



Happy New Year!

I hope your year is going well! We hit the ground running in 2020, and I'm happy to share some things we're working on in the hopes you'll **share your feedback and thoughts with us!** My goal is that these newsletters serve as an opportunity for our members to engage with us in a conversation - not just a one-way "update" on what we are doing.

IRC Site Visits:

One of the most important things we can do to better serve our members is to visit them, ask questions, and listen to their needs and concerns. Site visits are our best way to do this: we go meet with them in their element and see their operations. If you've not yet had a visit from the IRC, **reach out and let's get something on the calendar.** Help us think about who else we can visit when we're in your neck of the woods, too. It's not a prerequisite, but if we leave with muddy boots, that's a bonus!

Conference 2020 Planning:

We're thinking strategically about how our Conference can facilitate a conversation this year and in future years as it relates to our strategic priority of capturing the statewide impact of significant improvements to recycling in Indianapolis. With this in mind, we have developed a theme: [Integrated Waste Management: The Circular Economy and the Complexities of Wastes.](#)

We're also working on a Glass Recycling Summit - with the intention that this is not a one-and-done or a one-way conversation. Our desire to address the challenges and opportunities of this commodity as part of our larger strategy to 'fix recycling in Indianapolis' is what drives us, and this article in [Resource Recycling Magazine](#) inspired us.

New IRC Event - Full Circle:

As we look to the future of IRC and our role in the state, we're working on programs that allow us to be a proactive advocate for our members at the state and local level.

To that end, we are planning our first regional event to convene Indiana's leaders in the circular economy. The event is titled Full Circle and will be held at least once annually in different regional locations across Indiana. The half-day event will bring together IRC members and partners within the region for an intentional discussion about the current activity in the recycling and circular economy industry in the region and the economic development opportunities that exist. The program will consist of a tour at an IRC member organization, a moderated panel discussion, followed by a networking event and possibly a press event.

The purpose of this event is to elevate the challenges and opportunities as it relates to economic development and policies within the region and to **facilitate member-to-member and member-to-elected official relationship-building.** We intend to host the first one in the Lafayette area this fall and showcase the results of our WHIN-region infrastructure investments study.

Does anything above interest you? Excite you? Give you pause? Let me know! Text me, call me or email me - I'm all ears! Where should we go next? What are our blind spots? How can you help, or how does your organization want to be involved?

Let's chat...

Sincerely,

Allyson Mitchell
Executive Director

PROGRAM *Updates*

MASTER *Recycler* PROGRAM

We are thrilled to share that the [Master Recycler Program](#) is starting to take shape! Thanks to our generous program sponsors, the Efroymsen Family Fund, we're creating content for the first round of modules, and we anticipate sharing at least 1 module at our 2020 Conference. Your feedback on the survey has been helpful for us in selecting a platform and defining our goals for look & feel. Nearly 300 people have shared their reaction to our program design and we continue gathering that input.

And now we want to know, what's the most important thing you want to learn from this program? What's the burning question you'd like us to answer? Share it with us in [this very short poll](#), and we'll be sure it gets covered! **THANK YOU!**



IRC IN THE *News*

- **Indy Star, 12/25/2019, 'Wish-cycling': How your holiday recycling could be doing more harm than good** - The holiday season is replete with platefuls of food, piles of gifts and swarms of travelers, all of which [take a toll on the environment](#). Some of the season's negative impact can be alleviated by recycling holiday waste - but only if it's done correctly. [READ MORE](#)
- **Greenfield Daily Reporter, 01/02/2020, Tightening market tests viability of recycling** - Waste management companies are getting far less money for those tossed cans than they used to, along with other recyclables Americans regularly put out on the curb. On top of that, they're having to invest more in processing to ensure fewer pieces are contaminated with materials that can't be recycled. [READ MORE](#)

30 RECYCLING *Rock Stars!*



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

The Indiana Recycling Coalition (IRC) is marking its 30th year as an Indiana nonprofit organization with a year-long campaign. As part of this campaign, the IRC has identified *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. To read the full press release, [CLICK HERE](#).

The IRC will be recognizing these individuals by profiling them on their website and highlighting them via social media posts using the hashtag **#IRCturns30**. We will be honoring the 30 Rock Stars at a special celebration on Wednesday, June 10 - during the [2020 Annual Conference and Trade Show](#). Stay tuned for more details and plan to join us!

IRC Events

The 2020 Annual Conference and Trade Show is the IRC's 31st consecutive event and will be held **June 9-11 in Indianapolis**. The theme for programs and speakers this year is "[Integrated Waste Management: the Circular Economy and the Complexities of Wastes](#)." This year's event is extra special because we are concluding our 30th Anniversary Celebration by honoring our 30 Recycling Rock Stars with a special plenary session and recognition reception. Additionally, we're maximizing the Exhibit Hall experience for exhibitors and attendees, and adding fun features to enhance networking and relationship building.



The CONFERENCE

Indianapolis, Indiana | June 9-11, 2020
@ the Marriott East

REGISTER NOW!



The Annual Conference and Trade Show is our best opportunity to gather IRC members together for a few days to learn, share, connect, and feel inspired about the tremendous potential for the future of Indiana's circular economy.

- As an attendee, you get information and inspiration from experts in the field making significant strides amid challenges in markets, policy, and public awareness. Those experts become resources to you throughout the year, creating a lasting value for your investment of time and resources.
- As a trade show exhibitor, you get one-on-one, face-to-face time with existing customers, potential customers, and strategic partners that help you build relationships and share the value of your unique product or service. Your network is expanded and enhanced.

- As a sponsor, you get recognition from all Conference attendees of your commitment to partnering with the IRC to strengthen the circular economy in Indiana, and the satisfaction of knowing you are supporting one of the strongest, longest-standing state recycling organizations in the country. When you sponsor this event, you're aligning your organization with the vision, work ethic and commitment of the IRC and making a direct impact on our ability to deliver on our mission.

Our attendees, exhibitors, and sponsors are a big part of the reason this annual event is always successful - thank you for your contributions of time, feedback, and ideas! We look forward to seeing you in June!

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](#).



DATE: Wed, April 1, 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](#).

FUNDRAISING *Update*

DONATE TO THE IRC!

Did you know the IRC has a goal of **raising \$30,000** from individual donors **before June 11, 2020**? Did you also know we are **over halfway to our goal**? Time is running out and we need your help! Make a donation to the IRC today and help us reach our goal! There are many ways to give and all donations of \$60 or more (or sustaining donations of \$5/month or more) include an annual individual IRC membership.

NEW! 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 CHECK TO:

CLICK HERE TO DONATE!

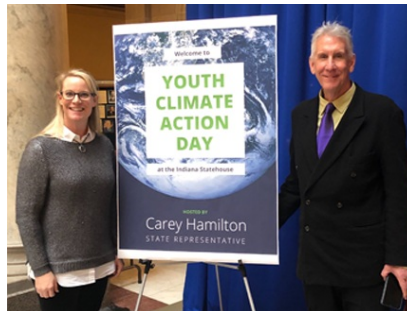
Indiana RECYCLING COALITION
708 EAST MICHIGAN STREET
INDIANAPOLIS, IN 46202

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!



Allyson, IRC staff & interns, and Julia Spangler touring the Covanta Waste to Energy facility in Indianapolis.



With Jim Poyser of Earth Charter Indiana at the Indiana State House for Youth Climate Action Day, supporting Rep. Carey Hamilton's Climate Resolution.



Attending IndyHub's Shape Our City Summit, bringing the topics of recycling and the circular economy to the discussion of how Indiana & Indianapolis can attract & retain young professionals.



Allyson and Indianapolis City-County Councilor and Indy Hub President Blake Johnson at Indy Hub's "The Office" trivia night, cohosted by the IRC.



Touring Midwest Bale Ties in Crawfordsville with Justin Quiggle, Marla Cherney, and Jason Ramsey.



Touring Mervis Recycling in Crawfordsville with Jeff Deetz.

NEW BOARD MEMBER *Spotlight*

Michelle Smith is the Executive Director of the [Knox County Recycling and Solid Waste Management District](#). As Executive Director, she wears many hats. She is responsible for implementing and overseeing the entire solid waste management program in Knox County in compliance with applicable Indiana and federal laws. She establishes an operating budget and oversees financial constraints and expenditures. She is responsible for the implementation of the District's 20-year plan and regulations as well as the District's recycling and Household Hazardous Waste collection programs. With a teaching background, education is second nature to Michelle. She serves as the District's Educator and is also responsible for developing, implementing, and maintaining environmental education and outreach programs for students and residents throughout the county.



Michelle coordinates with the SWMD Board of Directors, the SWMD Citizens Advisory Committee, and other local, county, and state officials. The District works with private businesses to provide solid waste and hazardous materials handling and recycling services within Knox County. Michelle also serves on the Association of Indiana Solid Waste Management Districts (AISWMD) Board and is a member of the Solid Waste Association of North America (SWANA): Indiana Chapter, the Indiana Household Hazardous Waste Task Force, and the North American Hazardous Materials Management Association.

Michelle's was first introduced to the IRC when she attended the 2014 annual conference as the District Educator. Since then she has attended the event annually as well as IRC's REVENT Gala. Through her involvement with the IRC, she recognizes that partnerships between the IRC and local municipalities can do incredible things. Michelle is a supporter of the IRC because of their commitment to collaborate with local municipalities and Solid Waste Districts to educate Hoosiers statewide about the importance of recycling and living sustainably for a better future.

INTERN *Spotlight*



Holland Cluff is a sophomore studying journalism and philosophy at IUPUI through the School of Liberal Arts. She loves to research the local environment and sustainability, so she knew that the IRC was the perfect fit for her. At the IRC, she gets to meet fascinating local heroes, handle messaging campaigns, get an inside look at recycling in Indiana, and help plan for this year's Annual Conference and Trade Show! Her favorite project (so far) has been interviewing IRC's 30 Recycling Rock Stars and writing profiles for them. This assignment showed her the power of a community, and how anybody with enough passion can make a major change. Here at the IRC, there is always an opportunity to explore the unknown and help spread knowledge to our communities.

JOB *Posting*



We are accepting applications for a full time **Marketing and Communications Manager**. Please spread the word and help us find the very best candidate! Read the full job description [HERE](#) and apply [HERE](#).



[The Recycling Partnership](#) recently published a comprehensive report that analyzes the changing landscape of curbside recycling in the US. The report, titled [2020 State of Curbside Recycling Report](#), details the drop in value of curbside commodities, dispels the panicked myth that 'recycling is dead,' and describes the pressure placed on local municipalities as materials processing facility (MRF) costs have increased. To read an overview of the report, check out [this article](#) in Resource Recycling Magazine.

We appreciate this quote, from [Keefe Harrison](#), CEO of The Recycling Partnership, who sees the opportunity in this moment:

"It is clear that unless stakeholders from across the value chain align and step up, we will not be able to drive the change necessary to move recycling in the U.S. to the next level. Every day we hear from citizens, communities, policy makers, corporate leaders, and other NGOs who all want the same thing - a stronger recycling system. It will take bold public-private partnership and leadership to make lasting improvements. Now is the time for action."

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!

NEW & RENEWING *Members*

INDIVIDUAL MEMBERS

Penny Ausmus
Amelia Branes
Cassie Beaman

ORGANIZATIONAL MEMBERS

[Allen County Department of Environmental Management](#)
[Boone County SWMD](#)

Neal Bennett
Jessie Biggerman
Paige Bradley
Elizabeth Brandt
Joe Bidwell
Heather Brodgen
Christine Carlson
Marla Cherney
Matthew Churchman
James R. Crouse
John Dane
Danielle Davis
Shari Doane
Karen Eller
Indra Frank
Deborah Franz
Kristin Fuller
Bo Gedert
Jordin Hajek
Tiffany Hanson
Emily Jackson
Jesse Kharbanda
Anne Laker
Craig Lutz
Ryan Natzke
Jared Rains
Alicia Reuter
Alice Schloss
Joan Sherman
Dean Smith
Ann M. Stack
Chris Taylor

[Butler University](#)
[Chase Recycling, Inc](#)
[Cummins](#)
[Dubois County Solid Waste Management District](#)
[Fulton County Solid Waste District](#)
[Gibson County Solid Waste Management District](#)
[Goodwill of Central & Southern Indiana](#)
[Green Broad Ripple, Inc.](#)
[Hendricks County Solid Waste Management District](#)
[Howard County Recycling District](#)
[Indiana University Bloomington](#)
[Jewish Federation of Greater Indianapolis, Inc.](#)
[Johnson County Recycling District](#)
[Junk Car Medics](#)
[Just Packaging Inc](#)
[KC Recycling Depot/KCSWMD](#)
[Knox County Solid Waste District](#)
[Meijer](#)
[Mervis Industries](#)
[Miami County Solid Waste District](#)
[Monroe County Solid Waste Management District](#)
[Newfields](#)
[Posey County Solid Waste Management District](#)
[Randolph County Solid Waste Management District](#)
[Renaissance Electronic Services, LLC](#)
[Rideout Public Affairs, Inc.](#)
[Rush County Solid Waste Management District](#)
[Shelby County Recycling District](#)
[Spencer County Solid Waste Management District](#)
[The Indianapolis Zoological Society, Inc.](#)
[Vanderburgh County Solid Waste Management District](#)
[West Central Solid Waste District](#)
[WUR 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](#).

UPCOMING *Webinars*

What Will It Take For Brands to Fix Recycling?

This webinar focuses on what is the role of brands and what will it take to align recycling rates with public concern over waste? "In this conversation, we'll investigate what companies are doing, what they can do and some of the lessons learned in partnering with retailers, governments and consumers themselves."

Tuesday, February 25, 1:00 pm

[CLICK HERE](#) to register

US EPA's Sustainable Materials Management Web Academy

[This site](#) has archived as well as upcoming free webinars on a variety of relevant topics.

STAY CONNECTED



[Join Our Mailing List!](#)