson make her way around the state by reaching out to schedule a visit to your location soon!



At the Indiana Statehouse, just prior to testifying in support of HR 18, Rep. Carey Hamilton's (and Indiana's first!) Climate Change Resolution in the House Environmental Committee. Many other environmental organizations also provided supportive testimony.



In Thorntown, IN with Jennifer Lawrence, visiting a drop-off recycling site managed by the Boone County Solid Waste Management District. Sweet new ride, JLaw! Not pictured: Marla Cherney and contamination. There was NO contamination!!



In Whitestown, IN with John Repenning, touring GreenCycle. Not pictured: Jennifer Lawrence, Marla Cherney, and gorgeous piles of composted food waste.



Team IRC transitioned to working remotely on Monday, March 16 and since then, we've gained a few extra staff members, aka kids and pets! These new coworkers may not contribute heavily in terms of productivity, but they more than make up for that by improving morale and work-life balance!

NEW BOARD MEMBER *Spotlight*



Michael Davis is a native Hoosier and president of Gauge Consulting, a company he started over ten years ago. Gauge has focused on public opinion research, advocacy, association management, and digital marketing efforts for companies, associations, political candidates, and the media. Michael also has over 20 years of national and state association executive leadership experience serving as President and CEO of multiple statewide associations, SVP of a national association in DC, and as the Vice President of political affairs for the Indiana Chamber of Commerce where he directed the state's largest business PAC, the Chamber's

Federal PAC, and the Chamber's grassroots advocacy programs for nearly 13 years.

For the last ten years he has lived in Washington, DC, Seattle, and Austin, Texas, but returned to Indiana in 2019. Soon after returning, Michael attended the Get On Board event where he was first introduced to the Indiana Recycling Coalition and immediately joined the organization and Board of Directors. Michael's experience living around the country and seeing the strong education levels and support for a circular economy in other communities convinced him that we can and need to achieve this in Indiana. He is committed to using his advocacy and association experience working across the political spectrum, at all levels of government, in over 30 states to help the IRC. Michael is an excited supporter of the IRC because of their commitment to improve Indiana's circular economy through waste reduction, reuse, recycling, and

PARTNERSHIP *Updates*



[GT Environmental](#) and its partners [IUPUI](#) and the [Indiana University Public Policy Institute](#) have been awarded the Indiana Recycling Infrastructure & Economics Study by [IDEM](#) on behalf of the [Recycling Market Development Board](#)

The **Indiana Recycling Infrastructure & Economics Study** is an important step in understanding the strengths and weaknesses of the Indiana solid waste and recycling systems and identifying opportunities for changes and capital investment that can make the biggest impact. This project will provide key analysis for economic development, program development, and legislation necessary for a more sustainable solid waste system in Indiana. GT and its partners will be working closely with the Indiana Department of Environmental Management (IDEM), the Indiana Recycling Coalition (IRC), the Association of Indiana Solid Waste Management Districts ([AISWMD](#)), and other



key stakeholders to provide valuable input to complete this important study. The project will begin this summer and will take approximately one year to complete.

GT has over 25 years of experience assisting communities and solid waste management districts in the evaluation and development of solid waste plans and systems. GT is a member of the IRC, AISWMD, and serves on the Solid Waste Association of North America Hoosier Chapter Board of Directors.

LICENSE PLATE *Update*



License Plate Goal - ACHIEVED

Thank you to everyone who purchased/renewed/early-renewed an IRC license plate in December. As you may recall, we needed 20 additional plate sales in December to reach our annual goal of 500. We far exceeded that - the December plate sale number was 52 plates! Thank you also to all of our current recycling plate holders who helped us get to the critical 500 plate number! We really appreciate your support of the IRC and your visible support of recycling while on the road!

Still need to get your plate? Click [HERE](#) for details!

NEW & RENEWING *Members*

INDIVIDUAL MEMBERS

Madi Androne
Maegen Fleck
Nichole Freije
Kelly Geckler
Julia Hogan
Becca Kmiec
Ciara McHugh
Kelvin Okamoto
Kyle Trost
Kasey Wakefield
Lori Wong

ORGANIZATIONAL MEMBERS

[Clark County Solid Waste District](#)
[Clearstream Recycling, Inc.](#)
[Green Bottom Line, Inc.](#)
[GT Environmental](#)
[Indiana State University Recycle Center](#)
[Johnson County Solid Waste Management District](#)
[Purdue University](#)
[Purdue Manufacturing Extension Partnership](#)
[Randolph County Solid Waste Management District](#)
[Vanderburgh County Solid Waste Management District](#)
[Wabash County Solid Waste Management District](#)

Check out our [Member Directory](#). If you want to add your organizational account or update your listing, log into your account or contact [Jean](#).

KROGER COMMUNITY *Rewards*



The IRC is newly enrolled in Kroger's Community Rewards program. When you shop at Kroger and select the IRC as your designated charity, Kroger will rebate a portion of your purchase totals to the IRC! Find out how to enroll [HERE](#).

STAY CONNECTED



[Join Our Mailing List!](#)