



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

● ● ● | **2015 Annual Report**



## **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.

## 2015 Overview

You are reading AOR's second annual report. The Board has established this new tradition as part of a broader commitment to improving organizational transparency and engagement. Simply put, we want you to know what we're up to and we want you to get more involved in what we're doing. 2015 was a pretty impressive year for AOR and a big chunk of the credit goes to the AOR Board and also to dedicated committee members. Here are some highlights from 2015, and you'll find more details throughout the report:

- We pulled ourselves out of a troublesome financial position;
- We developed and successfully implemented a brand new fundraising strategy;
- We boasted a strong legislative presence *and* maintained a highly engaged legislative committee;
- We carried out our nascent strategic plan;
- We moved all membership renewals to the month of October;
- We grew membership; and
- We created regional liaisons to improve partnerships with regions outside the I5 corridor.

Looking back on 2015 I am so proud of the work our organization has done and I hope that you share this pride, too. Thank you for your membership in AOR!

~**Your Chair, Ali Briggs-Ungerer**

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## Fundraising

Our first fundraising chair, Joanna Dyer, stepped down from the position in mid-2015. The board appointed a new fundraising chair, Nick Isbister, to fill that vacant position, at the end of 2015.

In 2015 the AOR board initiated new fundraising efforts. Some of these new fundraising opportunities included a 50/50 raffle at Sustainable Oregon 2015, the silent auction at Sustainable Oregon 2015, and raffles at each of the AOR Forum events. With the help of our dedicated staff and business partners as well as the many volunteered hours of its membership, our \$5,000 fundraising goal was met and exceeded. AOR finished the year with increased savings and reserves.

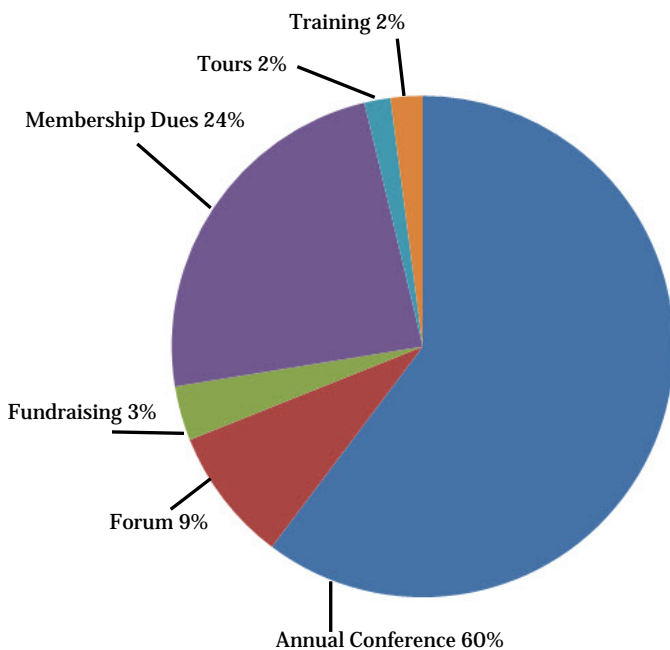
We greatly appreciate everyone who participated in our fundraising efforts throughout 2015.

# Financials

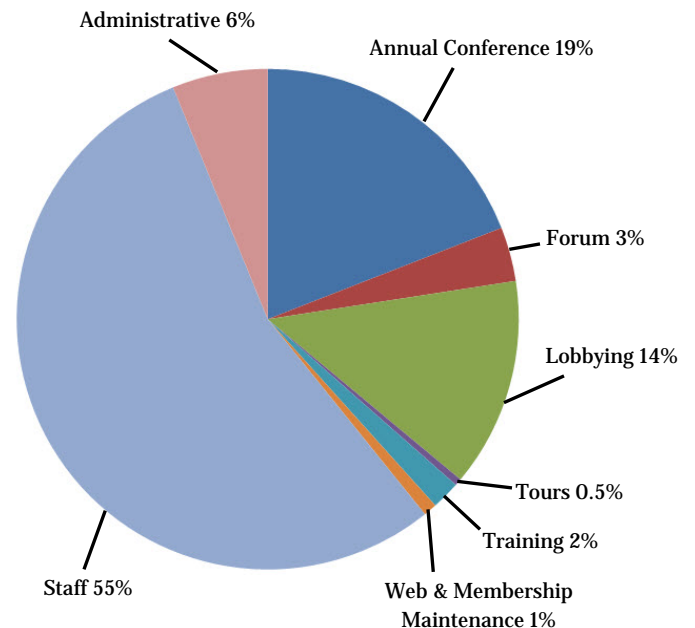
The Board Members of the Association of Oregon Recyclers are pleased to announce that we balanced the budget for fiscal year ended December 31, 2015 and have approved a balanced budget for 2016. Last year's success was won by the efforts of many and we thank you all for your involvement. The board scrubbed the operating expenditures, initiated new fundraising efforts and explored new revenue sources that aligned with the mission of the organization and the interests of the membership. With the help of our dedicated staff and business partners as well as the many volunteered hours of its membership, our goal was met and AOR finished the year with increased savings and reserves.

Committee participants deserve much credit for the successful year passed—we could not be what we are without you! Our membership—the lifeblood of this organization—continues to play a critical role in our success. Feedback received from our members at the forums, conference, and tours have driven the agenda for the year ahead and the related financial projections predict a fun-filled, informative and fiscally sound schedule. Our conference continues to dominate our revenue and expenditure line items, but Forums, AOR On the Road events, and other small events are diversifying our income statement. None of these events can happen without the continued support of our membership, so we thank you for your membership and participation and ask that you find a friend or business with similar interests and priorities and urge them to consider joining. Here's to a great 2016!

## 2015 Revenues



## 2015 Expenditures



## Education and Events

AOR offers forums for discussion, networking, and educational opportunities throughout Oregon regarding recycling and materials management in the state. A special thanks to the businesses, organizations and individuals who sponsored AOR events in 2015. Their contributions helped to make AOR event educational, accessible and fun for participants.

### Annual Conference: Sustainable Oregon 2015

The 2015 conference was held in Bend and featured a keynote speech by **Kyle Wiens** with **iFixit** on Your Right to Repair. Plenary sessions explored recovery of carpets and plastics and the collapse of recycling markets. The conference also included workshops, networking opportunities and the annual Recycler of the Year Awards Luncheon.

### Spring Forum: Climate Change and Food - Business Perspectives

The forum presented both policy and business perspectives in managing food waste in light of its present and future impacts on climate change. Speakers included **Janet Haugan**, Director of Marketing for **LeanPath**, **Katie Pearmine**, Strategic Sourcing Manager for **Oregon Food Bank**, and **Teak Wall**, Sustainability Program Manager for **New Seasons Market**.

### Winter Forum: Recycling - Is It Worth It?

This *sold out* event explored the value of recycling in today's declining commodity markets. David **Allaway** with **Oregon DEQ** discussed the environmental value of recycling. **Jerry Powell** of **Resource Recycling Magazine** and **Steve Frank** from **Pioneer Recycling** provided their perspectives about the state of the commodity markets today, and the likely trajectory markets will take in the future. The session also provided real life examples of how counties, communities, and companies are promoting recycling in today's market place.

### AOR On the Road: Recycling in Health Care Facilities and MRF Tour

The first in a new series of events that get participants behind the scenes to learn about recycling and materials management in Oregon was held at the **Providence Health Services** material recovery facility in Northeast Portland. In addition to the MRF tour, the event featured a panel of medical waste experts who discussed special considerations for medical facilities, keys to a successful recycling program, and the story of Providence Health and Services' recycling programs.

### AOR On the Road: BRING Recycling tour

AOR's second "On the Road" tour traveled to Eugene to tour **BRING Recycling** and learn about their reuse store and community education programs. **Carolyn Stein**, Executive Director of **BRING Recycling** talked with the group about BRING's partnerships with local governments and the businesses community. **Stephanie Scafa**, Waste Prevention Analyst for **City of Eugene** discussed Eugene's Love Food, Not Waste program. The event also featured a tour of the Lane County Transfer Station.



### Cultural Competency Training

AOR hosted this training featuring **Maketa Wilborn** to help recycling professionals expand their skills in working with diverse audiences and building connections across difference.

### Recycling 101 -- Online Course through Oregon State University

AOR continued a partnership with OSU to offer this online course that supports Master Recycler programs and provides an in-depth look at recycling and materials management in Oregon.



# Membership

2015 has been a good year for AOR. We successfully created educational and networking opportunities that members and nonmembers alike have found valuable to their individual and organizational development. These accomplishments reflect the strength of AOR and the appeal to become a member and support future opportunities to share and access information that help us grow as an industry.

*Our 2015 goals:*

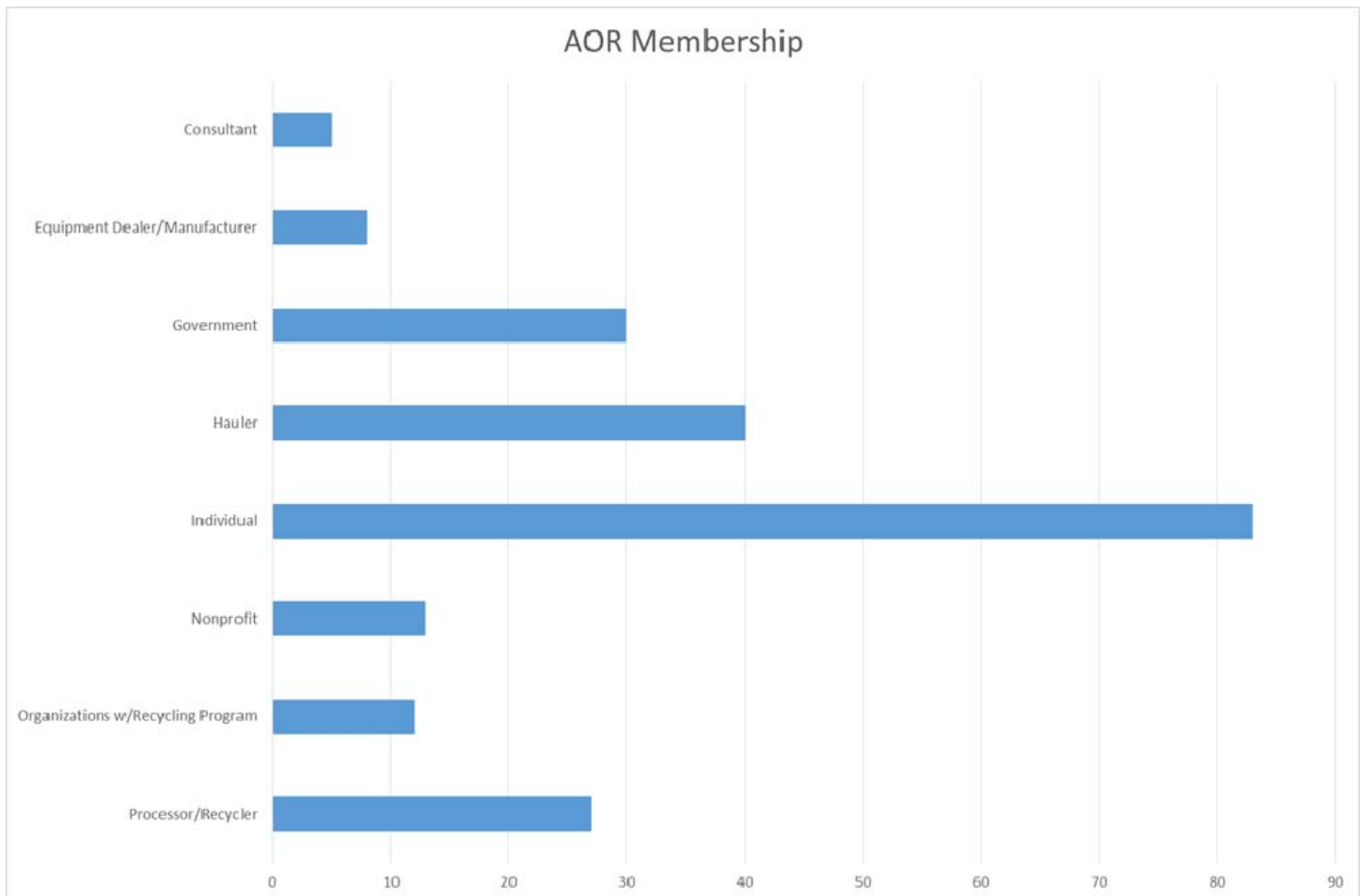
- Create a membership renewal month in October
- Focus on promoting AOR events
- Increase membership by 5%.

As a result, we funneled all memberships into the month of October, AOR events were well attended, and membership increased by 35%!

Kudos go out to the Membership committee, the Board and Amy for making AOR a stronger membership organization in 2015!

## 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. The chart below is a snapshot of the many stakeholders of the AOR membership.

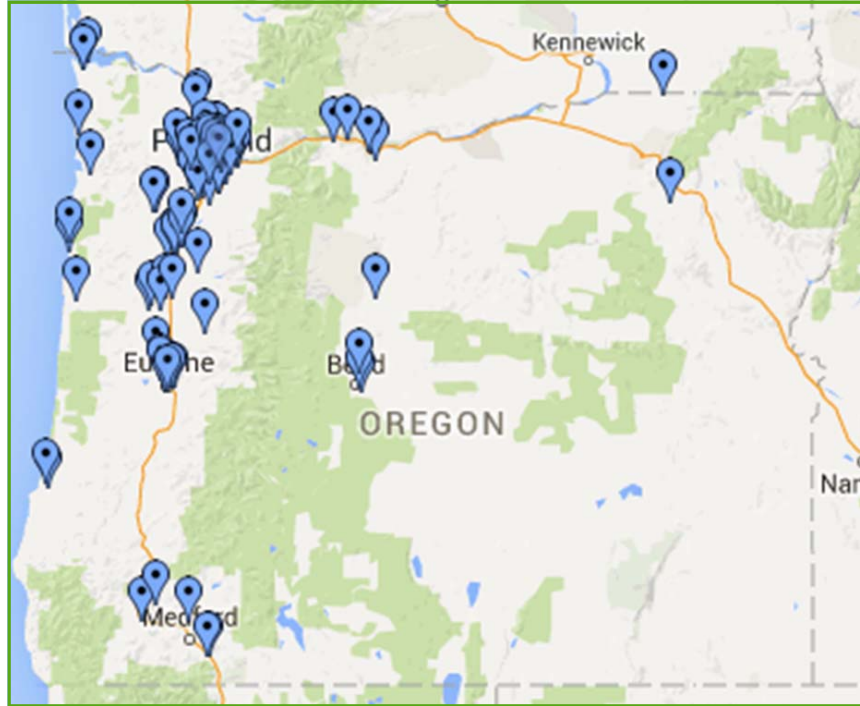


## Membership Committee

The Membership Committee helps develop and implement AOR's member recruitment and retention strategy. The group meets prior to AOR events to discuss event content and brainstorm individuals and organizations that would find the event agenda beneficial. Thank you to all of the time and effort the membership committee contributes to AOR.

## AOR is a State Organization

This map shows that AOR members are spread across the State of Oregon.



### Regional Liaisons

Last year, we called for regional liaisons to help us establish a greater connection with regions outside the I5 corridor. Since the fall, the regional liaisons have committed to reaching out to their regional networks about AOR news and events and share with the Board regional observations and needs. We are still looking for a liaison volunteer from the Oregon Coast.



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



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



*Risa Buck* (Southern Oregon)  
Recology Ashland Sanitary



*Laura Leebrick* (Southern Oregon)  
Rogue Disposal

## Legislative

AOR provides leadership through policy development, legislation, lobbying, and advocacy at the local, regional, and state level.

- New chair selected at annual Sustainable Oregon 2015 conference:
  - ◊ Justin Gast, Washington County Solid Waste & Recycling Program
- Contract lobbyist, Parta Oregon, represented AOR in Salem.

### 2015 Legislative Highlights:

During the 2015 session, the AOR legislative committee met regularly and tracked the following bills:

- **House Bill 2449** – Would have extended sunset for tax credit for biomass collection or production (*died in second committee*).
- **HB 2762** – Requires school district to eliminate use of polystyrene foam plates, trays, food containers or food packaging in service of any meal (*signed into law June 16, 2015*).
- **HB 3251** – Would have established a product stewardship program for household hazardous waste (*died in first committee*).
- **NOTE:** In January 2016, Metro convened a Legislative Stakeholder Committee to look at extended producer responsibility for household hazardous waste products. AOR is a participant on that committee.
- **HB 3421** – Would have required state to calculate total unclaimed refund value of beverage containers in Oregon, with a percentage of unclaimed refund value moneys being deposited in a newly-created Outdoor Education Account (*died in first committee*).
- **HB 3422** – Would have required Environmental Quality Commission to impose a \$4.40 per-ton fee on disposal sites that receive domestic solid waste, with moneys collected from the fee being deposited in a newly-created Outdoor Education Account (*died in first committee*).
- **HB 3478** – Would have phased in prohibition on manufacture & sale of personal care products and over-the-counter drugs that contain synthetic plastic microbeads (*died in first Senate committee*).
  - **NOTE:** On December 28, 2015, President Obama signed into law the federal Microbead-Free Waters Act of 2015. The act amends the Federal Food, Drug, and Cosmetic Act to ban the sale or distribution of rinse-off cosmetics that contain intentionally-added plastic microbeads beginning on January 1, 2018. The law also bans the manufacturing of these cosmetics beginning July 1, 2017.
- **HB 5018** – Relates to the financial administration of DEQ (*signed into law June 29, 2015*)
- **Senate Bill 30** – Would have required certain terms to be used in certain contracts for implementing state's architectural paint stewardship program (*died in first committee*).
- **SB 245** – Modifies purposes for assessing, and authorized uses of, solid waste facility permit fees (*signed into law July 6, 2015*). AOR members were active in the creation of this legislation.
  - **NOTE:** In August and September 2015, DEQ convened a Solid Waste Fee Rulemaking Advisory Committee to address rules associated with SB 245. AOR was a participant on that committee.
- **SB 263** – Adds program elements to state's Opportunity to Recycle Act (*signed into law June 22, 2015*). AOR members were active in the creation of this legislation.
  - **NOTE:** DEQ will convene a Materials Management Rulemaking Advisory Committee to address rules associated with SB 263. That committee will meet in April, May and June of 2016. AOR will be a participant on that committee.
- **SB 412** – Defines conditions when rock, gravel, sand, silt and other similar material removed from waters of state are and are not solid waste (*signed into law June 18, 2015*).
- **SB 711** – Would have required that public bodies develop and implement policies for securely removing personal information from digital data storage devices and other electronic data storage devices owned by public body, leased by public body or otherwise under control of public body before selling, donating, recycling or otherwise disposing of device (*died in first committee*).
- **SB 828** – Would have required state to calculate total unclaimed refund value of beverage containers in Oregon, with a percentage of unclaimed refund value moneys being deposited in a newly-created Outdoor Education Account. Would have also established a grant program for outdoor school programs to be administered by Oregon State University Extension Service (*died in first committee*)

## Recycler of the Year Awards

- *Education/Promotion Program—  
Scenic Heights Apartment  
Complex Green Team*
- *Individual—Bradley Barnhart*
- *Program—Looptworks*
- *Alice Soderwall Reuse and Waste  
Prevention Award—Repair PDX*
- *Lifetime Achievement Award—  
Julie Daniel*



## Marketing

The AOR marketing efforts got off to a slow but thoughtful start in 2015. The first step was to poll the board to take an up close look at how to promote the organization and what messages are important? Some of the questions asked of the board were:

- What is our product?
  - ◇ The answers were varied, but the common threads were that AOR is a resource and an advocate for recycling and sustainability in Oregon. Our value is in our collective knowledge as an organization.
- Who do we want to market to?
  - ◇ We want to bring together leaders in the industry, including non-profits, haulers, public agencies, private business, students and individuals.
- What are our methods?
  - ◇ This question is at the crux of our need to market. Currently we use the website, listserv, e-mails, and social media to share our message. Looking forward, AOR will build on this to reach a greater audience that includes people new to the industry, students, and local government.

A marketing committee was also formed and will be expanded upon in 2016. Others are encouraged to join.

As you can see, we have our work cut out for us. Reaching new audiences will be a challenge, but one that AOR is excited to undertake. Look for new messaging for this year's conference and renewed efforts to reach people who may have been missed in the past and don't miss a chance to help spread the word and invite others to the table.





## AOR Board



*Chair*  
Ali Briggs-Ungerer  
Consultant



*Secretary*  
Kristin Leichner  
Pride Disposal



*Treasurer*  
Fred Stemmler  
Recology



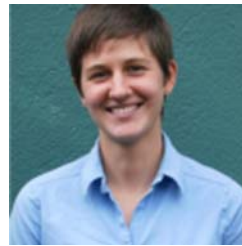
*Markets Chair*  
Vinod Singh  
Far West Recycling



*Legislative Chair*  
Justin Gast  
Washington County



*Education Chair*  
Pam Peck  
Metro



*Conference Chair*  
Michelle Metzler  
Waste Management



*Membership Chair*  
Pete Chism-Winfield  
City of Portland



*Marketing Chair*  
Julie Jackson  
Republic Services



*Fundraising Chair*  
Nick Isbister  
City of Gresham



*Past Chair*  
Rick Winterhalter  
Clackamas County

## AOR Staff and Consultants



*Resource Director*  
Amy Roth  
Avencore Group



*Conference Coordinator*  
Patty Morgan  
Pacific Agenda



*Lobbyist*  
Chris Parta  
Parta Oregon