



NEBRASKA  
RECYCLING  
COUNCIL

# THINKING IN SYSTEMS

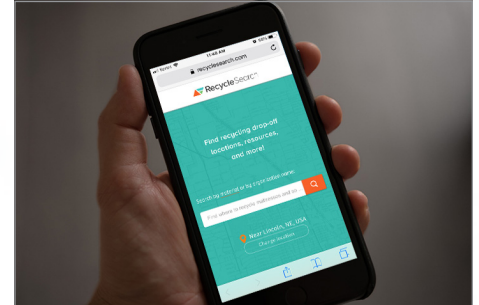
## 2018 A YEAR IN REVIEW



15,213 people educated through webinars, presentations, meetings, and outreach

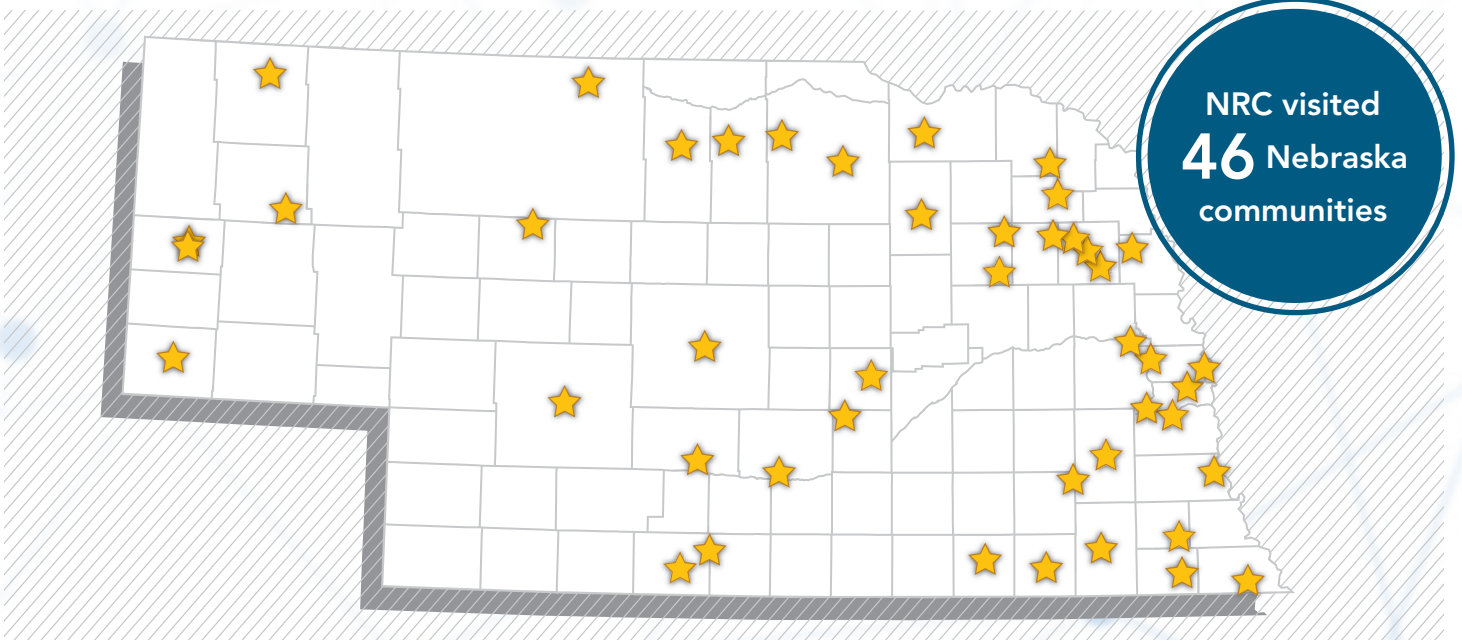


30 entities received \$255,000 in funding to purchase nearly \$550,000 worth of equipment



8,676 individuals called or used the online recycling guide for recycling assistance

### WHERE WE'VE BEEN



2,370 volunteer hours at a value of \$58,515



13,260 pounds of recyclables collected at our first Lincoln Earth Day CHaRM event



7 awards presented to organizations and individuals for their outstanding achievements at our Annual Awards Luncheon

## LETTER FROM THE BOARD PRESIDENT



**Danielle Easdale**  
Board President

As Annie Leonard once said, "There is no such thing as 'away.' When we throw anything away it must go somewhere." In 2018, recycling came into focus in a big way in the mainstream media with stories about plunging commodity pricing and stockpiles of materials with export market fluctuations initiated by China. Recycling became a "hot topic" with people questioning whether it was indeed the solution. Despite this attention and coverage, the fact remains that **recycling is not dead**. Recognizing that recovered materials are worthy of recovery – even when at times they have low economic value – is the appropriate attitude to adopt when considering the hidden costs of waste disposal and the positive benefits of environmental stewardship.

The Nebraska Recycling Council's mission "**to maximize the economic and environmental benefits of resource recovery**" is now more important than it has ever been. The challenges that face the recycling industry also present us with opportunity, a chance to look inward, a chance to make sure that not only are we recycling, but rather, we are recycling right. Now is the time for review, for thinking outside the box, seeking efficiencies, collaborations and thinking in systems.

Each day, the Nebraska Recycling Council works hard with our partners to improve recycling within Nebraska. On behalf of the Board of the Nebraska Recycling Council, we thank you for your commitment and continued support.

*D Easdale*

## BOARD OF DIRECTORS



Brittney Albin  
Matt Ashmore  
Anna Baum  
Larissa Binod  
Kim Burge  
Cliff Fleener  
Craig Gubbels  
Marty Hager  
Gene Hanlon  
Frank Uhlarik

## NRC STAFF



Megan J. Julie D. Heather C. Beth A.

## LETTER FROM THE EXECUTIVE DIRECTOR



**Julie Diegel**  
Executive Director

The Nebraska Recycling Council proudly shares its first annual report since WasteCap Nebraska and the Nebraska State Recycling Association merged on March 31, 2017 to become a single, unified organization. We gratefully stand on the shoulders of government, business and industry members, grant funders, donors, volunteers, board and staff members who took a leap of faith in support of the merger, who believe in the power of collaboration, and who possess deep respect for our commonwealth.

This young organization (with a long history) created its first strategic plan and vision for the future in 2018. This annual report reflects both the aspirations and accomplishments we moved forward last year. We work for a safe and healthy future in which all materials are reserved for their highest and best use, where landfills are the last resort, and where the admonition, 'Waste Nothing' is our North Star.

Onward,

*Julie*

- waste nothing -



## SUCCESSSES WORTH CELEBRATING



### Where We Are Going

Goal 1. NRC supports the effectiveness of recycling programs in communities and organizations by sharing expertise, resources, best practices, and data.

Activity	Responsibility	Resources	Timeline	Outcome
Become the statewide resource for organic recovery in Nebraska	ED	USCC/NRC members to serve on initial committee	June 2019	Output: Hold kick-off event to announce Chapter status.
	Ad hoc committee under External Affairs	Board approval of Chapter application	Annually	Output: 3 new members of NRC and USCC each year.
		Farm committee: Apply for state charter with USCC	June 2020	Output: Hold commercial compost operator training in 2020 for 10 people.
		Hold 3-4 meetings	December 2023	Outcome: Increase commercial organic recycling

Developed our first strategic plan



Two staff members achieved TRUE Advisor Certification

## OUR VISION

To be the authority on sustainable materials management in Nebraska for a future where all materials and resources are reserved for their highest and best use and landfills are the last resort.

## OUR MISSION

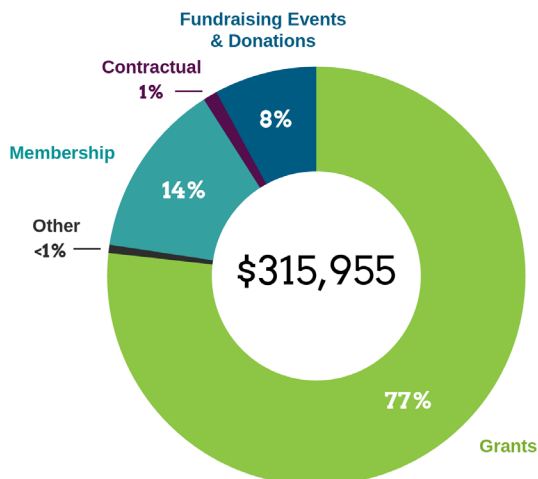
To maximize the economic and environmental benefits of resource recovery in Nebraska.

## THANK YOU TO OUR MEMBERS

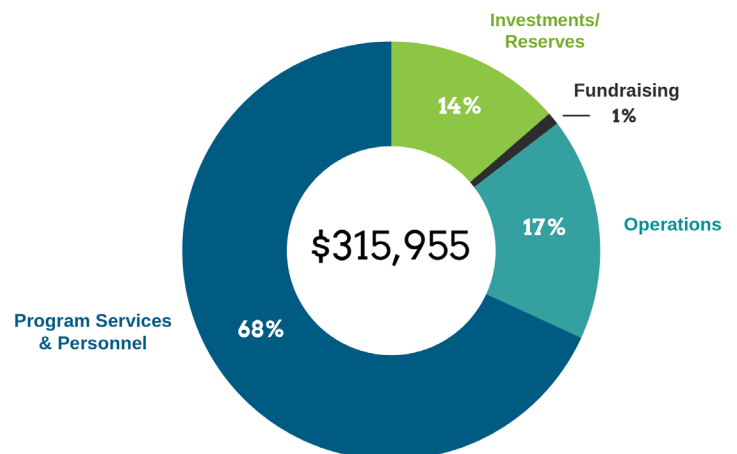
Altitude Recycling Equipment, American Recycling, Ameritas Life Insurance Corp., Aqua Systems, Arbor Day Foundation, Archer Daniels Midland Co., Assurity Life Insurance Co., Ayars & Ayars Inc., B&R Stores, Inc., BD Pharmaceutical Systems, Becton Dickinson & Company-Medical, BPR-CPR, Inc. (Benson Plant Rescue/Community Produce Rescue), Casella Resource Solutions, Cass County, Center for People in Need, CenterPointe, Central Community College, Central States Reprocessing, Central States Telecom, City of Alma, City of Curtis, City of Gering, City of Grand Island Utilities, City of Imperial, City of Kearney Sanitation Division, City of Lincoln Recycling Office, City of Minden, City of Norfolk, City of Omaha Recycling Office, City of Scottsbluff, City of Seward, City of South Sioux City, City of St. Paul, City of Wayne Water/Wastewater Department, City of Wisner, Columbus Community Hospital, Computer Hardware, Concordia University, Consolidated Companies, Cornhusker Bank, Country Club of Lincoln, Cross Electronic Recycling, Custer County Recycling, DataShield Corporation, Dempsters LLC, Douglas County Environmental Services, Duncan Aviation, Eagle Printing and Sign, Egan Supply Co., Engineering Solutions & Design, Inc., FBG Service Corporation, Firststar Fiber, G&P Development Landfill, Garner Industries, General Dynamics, George Witt Service, Inc., Goodwill Industries Serving Southeast Nebraska, Inc., Goodwill Industries of Greater Nebraska, Inc., Grand Island Clean Community System, Green Quest Recycling, Gregory Container Inc., Habitat for Humanity of Omaha, HDR, Hillside Solutions, Hofeling Enterprises, Inc., HopCat-Lincoln, Industrial Services, Integrated Recycling, LLC, Keep Alliance Beautiful, Keep Chadron Beautiful, Keep Kimball Beautiful, Keep Omaha Beautiful, Lancaster Event Center, LifeSpan Technology Recycling, Lincoln Airport Authority, Lincoln Children's Zoo, Lincoln Electric System, Lincoln Medical Education Partnership, Lincoln Plastics, Lincoln Public Schools, Lindsay Corporation, Middle Niobrara NRD, Mil-tek Central Recycling & Waste Solutions LLC, MNIS, Inc. Oxford, Motherboard, MWC Enterprises, Inc., NAI FMA Realty, Nebraska Innovation Campus, Nebraska Public Power District, Nebraska Recycles, Nebraska Safety Council, Nebraska State Fair, Nebraska Wesleyan University, New Horizons Enterprises, LLC, Omaha Biofuels Coop, Omaha Permaculture, O'Neill Heinrich Damkroger Bergmeyer & Schultz PC, LLO, Open Harvest Co-op Grocery, Plastilite Corporation, Power Screening, Prairieland Dairy, LLC, Recycling Enterprises, Red Willow County, The Retrofit Companies, Rieskes Equipment Company, Ripple Glass, Roberts Recycling, Sadoff Iron and Metal Company, Sandhills Publishing, Schadeegg Oil Co., Inc., Schneider Electric, The Scouler Company, SEAM, ServiceMaster PBM of Lincoln, SOARINGroup, Soil Dynamics/Gretna Sanitation, Solid Waste Equipment Co., Inc., SouthPointe Pavilions, Southwick Liquid Waste, St. Vincent DePaul Stores, State Farm Insurance, Steel Recycling Institute, Stephenson Truck Repair, Sysco Lincoln, Tabitha Health Care Services, Telesis, Inc., U.S. EPA Region 7, Union Bank & Trust Co., Union Pacific Railroad Co., University of Nebraska Medical Center, UNL Landscape Services, Upper Loup Natural Resources District, Uribe Refuse, Valmont Industries Inc., Verdis Group, Village of Hershey, Village of Pilger, Washington County Recycling Association, Western Resources Group, WLA Consulting Inc., Zajicek Refuse Service, Inc.

## SUPPORTING OUR MISSION

### 2018 Revenue



### 2018 Expenses



## OUR PARTNERS



## WHAT PEOPLE ARE SAYING

“The Nebraska Recycling Council has been a valuable resource for our Zero Waste programs in Wayne. Their expertise, encouragement and leadership has helped the Wayne Green Team find success in a variety of ways, such as securing a large grant for over 30 recycling bins from Keep America Beautiful, preventing a proposal to charge for recyclables dropped off at our Transfer Station, funding a Zero Waste marketing campaign to educate our public on how to reduce waste in Wayne, and so much more. Plus, they offer so many valuable seminars and workshops, providing us with best practices and ideas to continue efforts in Wayne. Thanks to the NRC's connections, we even started a glass recycling program in Wayne. We consider NRC one of our most valuable partners and look forward to continuing to work with them on our journey to zero waste.”

**Sandy Brown**, Chair, Wayne Green Team

“The NRC has been invaluable to the Trust by getting our funds out to the recyclers across the State.”

**Mark Brohman**, Executive Director, Nebr. Environmental Trust

“The recycling equipment grant we received from NRC is the only reason we were able to purchase new recycling bins. Doing so has allowed us to expand recycling into building and locations that previously didn't have recycling. This will dramatically increase the amount of materials we are diverting from the landfill, and it's making our employees and visitors happy as well.”

**Melanie Stewart**, Sustainability Manager, UNMC



NEBRASKA RECYCLING  
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*-waste nothing-*