



## Cheers to a New Decade

As we put the finishing touches on 2019, I'd like to take a moment to reflect on the past year and dream aloud for the decade ahead.

2019 was a year that we, at the IRC, made some significant shifts. We finalized and implemented a new strategic plan, revisited all of our programs, and reexamined all of our ways of doing things. We had staff changes, board additions, and many new members join. We experienced so much change that if there's such a thing as a change hangover, well, please pass us the aspirin.

But the truth is, as we mark our 30th birthday as an organization, we're just getting (re)started. We've just begun the process of transforming our organization to align ourselves for the work we're called to do: to be the proactive advocates for the circular economy in Indiana. There are programs we haven't yet created that we intend to. There are partner relationships we haven't yet built that we intend to. We must focus on truly being a statewide organization AND addressing the decades-long problem in our own backyard in Indianapolis.

Yes.  
Both.  
And.

Those statements are not in opposition; they support each other. Fixing recycling in Indianapolis is just the catalyst; not the endgame. Expanding and enhancing the entire materials management system in Indiana into a truly circular economy is our endgame. Starting with the largest city - the capital city - will deliberately set a new tone for the entire state; an example to follow. There is a lot we don't yet know; much to discover along the way. But we do know it's a long journey and we're leaving the status quo behind. You're invited on this journey with us, and I hope you are excited to join us.

Speaking of joining us, please consider [renewing your IRC membership](#) soon. **We're raising membership rates on February 1, 2020** and this is your last chance to lock in 2019 rates for another year.

You will begin to see more and more evidence of our evolution. We hope you like what you see, but either way, share your thoughts with us. And most importantly - get involved. Become a donor, member, sponsor, or volunteer. Now is a perfect time to donate because your donation will be **MATCHED** - dollar for dollar - thanks to a generous donor!

All donations of \$50 or more (or sustaining donations of \$5/month or more) will include a one-year individual IRC membership.

New this year - join a Giving Circle! This three year commitment of support to the IRC maximizes your donor impact by helping us achieve the goals in our 1000 Day Funding Plan.

The Giving Circle levels are:

- IRC Leadership Circle - \$5000+ per year
- IRC Impact Society - \$1000+ per year
- Friends of the IRC - \$250-\$999 per year

We've got big work to do in the 2020 decade ahead, and we need your help! Thank you, in advance, for your support.

OR MAIL A CHECK TO:



*Indiana* RECYCLING COALITION  
708 EAST MICHIGAN STREET  
INDIANAPOLIS, IN 46202



Sincerely,

Allyson Mitchell  
Executive Director

## IRC IN THE *News*

- **WFYI Indianapolis, 10/22/19, All In / Recycling** - Many of us do our best to recycle. But according to some new data, not enough of us in Indiana, specifically Indianapolis, recycle our waste. Why is Indianapolis behind so many major cities when it comes to recycling? And how could we catch up? [READ MORE](#)
- **WBBA Radio, 10/25/19, Indiana Recycling Industry Seeking Investment, Development Amid Changing Landscape** - After West Lafayette's recycling drop-off center closed earlier this year, local officials struggled to find a way to meet demand from residents. The closure coincided with a nationwide upheaval as China stopped accepting materials from the United States. [READ MORE](#)

- **Indy Star, 11/15/19, Indianapolis' recycling reputation is far from favorable - local organizations are trying to change that** - Indianapolis is one of the most wasteful big cities in America - but despite its abysmal recycling rates, local organizations are doggedly trying to change that. [READ MORE](#)
- **WIBC Radio, 11/15/19, Government Center Nudges State Employees to Recycle More** - More than 6,000,000 tons of Indiana's trash ends up in landfills. [READ MORE](#)
- **RTV6, 12/2/19, Indiana Recycling Coalition reminds people to recycle during holiday season** - After Black Friday and Cyber Monday, the amount of empty packaging ending up in trash cans on the curb increases. Indiana Recycling Coalition members, like Allyson Mitchell, work to make sure those empty packages end up in a recycling bin. [READ MORE](#)

## 30 RECYCLING *Rock Stars!*



**RECYCLING ROCK STARS SELECTED!** [CLICK HERE](#) to see the Rock Star list!

The Indiana Recycling Coalition (IRC) is celebrating its 30th anniversary with a year-long campaign that aims to celebrate the past, present, and future of the organization. During this campaign, the IRC is recognizing 30 Recycling Rock Stars; individuals who have made a significant impact on the organization, its mission, and the circular economy in the state of Indiana. **These individuals were nominated by IRC members and supporters, and selected by IRC Board & Staff for their above-and-beyond contributions.** The IRC will be recognizing these individuals by profiling them on the IRC website, highlighting them via social media posts using the hashtag [#IRCTurns30](#), and recognizing them during the 30th Anniversary Celebration event, to be held during the 2020 Conference on June 10. Visit the [30th Anniversary Celebration webpage](#) to see the full list of 30 Recycling Rock Stars. Stay tuned for their individual profiles to be featured here in the months to come!

## IRC *Events*

Conference attendees will learn about the latest developments and innovations in waste reduction, reuse, composting and recycling industries, network with professionals and community leaders, and form new partnerships! **Please note the 2020 Conference will be held Tuesday through Thursday instead of the traditional Monday through Wednesday.** Stay tuned for more details about special additions to our 30th Anniversary conference!





## CALL FOR SPEAKERS

The IRC is now accepting speaker submissions for The 2020 Conference! Speakers of all backgrounds, interests, and expertise are encouraged to submit proposals - simply fill out the form [HERE](#).

## CALL FOR EXHIBITORS

The Trade Show is a great way to extend your brand recognition, meet prospective partners, and share your ideas and products with attendees. If you're interested in exhibiting please email [Jean Miller](#).

## CALL FOR NEW SPONSORS

If you'd like to support Indiana's premier sustainable materials management conference, [CLICK HERE](#) to see the sponsorship opportunities.

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

*Join Us*  
**FOR AN IRC FRIENDRAISER!**

**Indiana RECYCLING COALITION**

LEARN ABOUT INDIANAPOLIS' RECYCLING CHALLENGES, OUR PLANS, AND HOW YOU CAN MAKE A DIFFERENCE!

**DATE:** Thu, February 6, 2020  
**TIME:** 5:00 PM - 6:00 PM EST

**LOCATION:**  
Center Point Brewing Company  
1125 E. Brookside Ave.  
Indianapolis, IN 46202

To register and for more information please, [CLICK HERE](#).

## IRC to be featured at INDYHUB Trivia Night

Bears. Beets. Battlestar Galactica. Are you an Office superfan? Come meet us at the downtown Sun King taproom for a night where you can put all those hours of binge watching to good use!

The mission of IndyHub is to grow, engage and empower a community of 20-and 30-somethings who are meaningfully connected to Indy and invested in its future.

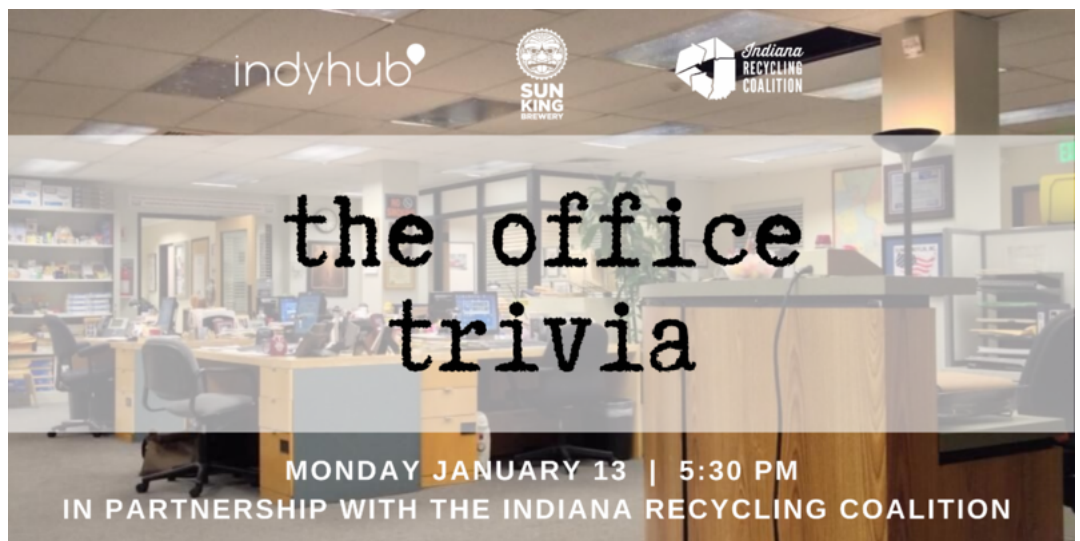
## Date And Time

Monday, January 13, 2020, 5:30 PM - 8:00 PM EST

## Location

Sun King Brewing, 135 North College Avenue, Indianapolis, IN 46202

[CLICK HERE](#) for more information and to register for the event.

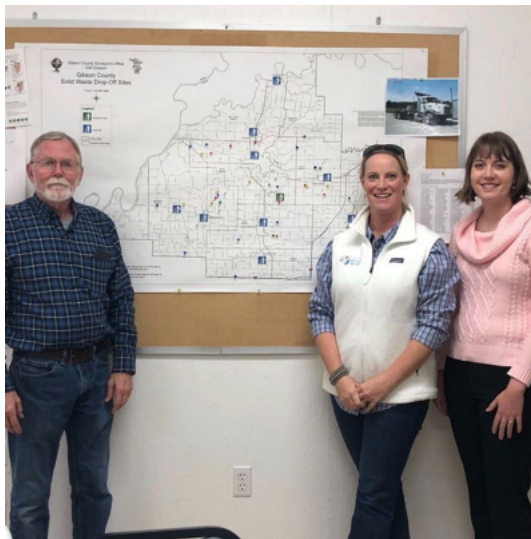


## WHERE IN INDIANA IS *Allyson*?

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!



Visiting the [Medora Rumpke Landfill](#) in Jackson County with Brad Marlow, the landfill operator



Meeting with Mike Stillwell at the [Gibson County SWMD](#) in Princeton



In Jasper, visiting Carla Streigel-Winner (and Trouble the Cat) at the [Dubois County Solid Waste District](#)



With my favorite Cummins employees at the [Cummins PLANET 2050](#) sustainability strategy unveiling on America Recycles Day!



Speaking at IDEM's America Recycles Day event at the Indiana Government Center.



Touring the [Fagerdala & Sealed Air](#) facility in Plainfield.



In Jasper, creating my own snow globe with shredded office paper at [Kimball International's Corporate Recycling Center!](#)



Speaking at IRC's America Recycles Day event, cohosted by the City of Indianapolis and Keep Indianapolis Beautiful, at City Market



Spending a day with Debbie Hackman at the [Jackson County SWMD](#)



Meeting new potential IRC board members & volunteers at Leadership Indianapolis' Get On Board event with Jean Miller



Visiting Patricia Colbert in Mt. Vernon at [Posey County SWMD](#)



Visiting Rob Flores at [Berry Global](#) in Evansville with Marla Cherney

## BEST WISHES TO *Rachel Morris!*

The IRC says a fond farewell to our Communications Coordinator, **Rachel Morris**. Rachel has been with the IRC since 2014 and has helped the organization grow and advance during that time. She was a key part of the IRC team when we won the title of "National Recycling Organization of the Year" award in 2014 and 2016. She helped plan our annual events, the Annual Conference and REVENT gala; along with multiple public space recycling efforts such as the 500 Festival Mini Marathon and The Indiana State Fair. With her background in photography and design, an importance was placed on these mediums in order to engage more followers and archive our experiences in the community.

Rachel managed the IRC website and all social media outlets, growing our social media following on Facebook from 1,200 to over 5,000 followers! The pictures and design elements you've seen over the past 5 years on social media, IRC events and handouts have been a product of her work. She helped us constantly interpret IRC's brand while maintaining its chic yet professional feel. Rachel leaves the IRC at the end of 2019 to spend more time with her two young children, Hazel (2) and Adelynn (8 months) along with freelancing as a Graphic Designer. We wish her all the best!



## WELCOME TO THE TEAM, *Marla Cherney!*

**Marla Cherney**, IRC's new Program Manager, is a recent graduate of Indiana Bloomington's O'Neill School of Public and Environmental Affairs where she earned a Master's degree concentrating in sustainability. She also has a background in climate change, law, and policy. Marla has worked on sustainability and economic development in both the cities of Green Bay, Wisconsin and Bloomington, Indiana. Her work with Gnarly Tree Sustainability Institute and Bloomington resulted in the city council unanimously adopting a sustainability action plan. An avid follower of the three Rs, Marla is particularly looking forward to implementing programs that affect Indiana's circular economy.

Outside of work, Marla considers herself a "weather nerd" and often serves as a severe weather expert for friends in the path of dangerous weather. She is a dedicated cat mom but loves furry animals of all shapes and sizes (except spiders!). Marla also loves cooking, gardening, and music. Because she is from Wisconsin, she considers herself a cheese and sausage connoisseur. And of course, GO PACK GO!



## PARTNERSHIP *Updates*

# MASTER *Recycler* PROGRAM



**EFROYMSON  
FAMILY FUND**  
A CICF FUND

The Efroymson Family Fund recently provided grant funding to the IRC for the initial phase of the Master Recycler Program. The IRC will create the first module of the program that will be used for beta testing and additional program sponsorship procurement and fundraising. Watch for more details about the Master Recycler Program in 2020. To learn more about the program, visit the program page on the [IRC website](#).

The Indiana Department of Environmental Management Office of Program Support on behalf of the Recycling Market Development Board (RMDB) is requesting proposals to conduct a state-wide municipal solid waste (MSW) and recycling infrastructure and economic impact study in the State of Indiana. Funding for one project will be awarded on a competitive basis.

Proposals are being accepted through January 10, 2020 until 5:00 PM EST. For more information, visit this [IDEM webpage](#).



[Recycling Connections](#) is seeking one or more Indiana municipalities, groups or organizations interested in selling compost bins to promote backyard composting in their communities and/or to use as a fundraiser. The order deadline is December 31, and details can be found [HERE](#).

## GRANT *Opportunity*



KEEP AMERICA  
**BEAUTIFUL**

Dec. 4, 2019: National nonprofit Keep America Beautiful and The Coca-Cola Foundation are accepting applications for **grants to purchase recycling bins for public spaces**. Online applications will be accepted through Dec. 31. This year the Keep America Beautiful/Coca-Cola Public Spaces Recycling Bin Grant Program distributed bins to 31 organizations in 19 states. [APPLY HERE](#)

## LICENSE PLATE *Update*



**We are at a critical point of needing 20 more plates to be purchased/renewed THIS MONTH to reach our 500 plate goal. If we do not achieve 500 plates, the plate will no longer be available.**



**Would you help us out by doing the following:**

- Let us know if you have renewed or purchased a plate already in December (or plan to)
- Let us know if you normally renew in January/February but would renew in December instead to help us get to 500
- (We are hoping to get commitments for 20 plates, so please let us know!)

**If you use social media,**

- Like and share [this Facebook post](#) to help us spread the word
- Retweet [this Twitter post](#) to help us spread the word

**Once we hit the 500 number, we will be able to sustain it as plate sales increase each year. We just need to get those 20 plate registrations this month!**

## **NEW & RENEWING** *Members*

### **INDIVIDUAL MEMBERS**

Timothy Barton  
Stacey Boggs  
Deb Bonte  
Dan Boots  
Linda Broadfoot  
Nick Brothers  
Tracy Chandler  
Michelle Cohen  
John Davis  
Lauren Day  
Therese Dorau  
Ethan Evans  
Matthew Feltrop  
Pamela Francis  
Jim Gamage  
Rachael Hoover  
Ronald Itnyre  
Sue Jackson  
Elizabeth Marshall  
Megan McLarty  
Joel Meador  
Kelvin Okamoto

Danni Schaust  
Wallace Shellenberger  
Vicky Smith  
Greg Spratt  
Leslie Taljaard  
Marla Taylor  
ErinKevin Trisler  
Cathy Weinmann  
Barbara Wilder  
Kim Williams

### **ORGANIZATIONAL MEMBERS**

[Baleties.com](#)  
[Bartholomew County SWMD](#)  
[Beyond Monumental](#)  
[Earth Day Indiana](#)  
[Glasdon, Inc.](#)  
[Hoosier Environmental Council](#)  
[Indianapolis Demolition Company](#)  
[N.W. Indiana SWD](#)  
[Perry County Recycling Management District](#)  
[Salesforce](#)

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

## NEW IRC *Membership Rates*

**Please note the IRC is raising its membership rates in 2020.** You still have time to take advantage of the 2019 rates for your 2020 membership. **Simply [join or renew online](#) before February 1, 2020 to lock in the 2019 rates!** Visit the [IRC membership page](#) to view the 2020 Membership Rates & Benefits today. Note that free Lend-a-Bin rental will no longer be member benefit due to increased costs to manage this program. However, IRC members will receive a discounted rate on bin rental.

## AMAZON SMILE: *Shop for a Cause!*

You can support the IRC while you're doing your online holiday shopping at Amazon.com! Amazon will contribute 0.5% of your total purchase price to the IRC when you use AmazonSmile. AmazonSmile is exactly the same as Amazon - your Shopping Cart, Wish List, Registries, and other account settings are the same.

[CLICK HERE](#) to get shopping! Thank you for your support!



## UPCOMING *Webinars*

### Community Recycling Program Webinars



Since April 2019, The Recycling Partnership has held monthly "Webinar Wednesdays," free webinars on contamination-fighting best practices and communications tools to better your community's recycling program. [This link](#) has the recordings of the 2019 webinars-which focused on technical assistance and communications. Each webinar featured different success stories from recycling professionals across the country who have successfully implemented contamination-fighting campaigns in their community recycling programs. Check it out!

### Best Management Practices for Community Composting Team Building - Webinar

Tuesday, January 21, 2020 from 1:00 - 2:15pm (eastern)

This is the first of a 2-part webinar on community-scale composting. Part 1 is all about people; Part 2 (date TBD) will focus on systems and the science of composting.



Note that the IRC office will be closed December 23- January 6.

## STAY CONNECTED



[Join Our Mailing List!](#)