



ASSOCIATION of
OREGON
RECYCLERS

● ● ● | 2016 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.

2016 Overview

I would like to extend a heart-felt thank you to all of the people who made all the elements of this report possible. Your work has brought us together to discuss, share and even debate ideas and awareness of materials management.

My gratitude also extends to the AOR staff and the Board, whom I have had a lot of fun working with. These individuals represent wide-range of AOR members and they bring you the opportunities that get us in the room together and expand our insight. Thank you!

You're likely reading this report because of an interest in thoughtful consumption and use and preservation of resources. You may have spent time working in the field of materials management, or an environmental advocate and volunteer. You might be materials management curious and wonder what AOR does. You could be looking for the answer to the question, "What is the value of funding AOR activities?", or "should I become an AOR member?" There may be a service or product or idea you need to get in front of an audience of people and organizations that align with AOR's vision and mission.

Whatever your reason is, on behalf of the AOR Board, we invite you to read our annual report, but we implore you to do more. We need you to be involved in the organization. Contact me or another Board member or staff to find opportunities to get plugged into the important work that AOR does. We need your involvement, because at the end of the day, AOR is the work that you do.

Thank you,



Pete Chism-Winfield, AOR Board Chair



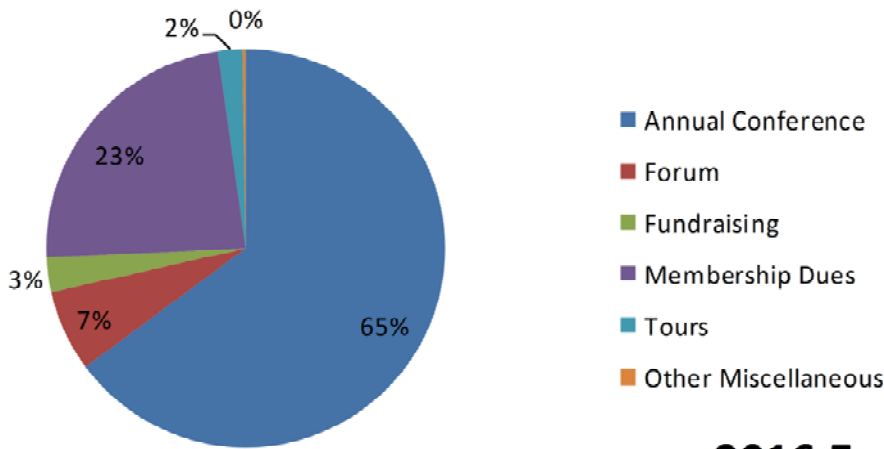
Financials

2016 was another great year financially for AOR due in large part to the leadership and participation of its volunteer members. Revenues from forums, tours, membership growth and trainings largely came in as expected or above projections and AOR's board and staff kept costs under control throughout the year. As such, AOR will be returning excess funds earned throughout the year to rebuild the associations reserves, savings and investment accounts.

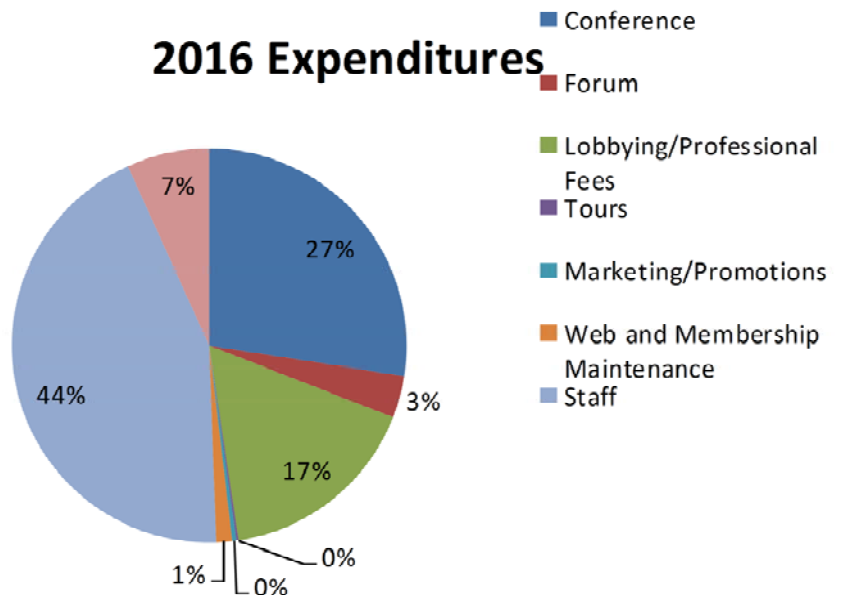
For the first time ever, AOR hosted its annual conference in the City of Portland and the turn out was amazing. Attendance was up, sessions were packed, and sponsorships and donations came in from all levels of our membership. The conference can make or break our financial performance and The Association is grateful for your support and participation in 2016. We are also excited to see the conference moved to Lincoln City in 2017 and look forward to seeing you all again!

Looking ahead, the Board members convened in December and approved another balanced budget for the fiscal year ending December 31, 2017. Keep an eye out for our events calendar and announcements as 2017 will be packed with more relevant and important events and we hope you can both join and support our efforts to unite and grow our recycling industry. Thank you all for your respective contributions and participation!

2016 Revenue



2016 Expenditures

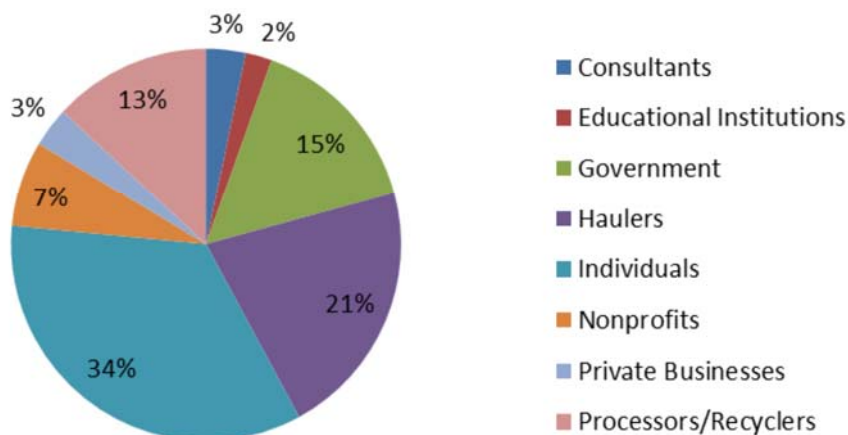


Membership

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

2016 Membership Breakout



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 outreach ideas to attract new attendees. Holly Stirnkorb served as the membership chair in 2016 and in 2017 Josy Wright from Waste Connections will be filling that role.

Membership Goals

2016 saw continued growth in membership and event offerings which provided valuable networking and educational opportunities for members and nonmembers alike. 2016 was a very busy year for AOR, and membership goals for the year were ambitious. Focus for the year was not about growth of membership, but rather on ways to improve our organization's value with members, and further engage our membership in ways that they see most valuable.

There were things outlined from the strategic plan developed in 2015 that remain on our "to-do" list:

- *Strengthen membership beyond the Portland-Metro area and I-5 corridor through development of "organizational ambassadors" and the creation of strategic partnerships.*
- *Develop and promote membership benefits, and identify ways to further support and promote member activities and successes.*

2016 Goals	Result
Recruiting <ul style="list-style-type: none"> • new, young, college-aged members • rural Oregon members (outside I-5) • more private sector members • connecting with business/manufacturing here in the state 	<ul style="list-style-type: none"> • Developed a plan to offer free memberships to college students, which will roll out in 2017. • In partnership with Recycling Advocates, applied for and received a grant from DEQ to promote Recycling 101 to rural Oregonians and K-12 teachers. • Recruitment strategies to include more private sector/Oregon-based businesses are still in development at this time.
Maintaining a diversity of membership to accurately reflect industry <ul style="list-style-type: none"> • As AOR continues to diversify, make sure there is still a sector of our events that still focuses on the hands-on management of materials 	<ul style="list-style-type: none"> • The Board and Committees worked to ensure that our event's core themes align with our organization's mission and vision.
What is AORs value to members? <ul style="list-style-type: none"> • Align value with targeted new member audience, and ensure members align with our values as well. • Need to articulate clear benefits of being a member of AOR. 	<ul style="list-style-type: none"> • The Membership Committee began drafting a new membership survey to gauge membership satisfaction and understand their values and how AOR can better meet the needs of current and future members. Survey will roll out in Spring 2017.

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. While much was accomplished in 2016, there is still work to be done to meet the goals for 2016 that will carry us through 2017. Look for the membership survey in the spring of 2017, and announcements of other opportunities

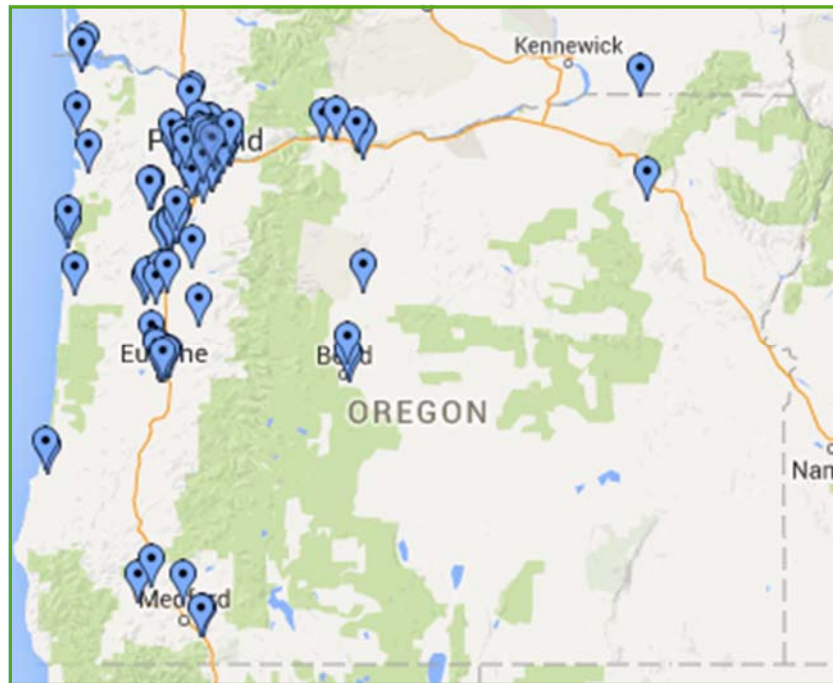
Fundraising

In 2016 we opened up more sponsorship opportunities and exciting offerings. In doing so, AOR has been able to increase revenue for our Spring and Fall Forums. In addition, increased offerings at our yearly conference silent auction coupled with a 50/50 raffle help cover costs of such big events.

Opportunities for membership to help fund AOR will soon be available outside of our conference and forums. AOR has worked with the Oregon Beverage Recycling Cooperative to become a featured fundraiser at BottleDrop. Soon, members will be able to contribute to AOR through the redemption value of their bottles and cans at BottleDrop Redemption Centers.

AOR is a State Organization

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



Regional Liaisons

A big thank you to the regional liaisons for helping strengthen AOR as a State-wide organization! The regional liaisons to help AOR to establish a greater connection with regions outside the I5 corridor. They get information out 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!



Susan Baker (Central Oregon)
Bend Garbage & Recycling



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



Risa Buck (Southern Oregon)



Laura Leebrick (Southern Oregon)
Rogue Disposal

Education and 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 2016.

Annual Conference: Sustainable Oregon 2016

At the 2016 Sustainable Oregon Conference, keynote speaker *Jordan Figueiredo* stole our hearts by laying out the virtues of Loving Ugly Food as a way to prevent waste and combat hunger. The conference featured session tracks focused on sustainable business and reuse, and also included workshops, networking opportunities and the annual Recycler of the Year Awards.

AOR Spring Forum: The Bottle Bill's Past, Present and Future

AOR's Spring Forum explored the state's 43-year-old beverage container redemption program. Former State Representative *Vicki Berger*, whose father Richard Chambers is known as the program's "true father," discussed the program's history and development. Oregon Beverage Recycling Cooperative (OBRC) President *John Andersen* provided details on recent Bottle Bill legislation, and Resource Recycling Executive Editor *Jerry Powell* provided a breakdown of how Oregon stacks up to other state redemption programs.

AOR Fall Forum: Disaster Preparedness and Debris Management

AOR's Fall Forum focused on organizational preparedness for disasters and how to become more resilient. *Jenny Demaris* from the Lincoln County Sheriff's Office talked about what people and businesses can do to prepare for the Cascadia earthquake. *Thomas Egleston* with Washington County discussed how his agency developed a countywide disaster debris management plan, and *Daniel Nibouar* from Metro discussed organizational resiliency.



AOR On the Road: Reuse “Oregonizations” (March 2016)

AOR continued its series of “On the Road” tour events that get participants behind the scenes to learn about recycling and materials management in Oregon. The focus of the first tour in 2016 was reuse and provided an opportunity to see how various types of community groups and businesses are advancing reuse in the Portland area. The tour included stops at Free Geek, SCRAP PDX, Patagonia, and the Southeast Portland Tool Library.

AOR On the Road: Follow the food (August 2016)

An intrepid group of AOR members and guests hit the road with a simple mission – to follow the food, or more aptly the food scraps, and see how two businesses in Willamette Valley create energy and/or compost with organic waste. The tour included stops at Stahlbush Island Farms to learn how the farm uses anaerobic digestion, Pacific Regional Compost where yard debris and food scraps are composted, and a discussion about how to engage more people in backyard composting.

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. Here’s a look at highlights from this year:

- Signed a contract with OSU guaranteeing revenue share and outlined roles.
- Partnered with Recycling Advocates and received a DEQ grant to promote R101 to rural communities and K-12 teachers. Work begins in January and will continue through the summer of 2017.

A project to update the course content kicked off in 2016 and will be completed in March of 2017.



The flyer for the "Recycling 101 Online" course features a blue header with the title "Recycling 101 Online" and a decorative border of recycling symbols. The main content is on a green background, listing learning objectives and contact information. Logos for the Association of Oregon Recyclers and Oregon State University are at the bottom.

Recycling 101 Online

What you will learn:

- How curbside recyclables become new products
- How to prepare your recyclables to help support recycling markets
- The legal foundations of the solid waste management industry in Oregon
- How our consumer choices affect the environment
- How to conserve resources and improve recycling at home and at work
- Which areas of individual action have the largest environmental impact
- How to take action and influence others

pne.oregonstate.edu/recycling • 541-737-4197

AOR ASSOCIATION of OREGON RECYCLERS

Oregon State UNIVERSITY | Professional and Noncredit Education

Legislation

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

- Chair, Justin Gast, The Recycling Partnership
- Contract lobbyist, Parta Oregon (Chris Parta), represented AOR in Salem.

2016 Legislative Highlights

During the 2016 short session, the AOR legislative committee met regularly and tracked the following bills.

- House Bill 4089 – Initially, bill would have required state agencies, as well as third-party contractors and suppliers to state agencies, to use corrugated cardboard pallets when transporting, distributing, storing or transferring procured goods. The rules would not have applied if the cardboard pallets were to cost more than an alternative option. The bill was eventually amended to only establish a pilot program within the Dept. of Corrections.
- SB 1532 – Created a three-tier system of minimum wage based on geography to be rolled out between July 2016 and 2022. *Bill was signed into law on March 2, 2016.*
- SB 1547 – Clean Energy/RPS and Coal Transition plan. Doubles the percentage of energy coming from renewable power sources for Oregon from 25% to 50% by 2040. Transitions coal out of Oregon’s energy mix by 2030. *Bill was signed into law on March 8, 2016.*



Recycler of the Year Awards

- *Company*—Mt. Hood Meadows
- *Government*—Kevin Kertzman, Bonneville Power Administration
- *Education/Promotion Program*—Eat Smart, Waste Less Challenge (Washington County, Clackamas County and City of Beaverton)
- *Nonprofit*—Urban Gleaners
- *“Carpet” Diem Award*—Port of Portland
- *Alice Soderwall Reuse and Waste Prevention Award*—ReClaim It!



Marketing

AOR marketing efforts for 2016 began with re-examining what our core message or “product” is, and who we want to reach. Continued investigation in mid-2016 leading into 2017 has brought us to focus on the following categories:

- **Message/Product**—To provide demonstrated value to our members through networking, exploring relevant topics in recycling and reuse, and actively participating in lobbying on important environmental issues.
- **Audience**—Re-engage existing members who have shown decreased attendance/involvement.
 - ◊ Younger generation/college students.
 - ◊ Non-member industry professionals.

Tactics

- Testimonials. Word of mouth is by far the most convincing means of marketing/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 closely with fundraising and events committees to ensure our efforts are focused on improving event attendance and financial support for AOR.

Several AOR members 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 2017.



AOR Committees

AOR is successful because of the hard work and time our membership commits to the organization. We would like to recognize the committee members that volunteer with AOR.

Conference Committee

- Brian Stafki (Washington County)
 - Bruce Walker (City of Portland)
 - Courtney Cross (Lloyd EcoDistrict)
 - Elizabeth Start (SCRAP PDX)
 - Emily Murkland (CES)
 - Jerry Powell (Resource Recycling)
 - Justin Gast (The Recycling Partnership)
 - Kim Waxler (Metro)
 - Kristin Leichner (Pride Disposal)
 - Laura Leebrick (Rogue Disposal)
 - Megan Borato (City of Gresham)
 - Michele Martin (Oregon DEQ)
 - Moonrose Doherty (Sustainability Professional)
 - Nick Isbister (City of Gresham)
 - Rosalynn Greene (Metro)
 - Susan Unrein (Metro)
 - Vinod Singh (Far West Recycling)
 - Willie Tiffany (ORRA)
 - Wing Grabowski (City of Portland)
-

Education & Events Committee

- Adam Gorske (Republic Services)
 - Bailey Payne (Marion County)
 - Kelly Bell (Lane County)
 - Laurel Bates (Clackamas County Refuse and Recycling Association & Clackamas County Office of Sustainability)
 - Phillip Torchio (The Broomsmen)
 - Sarah Grimm (Lane County)
 - Scott Farling (Agilyx)
-

Legislative Committee

- Abby Boudouris (Oregon DEQ)
- Bruce Walker (City of Portland)
- Chelsea Myrick
- Chuck Riegle (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)
- Gary Penning (Rogue Disposal & Recycling)
- Holly Stirnkorb (Oregon DEQ)
- 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)
- 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



Chair
Pete Chism-Winfield
City of Portland



Secretary
Kristin Leichner
Pride Disposal



Treasurer
Fred Stemmler
Recology



Markets Chair
Vinod Singh
Far West Recycling



Marketing Chair
Cherilyn Bertges
OBRC



Education Chair
Pam Peck
Metro



Conference Chair
Elizabeth Start
SCRAP PDX



Membership Chair
Holly Stirnkorb
Oregon DEQ



Past Chair
Ali Briggs-Ungerer
Consultant



Fundraising Chair
Nick Isbister
City of Gresham



Legislative Chair
Justin Gast
The Recycling Partnership

Josy Wright with
Waste Connections
has taken over as
membership chair
in 2017.

AOR Staff and Consultants



Resource Director
Amy Roth
Avencore Group



Conference Coordinator
Patty Morgan
Pacific Agenda



Lobbyist
Chris Parta
Parta Oregon