

# BUILDING RESILIENCE

Strengthening  
Recycling Systems

Our Mission

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

## 2020 ANNUAL REPORT

Our Year in Review

### LETTER FROM THE EXECUTIVE DIRECTOR



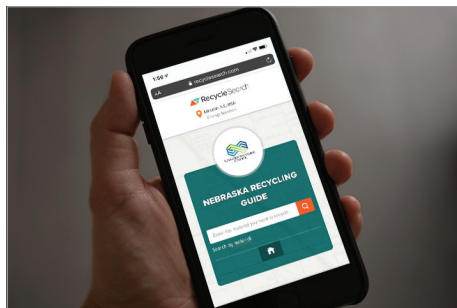
**Heather Creevan**  
Executive Director

This has been a hard year, there is no denying that. A year full of uncertainties, change, and navigating uncharted waters. Nebraska Recycling Council (NRC) has been working tirelessly on your behalf to stay at the forefront of recycling and composting. We learned a lot over the past year. We learned that spending time with loved ones, no matter where we are, is precious. We learned that we don't have to travel far to have a great vacation. We learned new hobbies. We learned that we have amazing communities and businesses that support recycling and composting, and we are very thankful for it. Most importantly, we learned that we are resilient; we are NRC strong. No matter what lies ahead, we are all in this together!

*Heather Creevan*



26 entities received \$244,000 in funding to purchase nearly \$484,000 worth of recycling equipment



2,876 individuals called, messaged, or used the online recycling guide for recycling assistance



REGIONAL &  
NATIONAL  
RESOURCES  
for  
NEBRASKA  
BUSINESSES

NRC reached out to 1333 individuals, including distributing waste reduction & recycling resources to 26 businesses and 576 schools in 20 SE NE counties

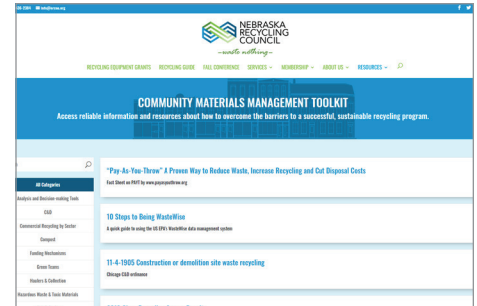
## SUCCESSES WORTH CELEBRATING



NRC held our first-ever virtual conference complete with 5 workshops, a keynote, vendor show, networking, and 4 national speakers



NRC appeared in the news 11 times, including an editorial, municipal meeting and waste sort involvement, conference promotions, and more



NRC created a Community Materials Management Toolkit with 22 subject categories and more than 390 resource documents

## BOARD OF DIRECTORS



Anna Baum  
Kim Burge  
Danielle Easdale  
Nicole Frankl  
Gene Hanlon  
Ben Newton  
Frank Uhlarik  
Joe Worthing

## NRC STAFF



Heather Creevan  
Megan Jackson  
Leah Meyer  
Allison Majerus  
Beth Anderzhon  
Haley Nolde

## LETTER FROM THE BOARD PRESIDENT



**Cliff Fleener**  
*Board President*

2020 was a year like no other, and the Nebraska Recycling Council has performed remarkably during this challenging period. The work of our staff, ably led by our Director Heather Creevan, has kept our organization on a solid financial footing while still being able to continue our mission "to maximize the economic and environmental benefits of recycling in Nebraska."

I would like to thank our many friends and members for their contributions and support over the year and especially our sponsors and awardees who participated in our first ever virtual conference. The success of this remarkable event is a tribute to our organization's resilience, pluck, and determination.

As you read through this year's report, I hope you will share my pride and appreciation of the hard work and diligence that our staff, members, and partners have contributed to adapting to the global pandemic. As we say farewell to 2020, I would like to thank one of our longest serving Board Members, Gene Hanlon, for his tireless efforts on behalf of NRC. Gene is taking a step back from the board in 2021 to enjoy some of the benefits of his many years of public service.

On behalf of the Board of the Nebraska Recycling Council, thank you for your ongoing support as we enter a brighter, more prosperous, and healthier 2021.

*waste nothing*



NRC hired 2 new full-time employees, and Program Director Leah Meyer achieved TRUE Advisor Certification



NRC was awarded 10 years of free fiber internet from Allo



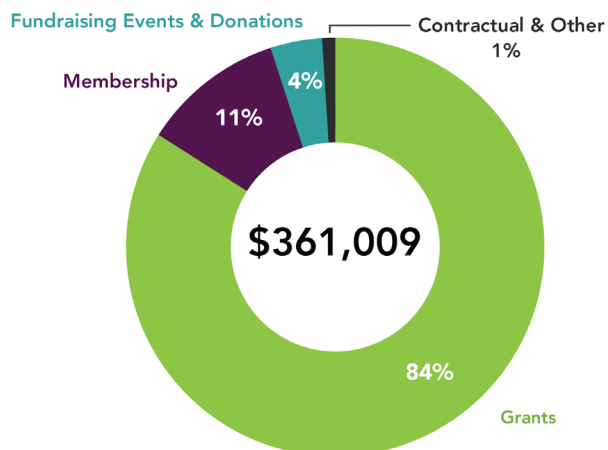
Recycling Associate and part of NRC's Early Career Professionals program, Haley Nolde was awarded a \$1,000 Murray J. Fox Scholarship

## THANK YOU TO OUR MEMBERS

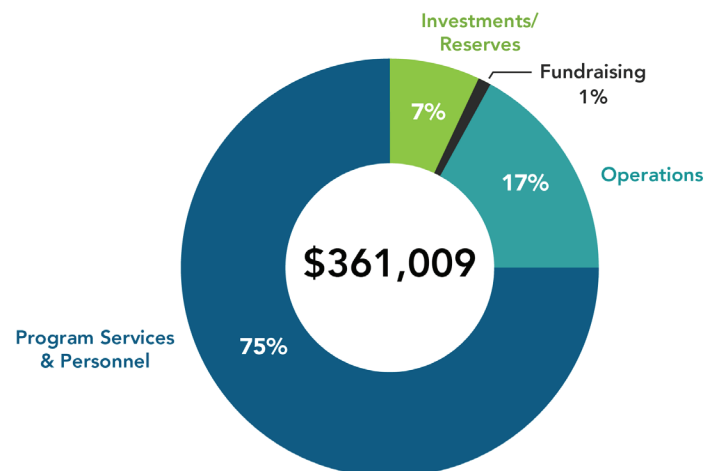
Altitude Recycling Equipment, American Recycling, Ameritas Life Insurance Corp., Aqua Systems, Assurity Life Insurance Co., B&R Stores, Inc., BD Pharmaceutical Systems, Becton Dickinson & Company-Medical, Becton Dickinson Holdrege, Big Red Worms, BPR-CPR, Inc. (Benson Plant Rescue/Community Produce Rescue), Busch Systems, 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 Imperial, City of Kearney Sanitation Division, City of Lincoln Transportation and Utilities Solid Waste Management, City of Minden, City of Norfolk Solid Waste Division, City of Omaha - Environmental Quality Control, City of Scottsbluff, City of South Sioux City, City of St. Paul, City of Wayne Water/Wastewater Department, City of Wisner, Columbus Community Hospital, Computer Hardware, Consolidated Companies, Cornhusker Bank, Country Club of Lincoln, Cross Electronic Recycling, Custer County Recycling, Dempsters LLC, Douglas County Environmental Services, Duncan Aviation, Eagle Printing and Sign, Elliott Equipment Company, Engineering Solutions & Design, Inc., FBG Service Corporation, Firststar Fiber, First-Plymouth Congregational Church, General Dynamics, George Witt Service, Inc., Glassman Recycling and Repurposing, Goodwill Industries of Greater Nebraska, Inc., Goodwill Industries Serving Southeast Nebraska, Inc., Grand Island Clean Community System, Habitat for Humanity of Omaha, HDR, Hillside Solutions/Soil Dynamics/Gretna Sanitation, Hofeling Enterprises, Inc., Industrial Services, Jean S. Waters, Keep Alliance Beautiful, Keep Cass County Beautiful, Keep Columbus Beautiful, Keep Keith County Beautiful, Keep Kimball Beautiful, Keep Omaha Beautiful, LifeSpan Technology Recycling, Lincoln Airport Authority, Lincoln Children's Zoo, Lincoln Plastics, Lincoln Public Schools, MCL Construction, Middle Niobrara NRD, MNIS, Inc. Oxford, Motherboard, NAI FMA Realty, Nebraska Innovation Campus, Nebraska Public Power District, Nebraska Recycles, Nebraska Safety Council, Nebraska State Fair, New Horizons Enterprises, LLC, Omaha Biofuels Coop, Omaha Permaculture, O'Neill Heinrich Damkroger Bergmeyer & Schultz PC, LLO, Open Harvest Co-op Grocery, Plastilite Corporation, Pro-Tainer, Inc., Recycling Enterprises, Red Willow County, Reinke Shakes, ReUnite, Riekes Equipment Company, Ripple Glass, Rubbermaid Commercial Products, Sadoff Iron and Metal Company, Sandhills Publishing, Schneider Electric, SEAM, Security Shredding Services, ServiceMaster PBM of Lincoln, SOARINGroup, Solid Waste Equipment Co., Inc., SouthPointe Pavilions, Southwick Liquid Waste, St. Vincent de Paul Society, Stephenson Truck Repair, Sysco Lincoln, Tabitha Health Care Services, Telesis, Inc., The Groundwater Foundation, Triumph Home Health Supplies, Inc., Union Bank & Trust Co., University of Nebraska Federal Credit Union, University of Nebraska Medical Center, Upper Loup Natural Resources District, Uribe Refuse Services, Valmont Industries, Inc., Verdis Group, Village of Hershey, Village of Pilger, Village of Republican City, Washington County Recycling Association, West Gate Bank, Western Resources Group

## SUPPORTING OUR MISSION

### 2020 REVENUE



### 2020 EXPENSES



## OUR PARTNERS



## WHAT PEOPLE ARE SAYING

“The Nebraska Recycling Council continues to help Nebraskans reduce, reuse, and recycle. I appreciate their leadership on helping reduce waste and add value by encouraging composting of municipal yard wastes and animal manure, which reduces greenhouse gas emissions and is used to improve soil quality and retain moisture.

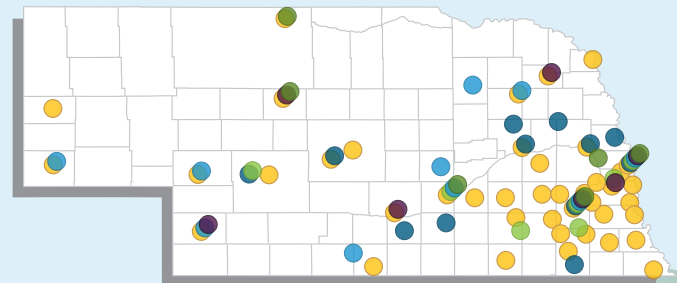
Jean Waters, Sustainable Business Consultant

“Nebraska is a diverse state where the challenges of resource recovery in rural areas are different from the “curbside pickup” approach used in the urban areas. The NRC provides valuable resources and leadership to assist both rural and urban needs.

Kent Holm, Douglas County Environmental Services

## OUR IMPACT ACROSS NEBRASKA

NRC is proud to provide statewide outreach.



●●●●●●●● Out of State

- NRC Staff Outreach
- Advisory Council
- Equipment Grant Recipients
- Compost Committee
- Board of Directors
- Grants Review Committee

## 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.

