



National Recycling Coalition

KAB AND NRC PROPOSE COMBINED OPERATIONS, CREATING A MORE POWERFUL VOICE OF RECYCLING

Keep America Beautiful (KAB) has offered, and the NRC Board of Directors has accepted, a proposal to combine operations of both organizations. The NRC Board believes that this proposed combination creates a powerful alliance that will enhance the environmental and economic value of recycling in the United States, and sustain NRC as the nation's most credible Voice of Recycling.

This proposal is the most important decision that the Board and membership of NRC have faced in our 30 year history, and rightfully it requires the approval of the membership to take effect. The NRC will conduct a referendum vote of its members before the end of summer. The Board strongly encourages our members to carefully review the proposal and consider the dynamic future that it provides for our mission. We hope that members will enthusiastically support the proposal by voting in favor.

Merits of the Combination

Very importantly, the proposal creates a greater participatory role for NRC members through creation of an NRC Advisory Council. The Advisory Council will help shape and implement the programs and policies of the organization by assuming many of the responsibilities previously undertaken by the NRC Board of Directors. As a result, the State Recycling Organizations, active NRC Councils, and individual members will have *more* direct access to the executive operations of the NRC and KAB. The size and scope of the Advisory Council will be at the discretion of the SROs and Councils, ensuring that the body reflects the interests and concerns of the membership in "real-time". The members will also have direct, ongoing input through at least 3 member-elected seats on the KAB Board of Directors.

The combination also ensures that the NRC will remain a Washington-based entity with dedicated staff and resources to focus on programs and policies on behalf of its members. Plans for the NRC are detailed in the attachments, and are intended to greatly enhance the capabilities of NRC to deliver programs and services to affiliates and members that were not available historically, or for which resources were scarce.

The combined organization will be better able to support the efforts of our affiliate network and constituents. Ultimately it allows us to deliver more comprehensive, measurable, and

meaningful recycling programs targeted to consumers, businesses and municipalities. The proposed organization provides compelling synergies of communication, education and advocacy resources, including those of KAB/NRC affiliated states and membership, and will create a more powerful Voice for Recycling. In addition, in many states, KAB and NRC have common constituents who will provide cultural integration at the state and local level and who can take advantage of new opportunities for cooperation in local recycling initiatives. The combined organization will have reach into almost all 50 states, giving us the basis to build a truly national coalition.

Diversity will remain a core value of the combined organization. Affiliates of both KAB and NRC may continue to pursue independent programs, outreach and policy/advocacy efforts or may choose to cooperate in these efforts, at their sole discretion.

What the Combination of NRC and KAB Will Achieve

Over the next 3 years, the combined organization will undertake various activities in connection with its broad mission, as outlined in the Work Plan and Strategic Plan in the attached Proposal.

KAB's network of nearly 600 local affiliate organizations and 3 million volunteers, combined with the technical expertise of the NRC membership, allows for exponential growth in the organization's role as the National Voice of Recycling for the general public, media, and policy makers.

We believe it is important for NRC and KAB to establish measurement standards and promote national recycling goals as a performance metric for the organization.

With and through the State Recycling Organizations ("SROs") and KAB affiliates, we will develop and promote best management practices for recycling, and address challenges to higher recycling rates for materials with established markets.

Together, we can build broader financial support and improved infrastructure for SROs and KAB affiliates to promote and implement America Recycles Day, as well as many other revenue-generating programs and opportunities.

We will retain and grow the annual Congress and Exhibition as the central unifying event of the recycling community.

We can more readily expand the organization, increasing the ranks of members and affiliates.

Next Steps

NRC and KAB want the membership to have adequate time to review and consider the proposal, and we intend to provide extensive opportunity for the membership to ask questions and offer input. Arrangements will be made to meet, in person or by telephone, with State and

Council leaders, and a web-based forum will be established within the next 10 days to allow NRC and KAB members and supporters to comment on the proposal.

NRC will conduct a referendum vote before the end of summer. An affirmative membership vote (2/3 majority of votes cast or greater) is necessary for the combination to go forward. NRC will communicate with members directly and through affiliates to promote participation in the vote. A complete voting packet, consistent with NRC past practices, will be formally submitted to the members in the coming weeks.

NRC will continue to plan for the 2009 America Recycles Day and the 2010 RecycleMania event in anticipation of an affirmative outcome.

This decision is important – perhaps critical – for the future of recycling in America.

Your voice, and your vote, matters.