

Annual Members Meeting

April 16, 2020 via Zoom



**NORTHERN CALIFORNIA
RECYCLING ASSOCIATION**

MEETING ETIQUETTE

Entry: Each participant will enter on mute until the Manager changes the settings. Please type in your your full name so that we know who is on.

View: Set your initial view to Speaker rather than Gallery View. You can switch it after the Board Introductions.

Q & A: There will be opportunities for questions after each section. Raise your hand by clicking on hand button or the button in the Participant Box. The Manager will call on people at her/his discretion. Be sure to introduce yourself before asking your questions.

Chats: No whole group chats during presentations. You may send private notes to individuals and the Manager.



TONIGHT'S AGENDA

6:00 pm Welcoming “Mixing”

6:10 pm Meeting Etiquette and Introductions

6:35 pm Annual Membership Address

7:00 pm Zero Waste Week 2020/2021

7:20 pm COVID-19 Impact on Zero Waste Infrastructure

7:45 pm Brainstorm: How Will NCRA Work and Learn Together In 2020

8:00 pm Virtual Happy Hour & Checkouts



YOUR 2020 NCRA BOARD

- David Krueger, President
- Jessica Robinson, Vice President
- Portia Sinnott, Vice President and DEI Committee Co-Chair
- Alexandra Bradley, Treasurer and MEA Committee Co-Chair
- Susan Blachman, Special Projects
- Hilary Near, Secretary
- Doug Brooms, Zero Waste Advocacy Chair
- Tim Dewey-Mattia, MEA Committee Co-Chair
- Alina Bekkerman, DEI Committee Co-Chair
- Nik Balachandran, Social Media Co-Chair & Special Projects
- Kerry Parker, Special Projects



AND OUR AMAZING STAFF!!!



Juliana Gerber
Administrative
Coordinator



Portia Sinnott
Editor & Web Master



Chris Sparnicht
Web Hero



THANKS TO OUR SPONSORS!



FISCAL SPONSORSHIPS



NCRA MISSION & VISION

The Northern California Recycling Association (NCRA) is a 501(c)6 non-profit organization founded in 1978 to promote environmentally sound discards management.

Our 300 plus members are individuals engaged in state and local Zero Waste initiatives. We provide communities, industry leaders, employees, students, job-seekers and activists the opportunity to collaborate in evolving Zero Waste education and advocacy.

Everyone is invited to support our mission, goals and vision and we are committed to total inclusion.

GOALS

- Advocate for the “Highest and Best Use”
- Oppose incineration and landfilling
- Commit to promoting reuseable products
- Support food waste reduction initiatives
- Support federal, state, and local government policy and legislative proposals
- Encourage businesses, governmental entities and individuals to exchange information freely



PROJECTS

- 7-month fellowship
- For non-profit skill-building
- Attend by board meetings & serve on committees
- Complete a project -- review NCRA website
- Survey on its way



MEMBERSHIP, ENGAGEMENT & ACTIVITIES COMMITTEE



MEMBERSHIP

- 306 Current Members
- Great majority from Alameda County
- Looking to expand geographically
- Board meets the 3rd Thursday of most months at 6:00pm
- Tours before quarterly board meetings
- Location varies
- Host a NCRA Board Meeting!



DIVERSITY, EQUITY & INCLUSION COMMITTEE

- Meets Tuesdays 2:30-3pm via Zoom
- All welcome
- Focus: Making NCRA & RU more inclusive, welcoming & diverse
 - Developing RU guidelines
 - Researching best practices and training opportunities
 - Investigating DEI Consultants
 - Posting articles and commentary in NCRA News



ZERO WASTE ADVOCACY COMMITTEE

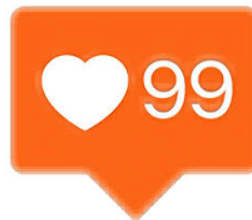
- One of NCRA's most active committees
- Meets the second Wednesday of each month
- Everyone is welcome!
- One focus is state legislation and regulations
- Priority bills for 2019 - 2020



SOCIAL MEDIA Committee

Follow Us! Like Us! Share Us! Join Us!

- Formed JANUARY 2020
- Meets 2nd Friday every month from 3-4 PM
- **FACEBOOK:**
@NORTHERNCALIFORNIARECYCLINGASSOCIATION (NCRA)
- **TWITTER:** @NCRARECYCLES
- **LINKEDIN:** @NCRA
- **INSTAGRAM:** @NCRARECYCLES





What Is NCRA Doing?

SINCE JAN 2020

Northern California Recycling Association (NCRA)
Published by Hootsuite 191 · March 9

Interested in architecture? Care about environmentally sustainable design? Join #NCRA on a FREE tour of Connie & Kevin Chou Hall. UC Berkeley's first ever TRUE zero waste, LEED Platinum & WELL Certified educational building.
Learn more & register here: <http://ow.ly/9YRb50yGfRC>

UC Berkeley Chou Hall Tour
Zero Waste
LEED Platinum &
WELL Certified

Date: March 16,
11am-1pm
Location: UC Berkeley
Chou Hall

FREE!


#zerowasteweek2020 #NCRA

77 People Reached 4 Engagements **Boost Post**

1 Share

Northern California Recycling Association (NCRA)
Published by Hootsuite 191 · February 27

Earth Island Institute filed a lawsuit in San Mateo County Superior Court in light of the plastic pollution outcry wreaking havoc to our oceans & beaches. Measures for extended producer responsibility are being reviewed by CA Legislature. #NCRA #Zerowaste
<http://ow.ly/xL850yxGYr>



LATIMES.COM
Group sues to hold Coca-Cola, Pepsi and others liable for plastics fouling California waters

118 People Reached 36 Engagements **Boost Post**

15 Shares

Like Comment Share

Comment as Northern California Recycling Assoc...

Northern California Recycling Association (NCRA)
Mar 6

We are excited to have Recycling Update featured speaker: Leslie Lukacs of Zero Waste Sonoma

Leslie Lukacs is the Executive Director of Zero Waste...
[Read More](#)



Executive Director - Zero Waste Sonoma
Leslie Lukacs



Boost Post

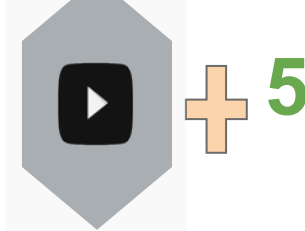
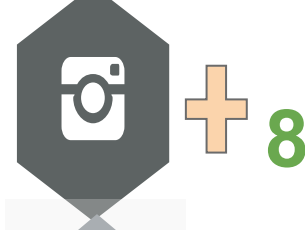
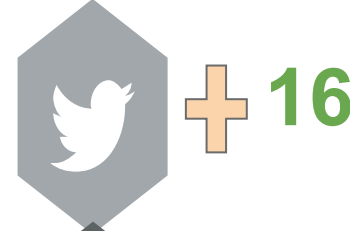
6 Engagements 1 Share


Write a comment...

Annette Poliwka Can't wait to hear what @Leslie Lukacs has to say! 6w

FOLLOWERS

ENGAGEMENT



115% 



NCRA's Online Demographic & Platform Activity

Top Industries

Environmental Services **23%**
Government Admin. **14%**
Renewables & Environment **12%**

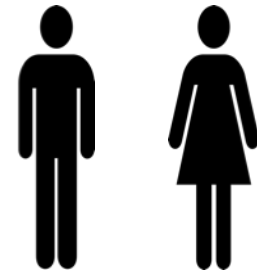
Top Job Functions

Operations **17%**
Business Development **16%**
Community & Social Services **14%**
Program & Project Management **8%**
Sales **7%**

Ages 25-44

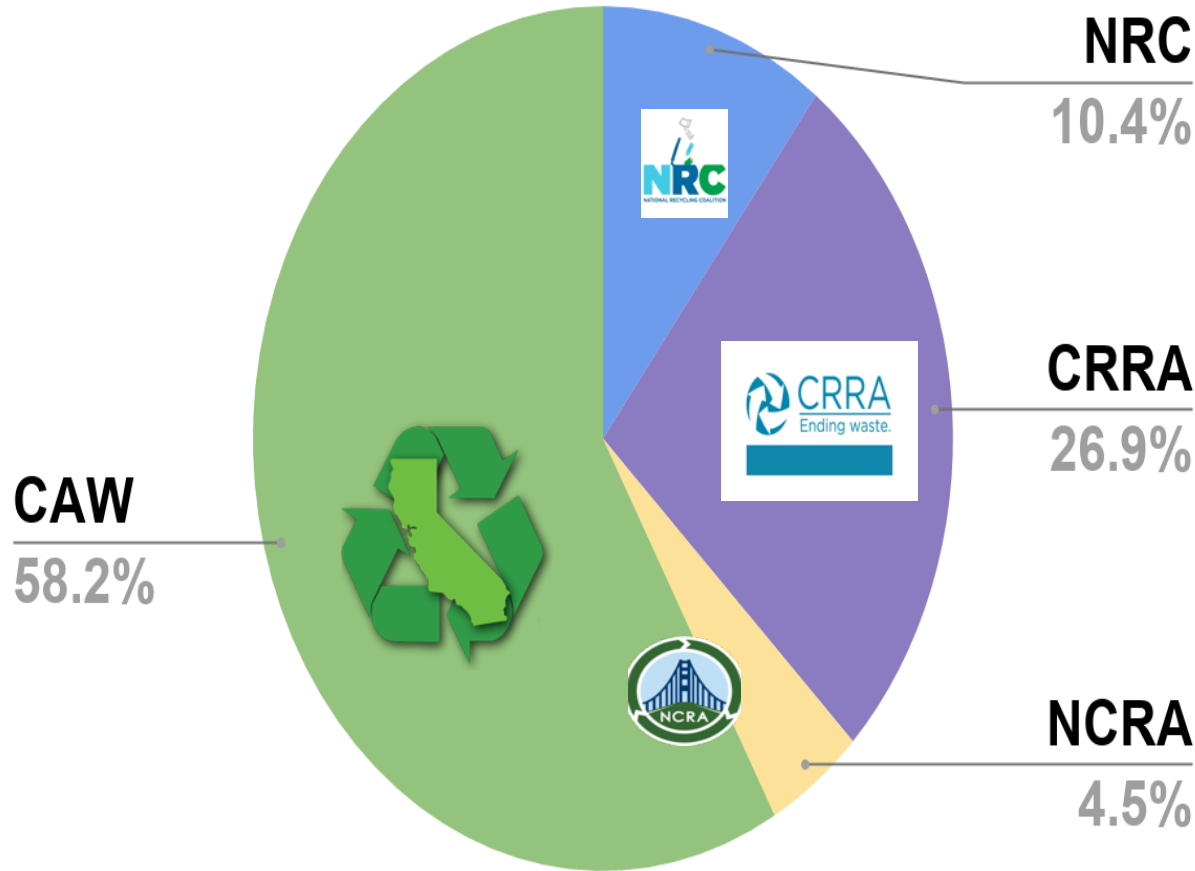
55%

62%



34% 66%

NCRA's Competitive Landscape: Gaining Insights



Growth Opportunities:

- Share of voice
- Organic searches
- Keyword utilization

Insight: CAW is appearing in 58.2% of the searches

FINANCE COMMITTEE

- Purpose: Review budget & track expenditures
- Members:
 - Alexandra Bradley, Treasurer
 - David Krueger, President
 - Susan Blachman, Board Member



	2019 ACTUAL	PROPOSED 2020
Fund Balance 12/31/2019	\$47,926	\$93,528
Registration	\$51,417	\$42,000
Sponsorships	\$34,320	\$30,000
Event Revenue	\$85,737	\$72,000
Memberships	\$19,140	\$18,000
Total Revenue	\$104,877	\$90,000
Board & Contract Staff	\$18,673	\$28,050
Outside Organizations	\$4,250	\$8,837
Events Costs	\$23,470	\$25,200
Marketing	\$1,745	\$750
Miscellaneous	\$11,137	\$12,935
Total Expenditures	\$59,275	\$75,772
Net Revenue	\$45,602	\$14,228
Final Fund Balance	\$93,528	\$107,753



ZERO WASTE WEEK PLANS

- 2020
 - Recycling Update - October 5 - Monday
 - Roll over March registrations and sponsorships
 - NCRA Webinars starting in June
- 2021
 - Recycling Update - March 16 - Tuesday
 - NRC - March 17 & 18 - Wednesday & Thursday
 - Roll over 2020 registrations and sponsorships



COPING WITH COVID 19

- Impact on Zero Waste Infrastructure
- Impact on Schools
- Discussion

What's next for ZERO WASTE SCHOOLS?



HOW WILL NCRA MEMBERS WORK AND LEARN TOGETHER IN 2020?

- Zoom Meetings
- Webinars
- Member Participation
- Advocacy: Emergency Funding
- Networking
- Jobs Listserve



CHECK OUT

- What are you grateful for?
- What brings you hope?
- Highlight from today/meeting?



*NCRA is your
organization!*

*Help us reflect
your priorities!*

