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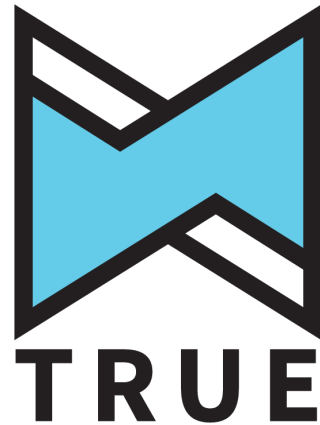
What is a TRUE Advisor?

Nebraska Recycling Council has two certified **TRUE Advisors** on staff (Megan and Julie), so we thought we should tell our members and friends what this means. **TRUE Advisors** are verified professionals trained on the **TRUE (Total Resource Use and Efficiency) Zero Waste Rating System**. Similar to LEED certification for planning, design, construction, and operation of green buildings, **TRUE Certified Facilities** must follow these rigorous performance standards for resource efficiency and minimizing non-hazardous, solid wastes. Ever hear of Tesla, Sierra Nevada Brewing Co., Kellogg's or Fetzer Vineyards? They all have at least one certified facility.

A **TRUE Certified Facility** diverts a minimum of 90 percent of its waste from landfill, incineration (waste-to-energy), and the environment. Certification is available for any type of facility. **TRUE** certification requires setting up reporting that benchmarks base year performance and ongoing monthly tracking.

A major challenge for companies pursuing zero waste can be knowing where to begin. Nebraska Recycling Council **TRUE Advisors** understand the requirements of the rating system, so we can help projects take the right steps toward **TRUE** certification from the start. We have incorporated zero waste recommendations in our standard waste assessment reports for a long time, but if your company wants to become a **TRUE Certified Facility**, let us know so we can help you start down the **TRUE** path.

For more information on **TRUE Zero Waste Certification**, consult this [Guide](#).



Hub & Spoke Recycling: Maximizing Regional and Rural Programs with Sarah Pierpont



NRC is pleased to bring Sarah Pierpont, a nationally recognized expert in the implementation of regional recycling systems using a hub and spoke model to Nebraska on June 20th and 21st. Sarah will be a featured speaker at two separate meetings in Norfolk and Lincoln. Her presentations will highlight local program models, delve into the future of recycling and market challenges, and provide insight on maximizing efficiencies through regional recycling systems.

The hub and spoke model for recycling was developed to provide the most efficient means of gathering and processing recyclables from both a capital and operational perspective. It's been used most successfully in rural and less densely populated areas to increase access to recycling, overcome transportation challenges, and consolidate marketable

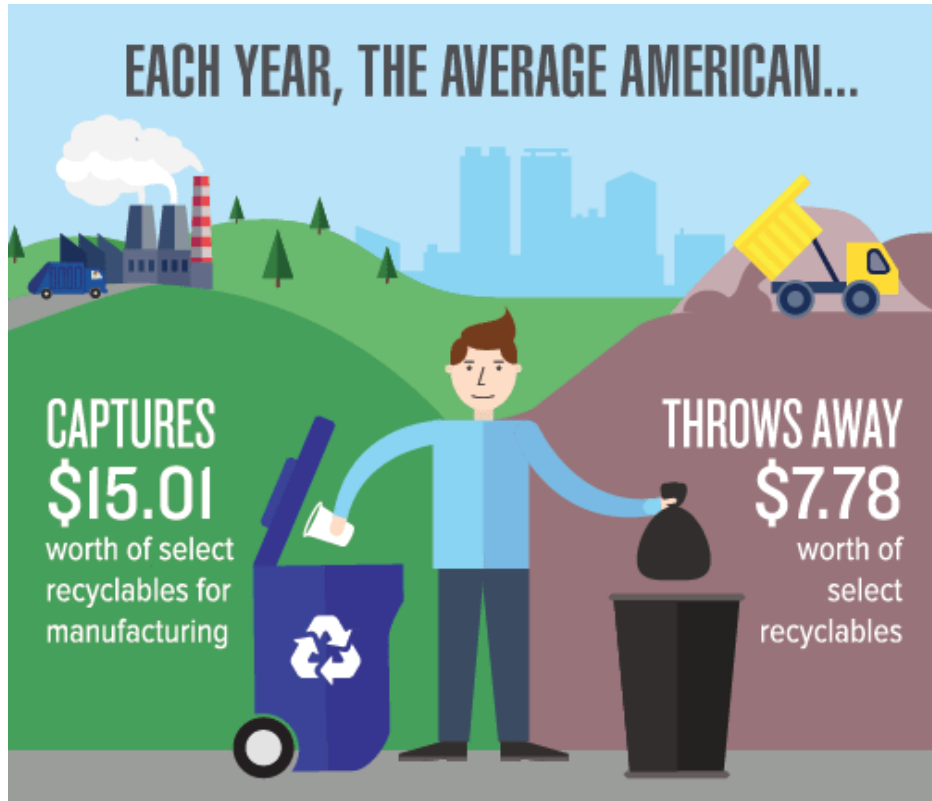
volumes of material.

Join us **Wednesday, June 20th** from 2-4pm for the Northeast Regional Meeting "Hub & Spoke Recycling: Maximizing Regional and Rural Programs" at the [City Council Chambers](#) in Norfolk. [RSVP](#)

Funded by:



FYI...



RECYCLABLES REFLECTED IN ESTIMATES



Resource Recycling Systems ([RRS](#)) did a little exercise to estimate the value of commonly recycled packaging types that are still being sent to the landfill. [See the full post on Resource Recycling's Data Corner.](#)

Webinars & Events

[Webinar: Past, Present, and Future of MRF Equipment](#)
Tuesday, June 19 | 12:30 - 1:45 pm

[What does it take to run a successful composting facility?](#)
July 30 - August 3, 2018 | East Lansing, MI, COTC



Articles of Interest



[Mixed news in baled recyclables markets](#)

OCC prices have taken a steep drop, but values for some key plastics continue to climb.

[Fast Facts About Plastic Pollution](#)

Here are eight essential facts to keep in mind.

[From Green Fence to red alert: A China timeline](#)

Timeline last updated June 5, 2018.

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