



Dear Friends,

Please take a few minutes to peruse our information-packed March newsletter!

We also want to highlight our [newly announced partnership](#) with the 500 Fest. We are excited about this opportunity to help grow public space recycling at two major events in downtown Indy.

Our work at the Statehouse in support of our 2015 legislative agenda continues. Stay tuned for developments on that front during these last few weeks of the session.

And, finally, as the lawsuit against the Indianapolis Covanta dirty MRF contract works its way through the court system, we continue to raise awareness about this bad recycling deal which will negatively impact recycling in Indiana for decades to come. [Click here](#) to learn more about our most recent efforts on this front, and if you live in Indianapolis, please consider signing [this petition](#) opposing the contract.

Sustainably yours,

*Carey*

Carey Hamilton  
Executive Director

## WINEFEST *Recap*

On Friday, March 6, 2015, WFYI hosted over 1,500 people at the Crowne Plaza Historic Union Station Grand Hall for their annual Wine Fest celebration featuring over 40 wineries and sponsors. The IRC provided glass, cardboard and plastic recycling for the event. We were able to recycle 696 wine bottles from the event!

A big THANKS to our generous sponsor, Strategic Materials, for transporting and recycling the glass and cardboard, and to our wonderful volunteers!

Check out the video we created from Wine Fest which demonstrates the ease of recycling at these types of events:




# The CONFERENCE

Indianapolis, Indiana | June 8-10, 2015  
@ the Marriott East

**EARLY BIRD REGISTRATION  
ENDS 3/31** - Click [HERE](#) to register.

**TOUR UPDATE:** We're excited to announce 2 of our tour destinations! We will be heading to Broad Ripple Village to visit local green initiatives. The first stop will be at BRICS Broad Ripple Ice Cream Station that serves 40 different ice cream with a focus on environmentally sustainable practices. From there we'll be heading down the Monon Trail, highlighting green initiatives throughout Broad Ripple Village. The last stop in Broad Ripple will be at HopCat, which is a bar and restaurant with very impressive recycling and composting efforts. More conference updates will be added to our [website](#) on a regular basis.



**CONFERENCE SCHEDULE:** Click [here](#) for the Conference Schedule.

REGISTER NOW!  
The Conference 2015



REGISTRATION NOW OPEN! [CLICK HERE](#) TO REGISTER.

## APPLY NOW FOR 2 NEW RECYCLING LEADER AWARDS:

- The 2014 **SWMD Recycling Leader of the Year** Award
- The 2014 **Municipality Recycling Leader of the Year** Award

The IRC is excited to recognize the recycling efforts of SWMDs and Municipalities with two new awards. The winners of these awards will be recognized at our 2015 Conference during the Awards Luncheon on Wednesday, June 10th at the Indianapolis Marriott East. For more information about the 2015 Conference, [visit our website](#).

Just a few quick things about the application process:

- Applications must be received no later than Monday, April 27th by 5 P.M.
- Applicants must be located in Indiana.
- IRC membership is not required in order to apply. Applicants are encouraged to become members of the IRC.

For a full list of eligibility requirements, see the [Awards application form](#).

**GOOD LUCK TO ANY AND ALL APPLICANTS; SEE YOU IN JUNE AT THE INDY MARRIOTT EAST!**



**EARTH  
DAY  
INDIANA**

**JOIN THE IRC @ *Earth Day Indiana!***

The Earth Day Indiana Festival will be held on April 25, 2015 from 11 AM - 4 PM at the White River State Park.

The Festival features exhibitors promoting sustainability, environmental protection and resource conservation. Exhibitors include nonprofit organizations, businesses, governmental organizations, community groups and more.

If you are interested in helping staff the IRC's educational table during the Earth Day event, please contact [Danni](#).

For more information about the event, [CLICK HERE](#).



## DECONSTRUCTION TRAINING *Course*

We're excited to announce that the IRC and WasteCap Resource Solutions are teaming up once again!

On Wednesday, July 15th, we will host the new Deconstruction Training course at the IRC office in Indianapolis.

Learn the eight steps and skill to develop, manage, monitor, document, and promote a successful deconstruction project from start to finish.

The workshop is open to the public, but IRC members receive a discounted rate of \$285. Lunch and materials will be provided.

[CLICK HERE](#) to register today to reserve your spot!

## NEW AND RENEWING MEMBERS: *Thank You for Your Support!*

### RENEWING MEMBERS

- [Asset Recycling and Recovery](#)
- [Butler University](#)
- [Carton Council](#)
- [Covanta](#)
- [Duke Energy](#)
- [EcoPartners](#)
- Indra Frank
- [Green Broad Ripple](#)
- [GreenCycle of Indiana](#)
- Kelly Geckler
- Carey Hamilton
- [Hancock County SWMD](#)
- [Hoosier Beverage Association](#)
- [Howard County Recycling](#)
- [Indiana State University](#)
- [Irvington Development Organization](#)

### NEW MEMBERS

- Christine Carlson
- [City of Beech Grove](#)
- [Recyclebank](#)

- [Jewish Federation of Greater Indianapolis](#)
- [KC Recycling Depot](#)
- [Knox County SWMD](#)
- Jeff Kucer
- Christy Krieg
- [LaPorte County SWMD](#)
- Danni McPherron
- [Miami County SWMD](#)
- Jean Miller
- [Morgan County SWMD](#)
- Rachel Morris
- [Nature's Wood Products](#)
- [Ohio Mills Corporation](#)
- [Pallet Recycling Inc.](#)
- [Petoskey Plastics](#)
- [Posey County SWMD](#)
- [Powerscreen of Indiana, Inc.](#)
- [Randolph County SWMD](#)
- [Recycling and Waste Reduction District of Porter County](#)
- [Shelby County SWMD](#)
- [Southeastern Indiana Recycling District](#)
- [Tipton County SWMD](#)
- [Wabash County SWMD](#)

Are you listed in our [Member Directory](#)? Email [Danni](#) to include or update your listing.

## SPONSOR SPOTLIGHT: *Strategic Materials*



### **Tell us about your organization and its work in Indiana.**

Strategic Materials Inc. (SMI) improves industrial performance by recycling earth's resources. We convert recyclable materials into valuable products enabling industrial users to achieve increased operational efficiency. Our materials are utilized to create a wide range of products used in daily life, including fiberglass insulation, food and beverage containers, reflective materials, and other consumer and industrial products.

With over 40 plants across North America, SMI is the largest glass recycler on the continent.

Currently, Strategic Materials has 2 glass processing plants in Indiana: one in Ashley, IN and the second one in Indianapolis. These 2 plants combined process approximately 83,000 tons of glass annually.

### **Why do you support the IRC?**

I support the IRC because it not only promotes recycling, but also helps to show what the benefits to recycling are: the increase of potential jobs, saving of our natural resources,



and reducing energy use.

### **How do you feel about the state of recycling in Indiana?**

From a recycler's perspective, I think that there needs to be better legislation to support the recycling industry. This will help people understand why they should recycle and the costs involved in throwing away this usable commodity.

Better education around recycling needs to start at an earlier age to promote the importance of recycling. If we get children involved while they are young, they will recycle their entire life. People also need to understand that recycling is not only going to help them, but their children and their children's children.

## **BRACKETS FOR GOOD** *Competition*

The IRC recently was selected as one of 64 charities to participate in the Indianapolis Brackets for Good competition, a single elimination, competitive fundraising tournament for nonprofit organizations. With the support of many of you, we were able to raise nearly \$2,000 to help advance first-class recycling in Indianapolis!

While we did not make it out of round one, we did gain several first-time donors and 68 donations overall. Thanks to you, we also raised our profile in the community and gained nearly 100 new Facebook friends during our time in the competition!

Check out the video we created for Brackets for Good:



## AMAZON SMILE: *Shop for a Cause!*

**CLICK HERE** to support the IRC while shopping online at Amazon.com!

Amazon will contribute 0.5% of your total purchase price to the IRC every time you shop.

At **smile.amazon.com**, you'll find the exact same low prices, vast selection and convenient shopping experience as Amazon.com, with the added bonus that Amazon will donate a portion of the purchase price to your favorite charitable organization. You can choose from nearly one million organizations to support!



You use the same account on Amazon.com and AmazonSmile. Your shopping cart, Wish List, wedding or baby registry, and other account settings are also the same.



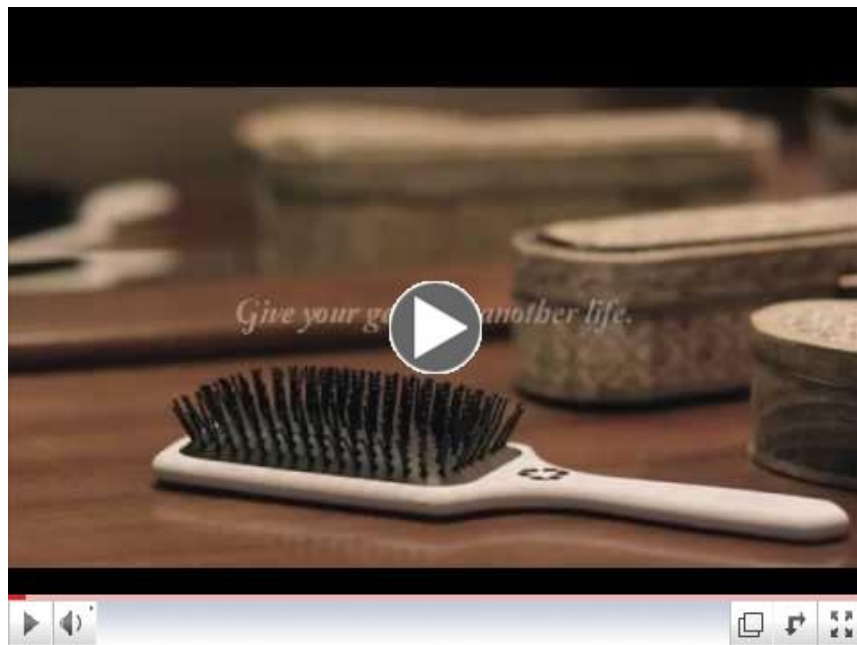
## KEEP AMERICA BEAUTIFUL

### NEW *Recycling Campaign Ads*

Typical bathroom products like shampoo bottles, toilet paper rolls and toothpaste boxes are significantly less likely to be recycled than kitchen products according to a recent Ad Council survey. Keep America Beautiful and the Ad Council have joined with Unilever to expand the conversation around recycling and motivate more Americans to remember to recycle in the bathroom by launching a new phase of the national, award-winning "I Want To Be Recycled" communications campaign, featuring a brand new series of PSAs including this 30 second spot.

According to new research commissioned by the Ad Council, only 10 percent of Americans have a recycling bin in their bathroom, compared to the 45 percent who have recycling bins in the kitchen. Respondents also indicated that there are clear barriers as to why they aren't recycling in the bathroom, with 52 percent saying they have a lack of knowledge around which items can be recycled in the bathroom and 47 percent saying they do not think about recycling materials in the bathroom.

New TV and digital PSAs will direct consumers to the campaign website, [IWantToBeRecycled.org](http://IWantToBeRecycled.org), which includes an interactive game on recycling and comprehensive information on recycling throughout the home. The website offers information on which products to recycle, how to recycle products and what the products could potentially transform into when recycled properly.



## APRIL *Webinar*

### THE NATIONAL RECYCLING COALITION PRESENTS: ANIMAL MORTALITY COMPOSTING

Safely managing animal mortalities is an ever-increasing challenge to the agricultural community. Composting is now a preferred management method. This webinar discusses the various composting methods for bovine, swine, poultry and marine mammals.

**DATE:** Tuesday, April 21, 2015

**TIME:** 1:30 - 2:45 PM EST

**COST:** FREE

*Register*

### STAY CONNECTED



708 E. Michigan Street, Indianapolis, IN 46202  
317-632-5915



[Forward this email](#)



This email was sent to [carey@indianarecycling.org](mailto:carey@indianarecycling.org) by [carey@indianarecycling.org](mailto:carey@indianarecycling.org) | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [About our service provider](#).



Indiana Recycling Coalition | 708 E. Michigan St. | Indianapolis | IN | 46202