

# 2017 Annual Report



ASSOCIATION of  
**OREGON**  
**RECYCLERS**

## Vision

The Association of Oregon Recyclers is committed to achieving a system of sustainable materials management by supporting high-quality recycling and composting, thoughtful consumption, and producer responsibility.

## Mission

AOR provides value to its members by hosting educational events, delivering publications to enhance our understanding and connections to diverse perspectives, and lobbying for legislation that supports sustainable materials management.

## 2017 Overview



As AOR completes its 40th year as an organization, we need to look forward to possibilities. AOR and its members are at a crossroads, adjusting to new market conditions, seeking answers to global questions of products and the manufacturing process. The National Sword Policy implemented by China is a wake-up call to focus on integrity in the system of recycling from beginning to end. Our good intentions in recycling shouldn't result in the bad results of polluting of people and places not near to us.

We face a market crisis, but more importantly, we face a moral crisis. Focus on racial equity, diversity and inclusion are important now more than ever to address and assurances that human health and environmental implications of the industrial process overseas are not hidden behind the veil of filling the mixed recycling roll cart.

The AOR Board is committed to bringing people together to solve these crises, laying down steps to a better future. After a December strategic planning session, we are focused on formalizing our equity, diversity and inclusion efforts and advocating for strengthening our local markets for recycling, reuse and composting.

The AOR Board looks forward to sharing our plan to move forward at the 40th annual conference in Eugene, June 13th—15th. The enormity of it all can at times seem daunting, but I am confident that we can come together to find solutions to the recycling market and moral crisis.

Hope to see you there!

Thank you,

A handwritten signature in black ink that reads "Pete Chen-Wigff". The signature is written in a cursive, flowing style.

# Financials

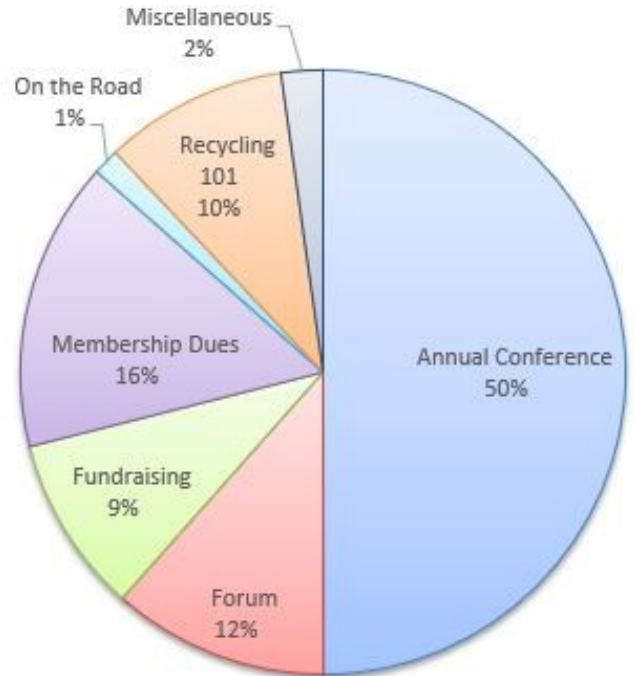
Your AOR Board is happy to report that 2017 was another very good year for the organization – thanks in large part to the support and engagement of our volunteer members! This was a year of successful forums, tours, and a very successful conference at the Oregon Coast, and aside from the outstanding attendance at AOR hosted events, our members really stepped up with sponsorship support.

Looking back, we ended 2017 in the black, thanks in part to some of our revenue stabilizing and renewing efforts undertaken over the past two years – like transacting all membership renewals in the fall, and redoubling efforts to enhance our fundraising capabilities - and these have had a positive impact on cash flow.

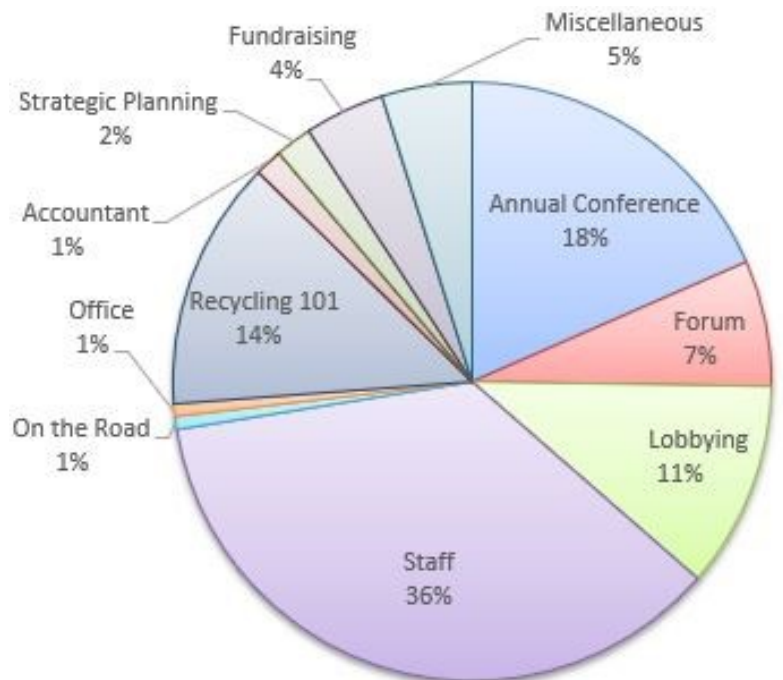
Looking ahead, AOR Board members met in December 2017 and *approved another balanced budget for fiscal year ending December 31, 2018.* Thanks to our dedicated volunteer members, and the feedback we receive from you all through your participation in planning and participating in our forums, tours, conference and other events around the state, we are planning some fantastic events in the next year – designed to bring even greater value to your membership.

We have an outstanding conference planned in Eugene this year, and look forward to using it as an excuse to celebrate AOR’s 40th birthday – we look forward to seeing you there!

## 2017 Revenue



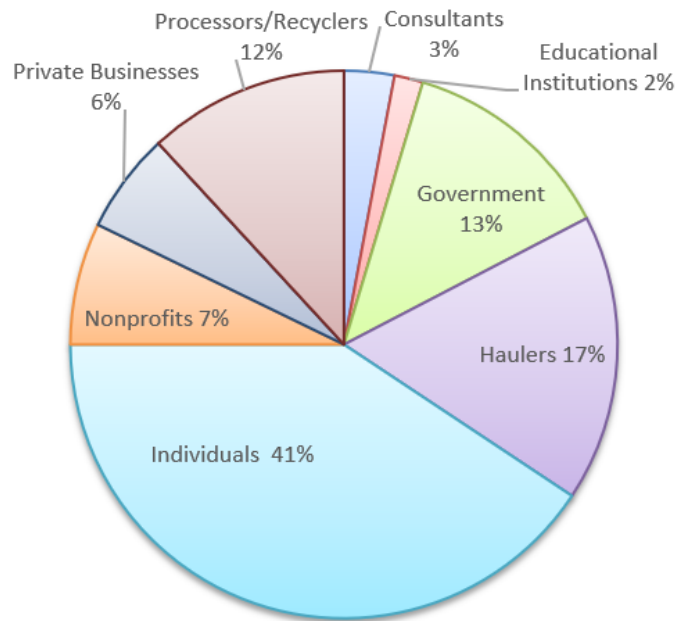
## 2017 Expenses



# Membership

## Who Are We?

Since 1977, AOR has provided a platform to learn, discuss and create solutions for establishing and maintaining a system of sustainable materials management. This platform is made up of a diverse group of members that contribute to sustainable materials management in a variety of ways. This chart is a snapshot of the many stakeholders who make up AOR membership.



## Membership Committee

The Membership Committee, led by Josy Wright from Waste Connections, helps develop and implement AOR’s member recruitment and retention strategy. The group meets prior to AOR events to discuss event content and brainstorm outreach ideas to attract new attendees.

## Membership Goals

This year we focused on continuing strategies implemented in 2016 and additional event offerings, which provided valuable networking and educational opportunities for members and nonmembers alike. It was a very busy year for AOR and membership goals for the year were ambitious. Focus continued on ways to improve our organization's value with members and to further engage our membership in ways that they see most valuable.

Since launching our recruitment efforts to expand our membership reach to new college-aged members by offering free student memberships, nearly 10% of our individual members are students. Looking to increase student attendance at our conferences, the AOR Board is actively working to secure dates later in June so as not to conflict with student finals and graduations.

Connections and memberships from businesses were quite successful, doubling from 3% of our membership in 2016 to 6% in 2017. AOR has strived to connect with

businesses not only engaged with recycling, but those in the entire sphere of sustainable materials management, including reuse organizations.

Feedback from our 2017 member survey indicated members valued the On the Road facility tours, wanted an improved member directory, and wanted ways to highlight their membership with AOR. As a result, AOR held two On The Road tours and created a “proud member of AOR” website badge for members to display on their websites.

AOR also worked to improve the membership directory. Members expressed difficulty in searching for members and downloading a complete directory. AOR implemented some changes by offering monthly-updated PDFs of members and is actively working with its webmaster to make further improvements, which are expected sometime in 2018.

Membership beyond the I-5 corridor continues to be an area that AOR seeks to strengthen.

## Strategic Planning

In 2017, AOR once again enlisted the expert services of organizational development consultant Jonathan Poisner to revamp our Strategic Plan. The Strategic Plan serves as a guide for board and contractor actions, decision-making, and priorities for the calendar years 2018 through 2020, and it encompasses AOR's programmatic offerings as well the way the organization operates internally. The full Strategic Plan is available on AOR's website in the "About" section.

AOR retained much of the same vision that informed the initial Strategic Plan back in 2014, but with this new iteration we also pushed forward in several important ways. The following new goals were added:

**Equity, Diversity, and Inclusion (EDI):** Adapt AOR programs over time to increasingly fulfill the values of equity, diversity, and inclusions. In order to achieve this goal, AOR will develop an Equity, Diversity, and Inclusion Committee, develop a toolkit for member organizations to use to improve their hiring practices, and ensure that AOR's strategic partnerships target organizations whose primary mission includes providing opportunities for people of color.

**Reduce and Reuse:** Increase AOR's programmatic attention to "reduce" and "reuse" as important tools in the quest for sustainable materials management. In order to achieve this goal, AOR will highlight source reduction and reuse as priority strategies in our communications, focus on membership growth in this realm, and explore legislative options to advance reuse.

**Potential Charitable Arm:** The AOR board is currently responsible for a 501c3, created for market

development in 1992, but it doesn't serve the current needs of AOR. The AOR board has identified the need to fill the ORMDC board with a different group or alternately, disband the ORMDC organization.

There are potential fundraising benefits to having a separate 501c3 that is aligned with AOR. The AOR board doesn't feel that ORMDC is the correct 501c3 to achieve this purpose, but we want to explore the development of a new nonprofit that serves our current needs in educating and promoting materials management. The AOR Board will explore the possibility of adding a Potential Charitable Arm in the first half of 2018.

## Fundraising

This was another good year for AOR's fundraising. New and beneficial partnerships around bottle redemption helped AOR become a top fundraiser for the Oregon Beverage Recycling Cooperative by raising \$3,164. The large crowds at the Spring and Fall Forums presented wonderful opportunities for sponsors to get their name out and show off their community support. AOR also raised funds in the raffles at the two Forums totaling just under \$2,400. The silent auction at the Sustainable Oregon conference brought in \$2,295

Moving into 2018, stay tuned for new, engaging fundraisers from AOR that both raise funds and provide benefits to the community and members. We are always open to new ideas to continue the momentum around fundraising. If you have an idea please reach out to the Fundraising Chair, Alex Bertolucci, to make them a reality.

## AOR is a State Organization and more

AOR members are spread throughout Oregon but our reach extends to other parts of the country and Canada as well.



### Membership Goals

A big thank you to the regional liaisons for helping strengthen AOR as a statewide organization! The regional liaisons help AOR to establish a greater connection with regions outside of the I-5 corridor. They get information to their regional networks about AOR news and events and share with the Board regional observations and needs. If you are interested in becoming a regional liaison for your area, please let us know!



**Central Oregon**  
Susan Baker  
Bend Garbage & Recycling



**Columbia Gorge**  
David Skakel  
Tri-County Haz Waste & Recycling



**Oregon Coast**  
Aimee Thompson  
Thompson's Sanitary Service



**Southern Oregon**  
Risa Buck

## Events

AOR offers opportunities for discussion, networking, and education throughout Oregon regarding materials management in the state. A special thanks to the businesses, organizations, and individuals who sponsored AOR events in 2017.

### Spring Forum: Is Materials Management on your Menu? (April)

AOR's Spring Forum explored opportunities to prevent the wasting of food, increase donation of edible food, and recover the value of the remaining food scraps. The forum built on the Pacific Coast Collaborative Conversation on Food Scraps Management held in Portland prior to the forum. The collaborative is made up of cities and states on the west coast, including Vancouver, BC. Speakers included Oregon DEQ staffers David Allaway, Elaine Blatt and Ashley Zanolli, Mary Harrington and Gretchen Newman from the Washington Department of Ecology, Pam Peck from Metro, and Laura Kutner from Trash for Peace in Portland.

### Fall Forum: Recycling Markets and the National Sword (November)

We packed McMenamins Edgefield, Blackberry Hall with close to 200 attendees to find out the latest about how

China's National Sword policy was and would be impacting Oregon and the world's recycling markets. In short, major long-term changes are ahead, especially with mixed paper and non-bottle plastics, with China banning many different categories of waste imports.

We heard from many great speakers throughout the afternoon. Dylan DeThomas (The Recycling Partnership) got the room warmed up with hilarious GIFs, a broad perspective on the issues, and tools the Recycling Partnership can provide to jurisdictions around Oregon to help Oregonians recycle right. Loretta Pickerel, Peter Spendelow, and Brian Stafki from the Oregon DEQ, Jeff Murray (EFI) and Kim Holmes (Plastics Industry Association) each provided in-depth presentations and perspective to help guide programs forward.

An interactive market development opportunities panel discussion featured Jay Simmons (NORPAC), Jim Fagelson (Newport CH International), and Nicole Janssen (Denton Plastics), providing insight on what can be done in the Northwest to better position us in the long run. Stacy Luddy (More Recycling) rounded out the afternoon with broader national context to the issue.



Annual Conference: Sustainable Oregon 2017 (June)



Professionals from Oregon and the greater Northwest gathered at Salishan Resort in Lincoln City, Oregon for three days of interesting presentations, tours, and networking. Nina Goodrich from the Sustainable Packaging Coalition gave a keynote talk on how the circular economy and sustainable materials management intersect, collide and complement each

other. The conference sessions highlighted recycling and materials management trends in Oregon and around the US, and delved into focused presentations on plastics and packaging, food waste and prevention, equity and inclusivity, reuse, framing environmental outcomes, education and simplifying communication strategies, and much more.





## On the Road: What's next in recycling? (May)

AOR members traveled to Eugene to learn more about two Oregon businesses that have become global and national leaders in recycling and sustainability.

Bulk Handling Systems (BHS) designs, manufactures, and installs processing systems for material recovery facilities around the world. John Warne, Ted Pierpont, and Richard Sweet provided a behind the scenes tour of BHS headquarters and shared their insights about state

-of-the-art systems and upcoming processing innovations that will recover more materials.

Gary Panknin shared the story of PakTech, a sustainable packaging industry leader that produces handles for low waste packaging. Gary discussed how PakTech uses and sources post-consumer recycled feedstocks and provided a tour of their manufacturing facility.



## On the Road: Goin' to the Gorge (October)



The Gorge Fires didn't stop AOR from getting out to see the latest and greatest in composting and reuse offered in the Gorge. As we travelled east, AOR members kept their eyes peeled to see how their beloved Gorge had changed. Spirits were buoyed by seeing that many trees were still standing, and good waste reduction updates were provided by attendees over the PA system. Many good conversations were had along the way.

We visited Dirt Hugger's compost facility in Dallesport, WA, where cofounders Pierce Louis and Tyler Miller provided an excellent tour of their growing operation, and how they've integrated with their surrounding communities, farms, and orchards.



We then headed west for lunch and libations at Double Mountain Brewery in Hood River, Oregon. There, Double Mountain's cofounder and brewer, Matt Swihart gave an enlightening talk on their refillable bottle return program.

We then continued on to Renewal Workshop in Cascade Locks where Operations Manager Dave Russel provided us with a tour. Renewal Workshop partners with brands in the outdoor apparel industry to repair garments that are returned by users or are rejected at warehouses and stores. They then resell these items via their web platform, keeping these very functional garments out of the landfill. We then ended the day with refreshments at Thunder Island Brewing.



## R101—Online Course through Oregon State University

AOR has continued to partner with OSU to provide comprehensive recycling and materials management education through our Recycling 101 online course. This year the R101 subcommittee went through an extensive update of the entire course, and R101 “2.0” went live in October 2017. Through our partnership with Recycling Advocates we received a DEQ grant award. That was used in 2017 to create a marketing toolkit to promote R101 to rural communities and educational systems throughout the state. R101 subcommittee members called over 60 partners around the state to encourage them to utilize these marketing toolkit materials to reach citizens in their communities.

We’re tracking the use of these marketing materials across the state, and are seeing how that impacts enrollment in R101. Promotion of R101 to rural Oregonians began in early winter of 2017, and registrations in the course were quite strong compared to the same time last year. Conversion of R101 students to members remains unclear, but awareness of AOR continues to grow.

**Registered Students May-December 2017:** 66 (Different database used pre-May 2017)

**OR Students’ Cities:** Eugene (33%), Portland (18%), Salem (15%), Other OR Cities (33%) – all in the Willamette Valley or Coast

**Students’ States:** Oregon, Oklahoma, Washington, Virginia, Texas, Pennsylvania, Colorado, Michigan

**Students’ Countries:** Nigeria, Canada, USA, United Arab Emirates, Ecuador, Tunisia

**\$2,712.50 in Revenue Since April 2017.** From the enrollment data on the R101 site (Drupal and new course combined)

**Average Age:** 41



Set the trend, **start the change**

Learn how to get your community thinking sustainably

Recycling 101 Certificate: **GO BEYOND THE BASICS**

Connect with others passionate about sustainability. Enroll today!  
[tiny.cc/recycling-101](http://tiny.cc/recycling-101)

 ASSOCIATION of OREGON RECYCLERS

 Oregon State University Professional and Continuing Education

## Legislation

AOR provides leadership through policy development, legislation, lobbying, and advocacy at the local, regional, and state level. In 2017, AOR's legislative work was led by Justin Gast, who served as legislative chair for first half of 2017, and Pam Peck, the current legislative chair, and supported by a very active legislative committee. Chris Parta, with Parta Oregon, represented AOR in Salem. AOR's board restructured the legislative committee in response to member feedback and appointed new committee members through an application process in late 2017.



### 2017 Legislative Highlights

During the 2017 session, the AOR legislative committee met regularly, tracked legislation of interest to AOR members, and made recommendations to the board related to whether AOR should track and/or take a position on specific legislation. The committee recommended that AOR continue to support House Bill 2645-5 (previously known as HB 2386) which directs manufacturers of certain types of drugs sold in Oregon to develop and implement a drug take-back program for the purpose of collecting from individuals and nonbusiness entities those types of drugs for disposal. The bill did not pass in 2017 and is expected to be reintroduced in the 2019 legislative session.

AOR raised concerns about legislation that had the potential to negatively impact Oregon's pioneering Bottle Bill program which diverts 80 million pounds of beverage containers annually from landfills. AOR expressed concerns about House Bill 3443 which would have required the Oregon Beverage Recycling Cooperative (OBRC) to publish information that is already publicly available and actively opposed House Bill 3349 which would have delayed expansion of the Bottle Bill. The bills did not pass.

AOR tracked approximately 15 additional bills that included legislation related to:

- Diesel emissions standards for medium-duty trucks, heavy-duty trucks and non-road diesel engines (House Bill 2110),
- Product stewardship (House Bill 3020 [stewardship study], and House Bill 3105 A and Senate Bill 199 [household hazardous waste stewardship]),
- State administrative rules review process (House Bill 2963)
- Greenhouse gas emissions goals and cap and invest program (House Bill 2135A and Senate Bill 557),
- Tax credits for biomass production or collection (House Bill 2072),
- Tax credits for repair of "durable" household goods, such as dishwashers, ovens, and other appliances (House Bill 3143),
- Asbestos survey requirement for residential buildings (Senate Bill 871),
- Beach litter (House Bill 3441), and
- The bottle bill (House Bills 2746, 3443 and 3349, Senate Bill 119).

## Recycler of the Year Awards

- Company — Fort George Brewery
- Collector/Processor — Republic Services
- Government Employee — David McCall, Tillamook County
- Education/Promotion Program — The ReBuilding Center
- Nonprofit — Birch Community Services
- Alice Soderwall Reuse and Waste Prevention Award — Oregon Food Bank Network
- Lifetime Achievement Award — Delyn Kies



## Marketing

AOR marketing efforts for 2017 were focused on expanding our use of testimonials for the conference, and for increasing visibility and attendance for Recycling 101.

### Message/Product

Demonstrated value of AOR events shown through personal testimonials in video and print format. Value of education provided by AOR through marketing Recycling 101 via social media, earned media, and organizational partnerships.



### Audience

- Environmentally-minded Oregonians unfamiliar with AOR
- Non-member industry professionals
- AOR members

### Tactics

**Testimonials.** Word of mouth is by far the most convincing means of marketing and advertising. AOR is working to capitalize on member testimonials which mimic word-of-mouth that can be utilized in a variety of ways including social media, partner newsletters and digital ads.

**Partnerships.** Utilizing our partnerships with speakers and exhibitors to market the conference via customized turnkey announcements.



Cherilyn Bertges, your Marketing Chair, has been working with volunteers to create video and print materials for AOR that will encourage event attendance and financial support for AOR.

Beth Simon (Waste Connections) and Jared Wright have volunteered their time to improve the content of our messaging and to create new graphics that can be used in marketing. We appreciate their time immensely and hope for more marketing committee members in 2018.



# AOR Committees

## Conference Committee

- Allie Breyer (City of Eugene)
- Angie Marzano (BRING Recycling)
- Caitlin Ahearn (City of Beaverton)
- Daniel Hough (Oregon DEQ)
- Dylan de Thomas (The Recycling Partnership)
- Emily Murkland (CES)
- Emily Shelton (BRING Recycling)
- Heather Robinson (Washington Co.)
- Jennifer Stefanick (CES)
- Kim Waxler (Metro)
- Kristin Leichner (Pride Disposal)
- Laura Leebrick (Rogue Disposal)
- Mark Nystrom (Lane County)
- Megan Borato (City of Gresham)
- NaTasha Gaskin (City of Portland)
- Rachel Snyder (Republic Services)
- Rosalynn Green (Metro)
- Stephanie Scafa (City of Eugene)
- Therese McLain (Republic Services)
- Tony Hair (Washington County)
- Vinod Singh (Far West Recycling)
- Willie Tiffany (ORRA)

## Education & Events Committee

- Adam Gorske (Republic Services)
- Elizabeth Start (ScrapPDX)
- Laurel Bates (Clackamas County Office of Sustainability)
- Pete Chism-Winfield (City of Portland)
- Phillip Torchio (The Broomsmen)
- Scott Farling (Consultant)
- Vinod Singh (Far West Recycling)
- Amy Roth (AOR)
- Bailey Payne (Marion County)
- Gregg Hayward (City of Gresham)
- Kelly Bell (Lane County)
- Pete Chism-Winfield (City of Portland)
- Sarah Grimm (Lane County)
- Scott Farling (Consultant)

## Legislative Committee

- Abby Boudouris (Oregon DEQ)
- Angie Marzano (BRING Recycling)
- Bruce Walker (City of Portland)
- Chelsea Myrick
- Chuck Riegler (Tomra)
- Dave Larmouth (Western Oregon Waste)
- David McCall (Tillamook County)
- David Skakel (Tri-County Hazardous Waste & Recycling Program)
- Dean Kampfer (Waste Management)
- Derek Ranta (Waste Connections)
- Ethan Nelson (City of Eugene)
- Garry Penning (Rogue Disposal & Recycling)
- Holly Stirnkorb (Metro)
- Jerry Powell (Resource Recycling)
- Joe Wonderlick (Waste Connections)
- John Desmarteau (Agilyx)
- Josh Metcalf (Sweet Home Sanitation)
- Laura Leebrick (Rogue Disposal & Recycling)
- Laurie Hansen Sheets (Strategic Partners Group)
- Liv Brumfield (Earl Blumenauer's Office)
- Matt Korot (Metro)
- Michele Le Blanc (Florence Master Recycler)
- Pete Chism-Winfield (City of Portland)
- Rick Winterhalter (Clackamas County)
- Rob Guttridge (Clark County)
- Sarah Grimm (Lane County)
- Scott Klag (Metro)
- Todd Irvine (Mid-Valley Garbage & Recycling Association)
- Vinod Singh (Far West Recycling)
- Willie Tiffany (ORRA)

## AOR Board of Directors



**Chair**  
Pete Chism-Winfield  
City of Portland



**Past Chair**  
Ali Briggs-Ungerer  
Consultant



**Treasurer**  
Laura Leebrick  
Rogue Disposal



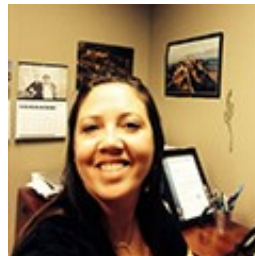
**Secretary**  
Kristin Leichner  
Pride Disposal



**Legislative Chair**  
Pam Peck  
Metro



**Conference Chair**  
Elizabeth Start  
Scrap PDX



**Membership Chair**  
Josy Wright  
Waste Connections



**Marketing Chair**  
Cherilyn Bertges  
OBRC



**Markets Chair**  
Vinod Singh  
Far West Recycling



**Fundraising Chair**  
Alex Bertolucci  
Washington County

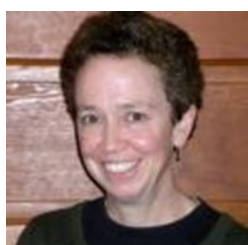


**Education Chair**  
Gregg Hayward  
City of Gresham

## AOR Staff & Consultants



**Resource Director**  
Amy Roth  
Avencore Group



**Conference Coordinator**  
Patty Morgan  
Pacific Agenda



**Lobbyist**  
Chris Parta  
Parta Oregon