



# 2015

# Annual Report

**Dedicated to promoting recycling and sustainable materials management practices in the State of Tennessee.**

[www.tennessee recycling coalition.org](http://www.tennessee recycling coalition.org)

## EXECUTIVE SUMMARY

First of all, we want to extend our most sincere appreciation to all those who support our organization, both near and far, so that we can continue to seek ways to expand and improve recycling activity around our beautiful state. Thank you to everyone for all that you do for TRC and for recycling in general!

The Tennessee Recycling Coalition spent much of 2015 out in the community offering opportunities to expand recycling knowledge through workshops and tours in various parts of the state. Our membership base expressed their desire for us to build on and expand our outreach initiatives through the workshop and tour series. These opportunities serve as a way for TRC to be out in the community to highlight current recycling activities and potentially foster growth of new ideas or approaches to challenges that recycling stakeholders face around Tennessee.

From an organizational perspective, we continue to thrive through some guiding forces of leadership from our board of directors, which remains a volunteer based group. TRC continues to gradually gain more resources, which will be important as we think about building on our reach and expanding on the programs that we offer to make an even bigger impact on advancing recycling.

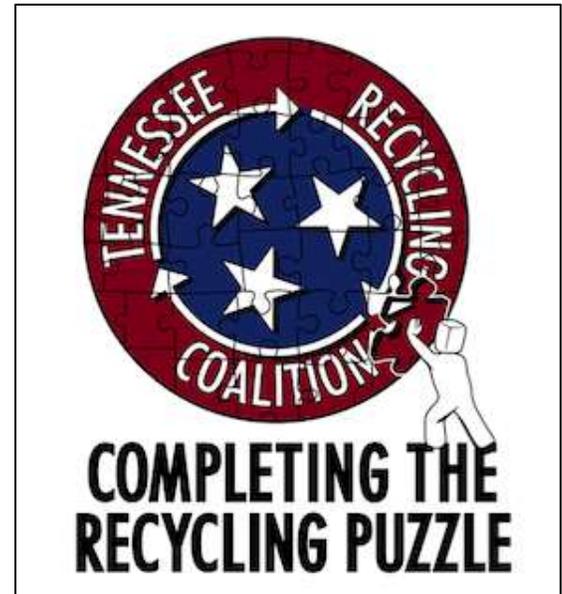
Our annual conference continues to be our largest event of the year that allows for an intermixing of our members as well as government officials, companies, county/city governments, institutions, interested citizens, and others. We work to develop a meaningful program filled with insightful speakers to present information that will broaden the knowledge base of our attendees and hopefully accelerate sustainable recycling from Memphis to Bristol. For the 2016 conference we have decided to relocate from the long-term location of Franklin to the new location of the New Hope Center, a Y12 facility in east Tennessee from October 16 – 18.

Here's to another year to improving the recycling landscape in our state!

Meredith Leahy  
TRC Board Advisor

## ANNUAL CONFERENCE

TRC held its 26<sup>th</sup> annual conference from February 22 -24 for yet another time in Franklin, Tennessee at the spacious and fully equipped Cool Springs Marriott. The conference's theme was "Completing the Recycling Puzzle" to highlight the intricate and cross-functional manner that the different sectors and stakeholders within recycling work together to encourage and advance recycling around Tennessee.



This year's keynote speaker was Pat Flood who is the Tennessee Department of Environment and Conservation's Director of the Division of Solid Waste Management. Mr. Flood provided an overview of the operational, policy, and regulatory changes that are advancing sustainable materials management around the state. He focused on grant offerings, composting rule changes, the 2025 Solid Waste Plan, and a tire update.

Another addition to the agenda was a special featured speaker named Guy Gilchrist who is a talented local cartoonist, writer, and artist. Guy worked under Jim Henson to create *the Muppets* comic strip and has been involved with many other famous



cartoon brands. He has utilized his cartoon *Nancy* to educate the community about various topics including environmentally related themes. At our conference Guy spoke about the power of education and creativity to convey important messages that could include recycling and taking care of our natural resources.

Attendance for the conference this year was at 167 attendees and 26 exhibitors. A new addition to the exhibit area was a Green Market Show Place that highlighted local artists who somehow incorporated recycled materials into their art pieces. These artists proudly displayed their works of art to show yet another way recycled materials can be re-purposed.

## MULTI-CITY WORKSHOP & TOUR SERIES

As mentioned earlier in the executive summary, TRC placed a continued emphasis on offering relevant and practical workshops for our membership base and for the larger community around the state. As seen below in the chart we have increased the number of workshops that we offer as well as expanding our overall reach with over a 40% bump up in attendees compared to last year.

Year	# of Workshops	# of Total Attendees
2014	5	117
2015	8	167

### February

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**Location:** Waste Management's Materials Recovery Facility (MRF) in Nashville

**Topic:** Technical MRF Tour and Recycling Education

**Number of Attendees:** 18

**Description:** Following the TRC annual conference attendees were treated to a tour of Waste Management's River Hills Materials Recovery Facility (MRF) in Nashville. This MRF is the contracted destination for all of Metro Nashville's single stream recyclables. Attendees had the chance to see the recycling classroom that Metro Nashville Public Works has inside the facility. To kick things off, information was shared through a presentation highlighting Nashville's waste and recycling processes, programs, and infrastructure. Attendees were led on a walking tour to

better understand the operation of the MRF. A lively post-tour discussion was held over box lunches provided by TRC.

## March

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**Location:** LEED Certified Hilton Garden Inn, Ripley's Aquarium of the Smokies, Gatlinburg Convention Center. All these listed sites are located in Gatlinburg.

**Topic:** Recycling in Public Buildings

**Number of Attendees:** 20

**Description:** Logan Coykendall, president of Hospitality Solutions and partner to the Hilton Garden Inn spoke to attendees about Leadership in Energy and Environmental Design (LEED) certification. Cornelia Dobbins, General Manager of the Hilton Garden Inn, was also a presenter at the workshop. Scott Murphy, representative of the Gatlinburg Convention Center, discussed sustainable practices implemented at the Gatlinburg Convention Center over the years. Attendees were treated to a behind the scenes tour of sustainable practices of Ripley's Aquarium of the Smokies and lunch courtesy of Ripley's.



## August

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**Location:** University of Memphis

**Topic:** Institutional Recycling

**Number of Attendees:** 19

**Description:** Sustainability Manager for the University of Memphis, Amelia Mayahi, covered the University's system of recycling and how that can be applied to businesses or schools of varying sizes. Among the topics discussed during this workshop included ideas to promote sustainability, outreach options, and best practices from the university's sustainability program. Missy Marshall, Keep Tennessee Beautiful Director, gave a presentation on increasing recycling opportunities, litter prevention, and waste reduction education.



## September

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**Location:** Goodwill Industries in Newport

**Topic:** Recycling Best Practices from Private Industry and County Governments

**Number of Attendees:** 19

**Description:** Zach Johnson, Recycling Coordinator at the Knox County Engineering and Public Works Department, discussed the operation of Knox County's seven convenience centers and the positive aspects of some of Knox County's



recycling programs. Zach also discussed some of Knox County's non-traditional recycling programs. Jack Horner, Marketing Director, at Miller Recycling presented an overview of working with industries to determine products they can recycle and divert from their waste streams. Clark Lindsey, President of Tennessee American Recycling, LLC presented information on commercial recycling following a tour of the Lowland Plant.

## November

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**Location:** WestRock Recycling, Knox County Public Works & Engineering, City of Knoxville Household Hazardous Waste Collection Center & Solid Waste Management Facility

**Topic:** County and City Recycling and Solid Waste System Overview; Institutional Recycling



**Number of Attendees:** 20

**Description:** Zach Johnson from Knox County discussed the operation of Knox County's seven convenience centers and the positive aspects of some of Knox County's recycling programs. Derek Senter from WestRock Recycling discussed efforts to recycle material from a variety of sources from in and around Knox County,

which include private and public sectors. Jay Price, Recycling Manager University of Tennessee - Knoxville, discussed efforts to reduce and recycle campus wide. Mr. Price's presentation included a tour of the University's composting facility, which is used to meet game day and campus waste reduction goals. Charles Thomas, City of Knoxville Waste Facility Manager, discussed the Transfer Station operations where individuals and businesses can dispose of a wide variety of solid waste materials. The workshop lunch was provided by Knox Recycles.

## December

### Special Workshop Series with Tennessee State Parks

**Locations:** Chester County Solid Waste and Recycling Department in the town of Henderson; Metro Nashville Public Works in Nashville (group photo); Knox County Solid Waste in Knoxville

**Topic:** Recycling in Tennessee's State Parks

**Number of Attendees:**

West TN: 19

Middle TN: 25

East TN: 27

**Description:** Robin Peeler, Area Manager for State Park Operations with the State of Tennessee Parks discussed strategies for recycling programs in State Parks with her fellow park rangers at these three separate events in west, middle, and east Tennessee locations. TRC provided lunches for all three of these regional events.



- West Tennessee: Amber Greene with Chester County Solid Waste and Recycling Department hosted the event.
- Middle Tennessee (see photo): Jeffrey Ezell with Metro Nashville Public Works hosted this region's event with a tour of Waste Management's MRF.
- East Tennessee: Zach Johnson with Knox County Solid Waste hosted this event and offered a tour of a local county convenience center. Jay Price with the University of Tennessee also offered a tour of their campus composting facility.

## National Representation

One important way that TRC serves the membership and stays “in-tune” with national issues and priorities is to be present and represent the State of Tennessee at regional and/or national events. In 2015 TRC President Mark Braswell represented the organization at two such events; the National Recycling Coalition (NRC) Sustainable Materials Management Summit (by invitation only), University of Maryland, College Park, Maryland and the Resource Recycling Conference, Indianapolis, Indiana.



Judith Enck, *Region 2 Administrator*, U.S. Environmental Protection Agency | [View Judith's Presentation](#)

### **Sustainable Materials Management Summit**

Held May 2015 and by invitation only of the NRC, the Sustainable Materials Management Summit was designed to bring a broad national representation from all sectors involved with all

aspects of Sustainable Materials Management (SMM) together to discuss, strategize and create a plan of action to move SMM forward. The NRC used the National SMM Action Plan to guide its organizational efforts in the coming years. The Summit was the first step in a multi-year strategy to collaboratively develop a message that future attendees and members will be able to advocate for when they join us in the Washington D.C. area for future Summits. TRC also participated in the State Recycling Organization meeting at the conclusion of the conference where state events, concerns and NRC resources were discussed and shared.

## Resource Recycling Conference

The Resource Recycling Conference is the conference for the recycling industry's most influential policy leaders, CEOs and government officials. The conference entered its sixth year, where opportunities to network with clients, prospective partners, vendors and top materials management decision-makers were all in one location. The conference's lineup of education sessions offered attendees the latest on materials processing trends, tactics to boost diversion rates, legislative talking points, market analysis in addition to many state oriented sessions, meeting and resources..



Adam Minter, author of *Junkyard Planet* addresses plenary session audience. (moderator Nat Egosi, RRT Design & Construction pictured on right)

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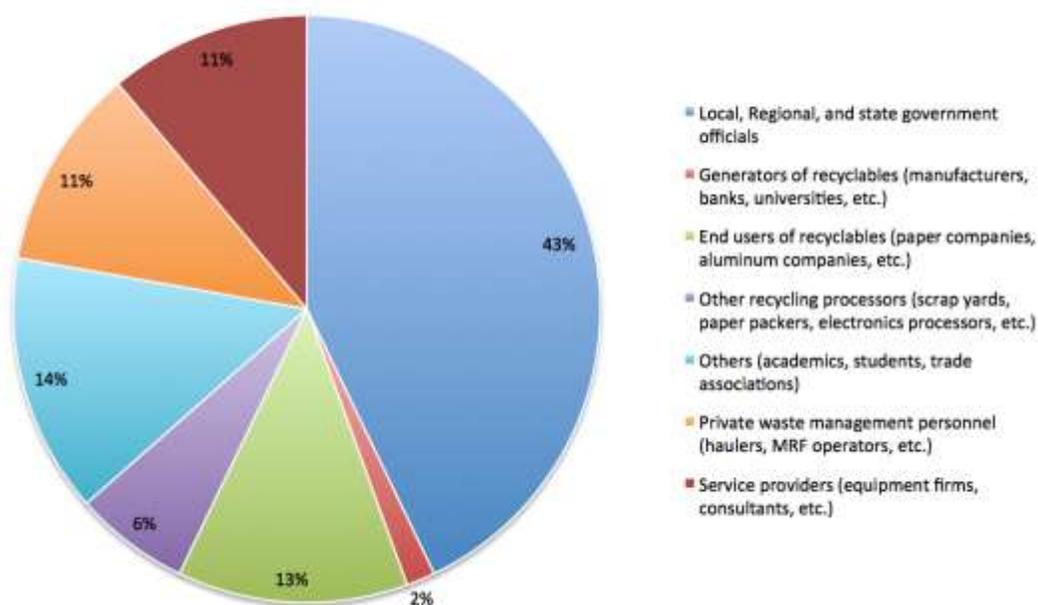
## Communications

Our main forms of communication about organizational news include our e-newsletter, [TRC website](#), [Facebook](#), [LinkedIn](#) and [Twitter](#). The results from our member survey conducted in 2014 indicated that our members prefer receiving our e-newsletter as their main method of communication. The chart below shows the level of growth with our various communication platforms. We look forward to continuing to expand our reach to spread the message of recycling across Tennessee.

Communication Outlet	Digital Followers		% Growth
	2014	2015	
Newsletter	1185	1485	25%
Facebook	441	634	44%
LinkedIn	61	61	0%
Twitter	208	437	110%

## Membership

Composition of TRC Membership Base



## Current Board Members

Name	Organization	Term Ends
Mark Braswell	Tennessee Department of Environment and Conservation	2016
Leslie Bryan	EBOX	2017
Mike Cook	Tennessee Department of Transportation	2016
Jeffrey Ezell	Metro Davidson	2017
Amber Greene	Chester County Solid Waste	2016
Jack Horner	Miller Recycling	2017
Zach Johnson	Knox County Engineering and Public Works Department	2017
Cindy Kennedy	McNairy County Solid Waste	2016
Stine Moss-Cooperwood	Keep Tennessee Beautiful	2017
Crystal Parks	Caraustar Recycling	2016
Andy Tritt	Cocke County Sheriff	2017
Lincoln Young	Ground Up Recycling	2018

## Executive Committee

<b>President</b>	Mark Braswell
<b>Vice President</b>	Jeffrey Ezell
<b>Secretary</b>	Zach Johnson
<b>Deputy Secretary</b>	Amber Greene
<b>Treasurer</b>	Lincoln Young

## Other Active Committees

Information & Education	Membership Development
Public Relations / Communication	Finance
Nominating & Governance	Conference
Technical	Awards

# Sponsors

We want to show our deep appreciation for the amazing sponsors we have on board that support the work and mission of TRC! We are honored to have your support!

## Platinum:



## Gold:



## Silver:



## Bronze:

