

# *Report from the President/CEO*

## *Darrell K. Smith*

Meeting of the Board of Trustees

Loews Ventana Canyon Resort

Tucson, Arizona

October 27, 2021



**National  
Waste & Recycling  
Association<sup>SM</sup>**

Collect. Recycle. Innovate.









## *Great Place to Work: 6 Items at 100%*

- Work has a special meaning: this is not “just a job.”
- I have wanted to work here for a long time.
- I feel like I make a difference here.
- I am able to take time off of work when I think it is necessary.
- Management is honest and ethical in business practices.
- I’m proud to tell others I work here.



# *Staff Development*

- Steve Changaris passed the Certified ISSP Sustainability Associate (ISSP-SA), from the International Society of Sustainability Professionals.
- Rohan Wilson passed the same.
- Darrell Smith passed the Certified Senior Business Strategy Professional (C-SBP) from The Strategy Institute and the Certified Nonprofit Professional (CNP) from the Nonprofit Leadership Alliance
- Many other NWRA staff continue to prepare for professional certification exams as part of our talent improvement project.
- Anne has been selected to be a subject matter expert (SME) in a University of Michigan Pilot Research Project called "Evaluating occupational biohazards, stress, and readiness for update of Total Worker Health Interventions of U.S. waste workers."



# Clifton Strengths Test

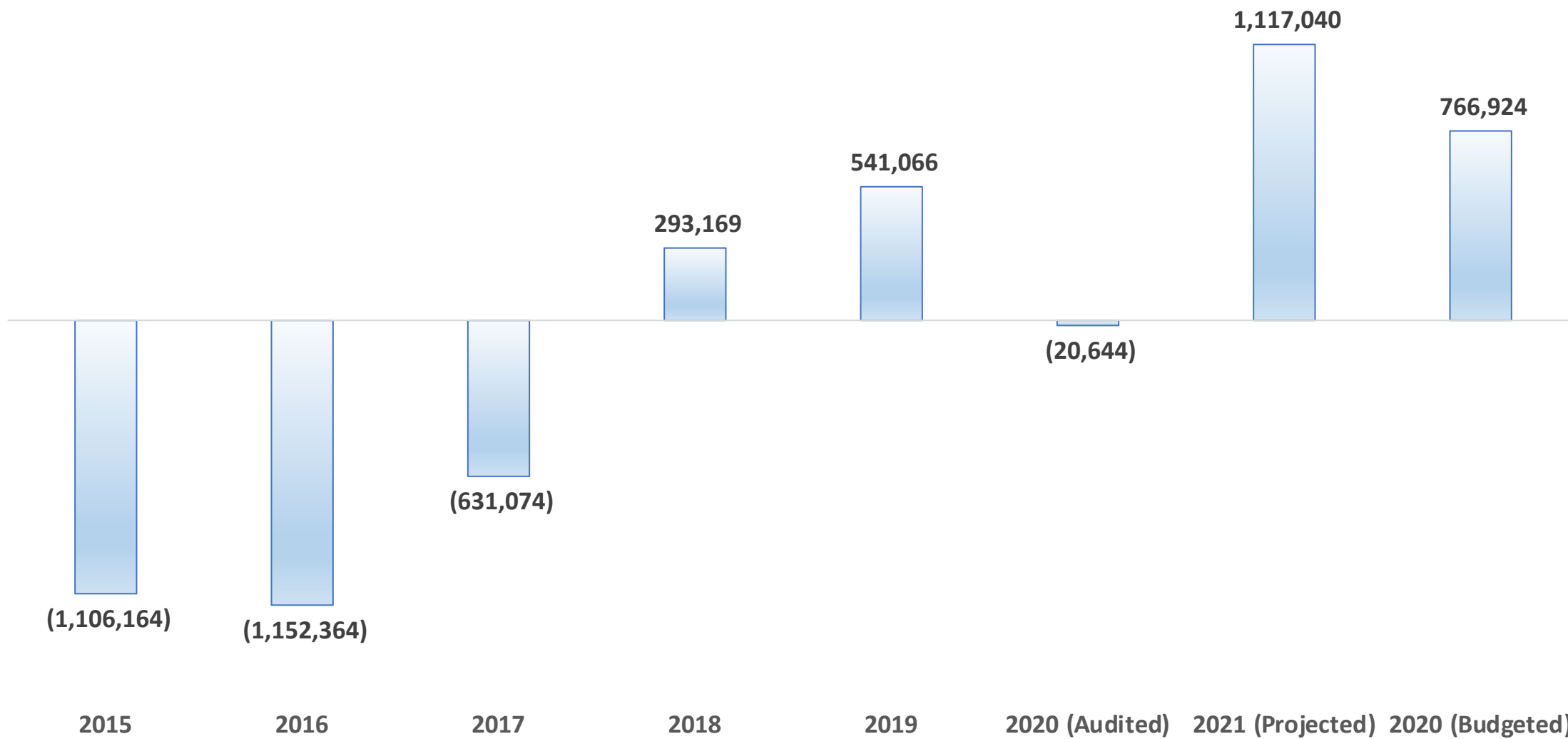
ACTIVATOR  
ANALYTICAL  
RELATOR  
CONSISTENCY  
WOO  
DISCIPLINE  
COMMAND  
ADAPTABILITY  
EMPATHY  
INDIVIDUALIZATION  
INCLUDER  
INTELLECTION

COMMUNICATION  
CONTEXT  
MAXIMIZER  
RESTORATIVE  
RESPONSIBILITY  
POSITIVITY  
IDEATION  
ARRANGER  
ACHIEVER  
SIGNIFICANCE  
BELIEF  
COMPETITION

DELIBERATIVE  
DEVELOPER  
STRATEGIC  
LEARNER  
FOCUS  
FUTURISTIC  
SELF  
CONNECTEDNESS  
INPUT  
HARMONY



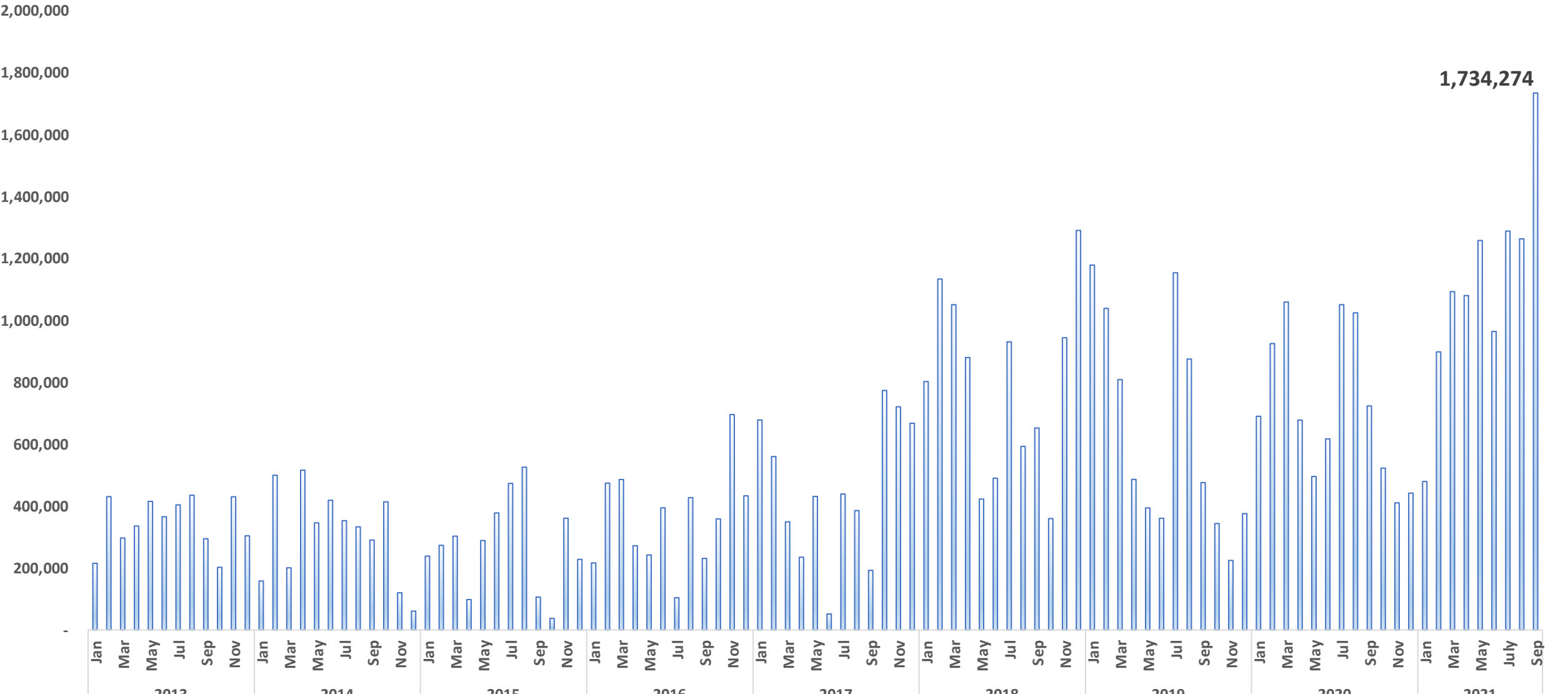
## *\$ Net Operating Income*





# *\$ Cash Flow by Month*

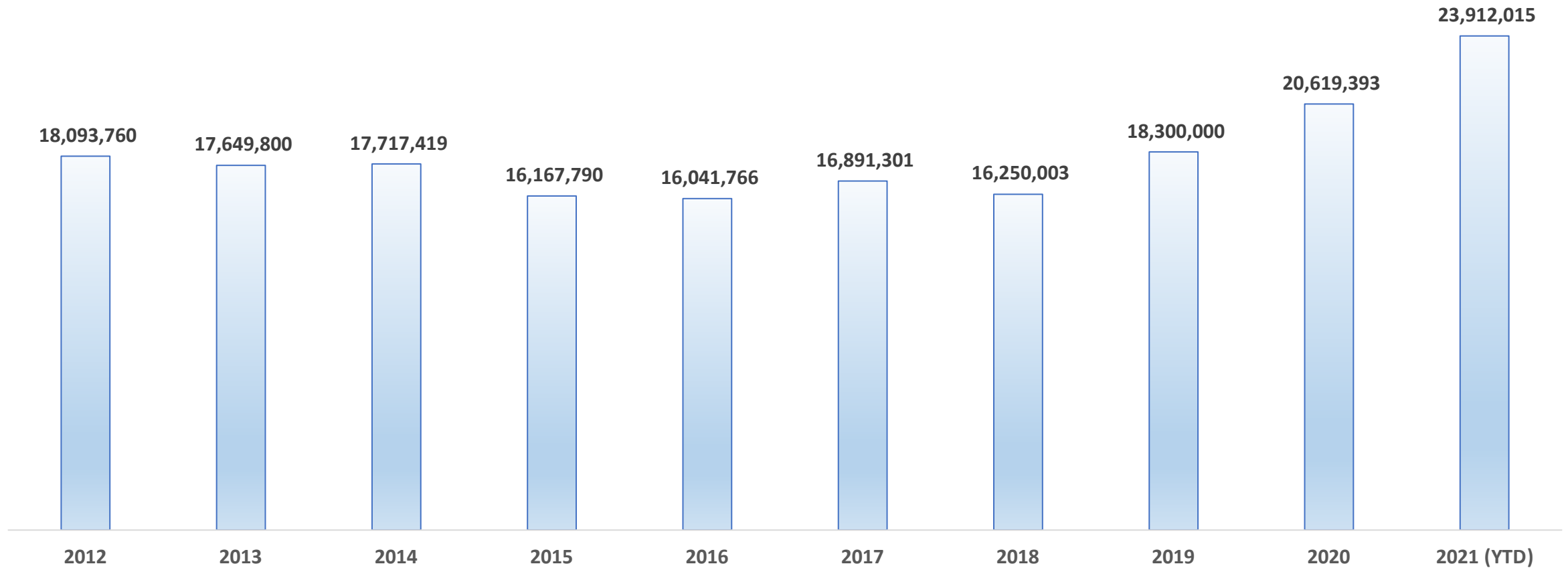
## *End-of-month balance*



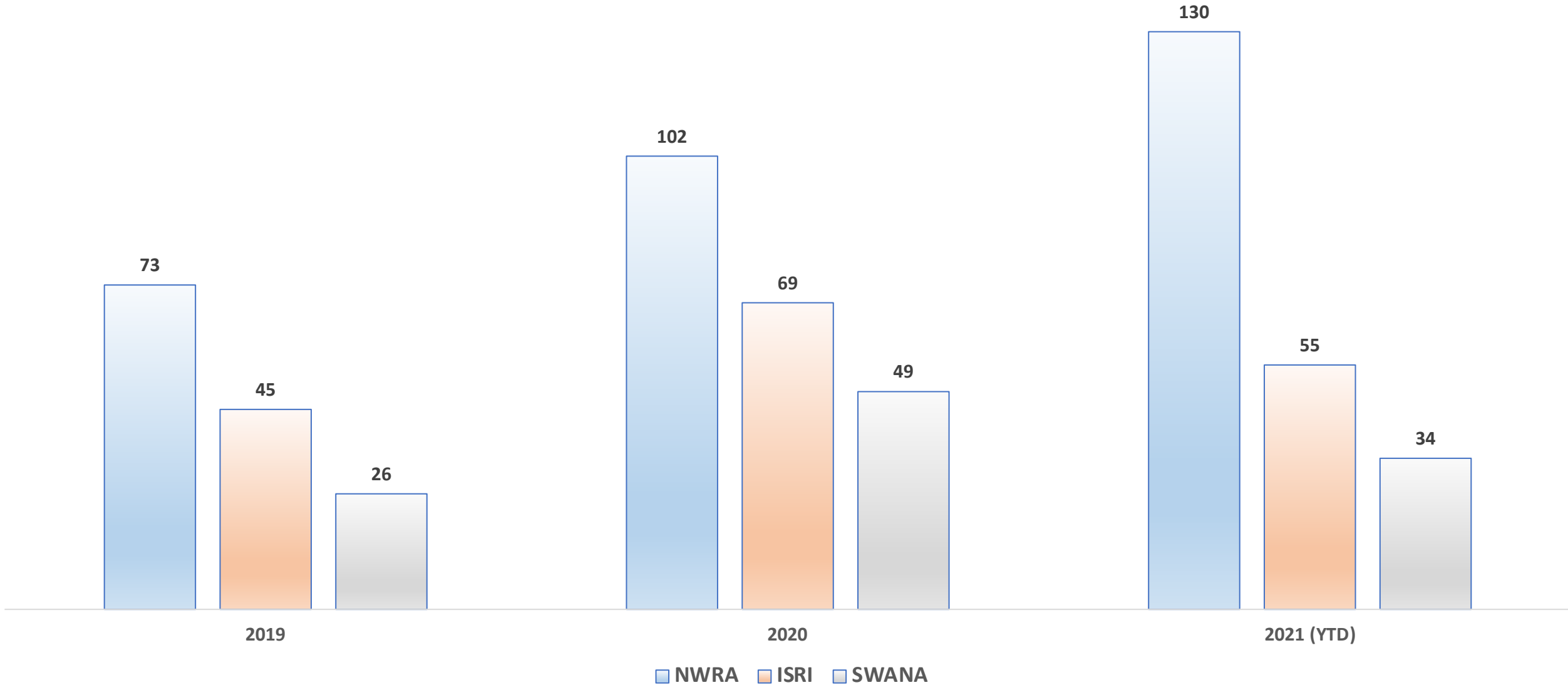




# *\$ Reserves* *End of Year Balance*



# *# Press Releases by Year Association Comparison*





- Logo design
- WE Booth design
- Living timeline
- Member Well Wish videos
- Dignitary videos
- Social media
- Special articles
- Waste360 Coverage
- Events at WE

# *Transparency Project*

- 990 Filings
- Audit Results
- Lobbying Disclosure
- Specific Lobbying Activities
- BOT Presentations





## *Draft for Consideration*

- Mission
  - Promote and protect the waste and recycling industry through the strategic application of award-winning, results-driven advocacy.
- Values
  - Honest
  - Transparent
  - Accountable
- Vision
  - Become the most decorated trade association in America.

# DC Fail: Not in our House...

"It's certainly a great benefit to those organizations who already have preexisting relationships. I think building those relationships from the ground up must be a huge problem. Obviously, advocates who already had those relationships are doing better because frankly, they'll just call me and "What's going on or can we meet?" And so I do worry about who is getting lost. Folks that are trying to represent people who traditionally don't have as loud a voice in the halls of Congress, I mean, this is just going to get incredibly difficult for them."

-Legislative Director, House

## LIMITED IN-PERSON RELATIONSHIP BUILDING

In a town built on relationships, policymakers and advocates alike cite the lack of face-to-face interactions as the biggest challenge they face in regards to advocacy.



*"Honestly for me, the most effective advocates are the ones who are able to build relationships over time or who have existing relationships. And there's a new challenge there with everybody teleworking."*

-Counsel, Congressional Committee



*"Lobbying is an interpersonal profession based on relationships and interpersonal skills, and it's very hard to do on the telephone."*

-Strategic Advisor, Private Sector



*"I'm a visual person, and hearing someone's voice is not going to help my memory in the future, and I think that a huge part of our job are relationships. And so, if I've met you and talked to you before, I want to be able to remember that, and it's much harder for me to do that just on a voice alone."*

-Senior Staff, Congressional Committee



*"The single biggest adverse impact on me in doing my job is not being able to meet personally with the people."*

-Senior Director, Corporation





## *Distracted Driving Campaign*

- Pressuring the Federal government for action
- Meeting with CPSC
- FOIA for CPSC
- Requesting Congressional oversight from Senate Commerce Committee
- Request to Government Accountability Office
- FOIA to National Highway Transportation Safety Administration



- Legislation
  - Federal
  - States
- Being considered for regulation:
  - Hazardous substance
  - Hazardous air pollutant
  - Hazardous waste?
  - Disposal guidance
  - Incineration restrictions
- WWTPs may be restricting leachate
- Landfills are establishing waste acceptance criteria

# *EPR for Packaging*

- Maine - passed
- Oregon – passed
- Next legislative cycle:
  - New York
  - California
  - Federal



## *Other Federal Activities*



- Inclusion of the RECYCLE Act of 2021 and the DRIVE-Safe Act in the Infrastructure Investment and Jobs Act
- Modern, Clean, and Safe Trucks Act of 2021 (Federal Excise Tax repeal)
- Fight proposed increases to corporate tax rate
- Joint Employer – oppose the PRO Act and support the Save Local Business Act
- Compost
- Bottle Bills
- Environmental Justice
- Climate change



# *Membership Survey*

- We are embarking on a membership needs assessment with a market research firm, Loyalty Research Center.
- The assessment will evaluate member engagement, benefits and services, and member perceptions of NWRA.
- The analysis will provide us with a unique member engagement metric, as well as data on how to better support the membership by adding to or removing focus from certain areas of our value proposition.
- Additionally, our partnership with Loyalty Research will allow us to take the data collected through the assessment and project it across our entire membership, so we can predict where on the engagement spectrum each and every member falls, even if they didn't complete the assessment.
- Data collection is scheduled for January 2022, and results will be available in March.



# *WasteExpo Contract Proposal*

- Details in Your Board Book
- Proposed conservative increase of \$101,000 over a normal year
- 3-year contract
- Informa is ready to sign



# *National Safety Council*

- Survey Underway
- Still seeking member company volunteers
- We have had good participation based on NSC past experience

## *Possible New Projects*

- Waste and Recycling Supply Chain Understanding
- Women's Council Highlighting of Female Drivers and Mechanics
- SWANA Relationship Renaissance

**National Waste and Recycling Association  
UNAUDITED - Summary Statement of Activities  
for the Eights Months Ended August 31, 2021**

	<b>Jan-Dec 2020</b>	<b>Jan-Aug 2021</b>	<b>Budget 2021</b>	<b>Forecast 2021</b>	<b>Budget 2022</b>
<b>Operating Revenues:</b>					
Membership	3,389,465	2,765,678	3,715,248	3,715,248	3,807,759
Waste Expo	122,175	369,547	471,500	369,547	625,457
Awards	140,905	156,385	270,000	156,385	270,000
Presidents Reception	-	-	30,000	-	30,000
Industry Meeting	40,330	-	52,000	-	57,000
ELRT	265	9,420	64,500	64,500	82,500
Healthcare Waste Institute	3,450	1,225	7,500	3,500	7,500
Safety, Statistics, and Standards	-	-	15,000	15,000	20,000
Regional Revenue	820	120	16,000	16,000	5,000
Technical and Regulatory	1,950	750	-	-	-
Net Product/Publications Sales	25,568	3,299	21,700	21,700	14,000
Endorsed Partners Royalties	228,428	81,714	230,000	230,000	200,000
Informa In-kind Advertising Allowance	6,677	-	230,000	63,795	230,000
<b>Total Revenues</b>	<b>\$ 3,960,033</b>	<b>\$ 3,388,137</b>	<b>\$ 5,123,448</b>	<b>\$ 4,655,675</b>	<b>\$ 5,349,216</b>
<b>Operating Expenses:</b>					
Salaries	1,804,927	1,211,302	1,762,639	1,818,811	1,918,395
Benefits	630,087	268,224	645,150	667,226	722,168
Travel	20,111	28,242	189,475	100,000	163,330
Membership	65,583	37,704	48,000	48,000	54,000
Waste Expo	2,393	71,189	110,050	110,050	145,190
Awards	-	-	103,450	20,000	126,000
Presidents Reception	-	-	12,000	-	15,000
Industry Meeting	28,536	-	30,750	-	32,300
ELRT	-	-	88,466	88,466	76,100
Healthcare Waste Institute	3,217	-	11,000	11,000	18,340
Safety, Statistics, and Standards	75,736	72,716	175,600	120,000	190,870
Regional Expenses	34,530	16,280	74,650	25,000	49,390
Communications	73,508	52,027	63,975	80,000	37,605
Federal	105,842	41,852	74,100	74,100	79,580
Technical and Regulatory	5,959	2,364	13,245	13,245	2,500
Executive/Board of Directors	65,611	44,669	43,575	68,000	44,380
Finance	266,210	173,900	264,070	264,070	268,000
Human Resources	8,389	12,027	16,825	16,825	12,750
Information Technology	138,348	70,614	109,556	109,556	129,007
Overhead Office Expenses	575,091	274,680	451,191	451,191	400,155
Informa In-kind Advertising Allowance	6,677	-	230,000	63,795	230,000
<b>Total Expenses</b>	<b>\$ 3,910,756</b>	<b>\$ 2,377,791</b>	<b>\$ 4,517,767</b>	<b>\$ 4,149,335</b>	<b>\$ 4,715,060</b>
<b>Net Operating Activity:</b>	<b>\$ 49,277</b>	<b>\$ 1,010,346</b>	<b>\$ 605,680</b>	<b>\$ 506,340</b>	<b>\$ 634,156</b>
<b>Restricted Revenues</b>					
Women's Council	88,961	71,752	104,250	104,250	122,500
FILA	19,036	41,998	48,500	48,500	76,600
Leg Fund Contributions	890,803	902,796	978,040	978,040	1,327,650
<b>Restricted Expenses</b>					
Women's Council	36,674	42,239	74,250	74,250	115,160
FILA	2,675	5,603	45,800	45,800	33,660
Leg Fund Expenses	1,029,371	562,734	978,040	978,040	1,152,650
<b>Net Restricted Activity:</b>	<b>\$ (69,921)</b>	<b>\$ 405,970</b>	<b>\$ 32,700</b>	<b>\$ 32,700</b>	<b>\$ 225,280</b>
<b>PPP Funding</b>				350,000	-
<b>ERTC Funding</b>				228,000	
<b>Total Change in Net Assets:</b>	<b>\$ (20,644)</b>	<b>\$ 1,416,317</b>	<b>\$ 638,380</b>	<b>\$ 1,117,040</b>	<b>\$ 859,436</b>