

2022 Annual Report

Fiscal Year October 1, 2021 through September 30, 2022



Northeast Resource Recovery Association

FY 2022 BOARD & STAFF

BOARD OFFICERS

Joan Cudworth
President

Paul Tomasi
Co-Vice President

John Hurd
Co-Vice President

Brian Bartram
Secretary

Mark Richardson
Treasurer

TRUSTEES

Steve Bullek

Ken Filpula

Roger Guzowski

John Halstead

Scott Hazelton

Benjamin Hoy

James Manzolini

Erin Paradis

Brian Patnoe

Dennis Patnoe

Dawn Quirk

Joshua Whipple

STAFF

Reagan Bissonette
Executive Director

Paula Dow
Finance & HR Manager

Elizabeth Duncan
Finance Assistant

Marilyn Weir
Finance Assistant

Stacey Morrison
Administrative Manager

Lindsay Dow
Administrative Assistant

Samantha Foresta
Administrative Assistant

Serina Chase
Office Assistant

Bonnie Bethune
Senior Member Services Manager

Heather Herring
Member Services Representative

Andrea Folsom
Communications Coordinator

2101 Dover Rd. Epsom, NH 03234
(603) 736-4401 · NRRArecycles.org

A message from NRRA's Executive Director, Reagan Bissonnette

When I joined this organization in June 2019, little did I know that it would be three years before we would hold our conference in person once again, so it's no surprise that gathering together in person in 2022 had the feeling of a reunion among friends. The conference theme, "What's Next: Rethinking Resource Recovery" emphasized the need for us to rethink the future of solid waste and waste reduction and reset following the pandemic and China's National Sword policy.

The Northeast Resource Recovery Association is a unique recycling nonprofit. We were founded 40 years ago to help municipalities manage their own recycling programs. Today, we have over 450 members throughout New England, including 85% of communities in NH and 70% in VT. NRRA is one of only a handful of nonprofits in the entire country that operates a recyclables marketing cooperative, which means that we directly connect towns with recyclables to companies that turn those materials into new products and packaging. We have a deep expertise in recycling markets, and in partnership with our members, we share that information through education and technical assistance. In particular, we were proud to launch our Recycle Right 4-month social media campaign in 2022, the successes of which were featured in Resource Recycling Magazine.

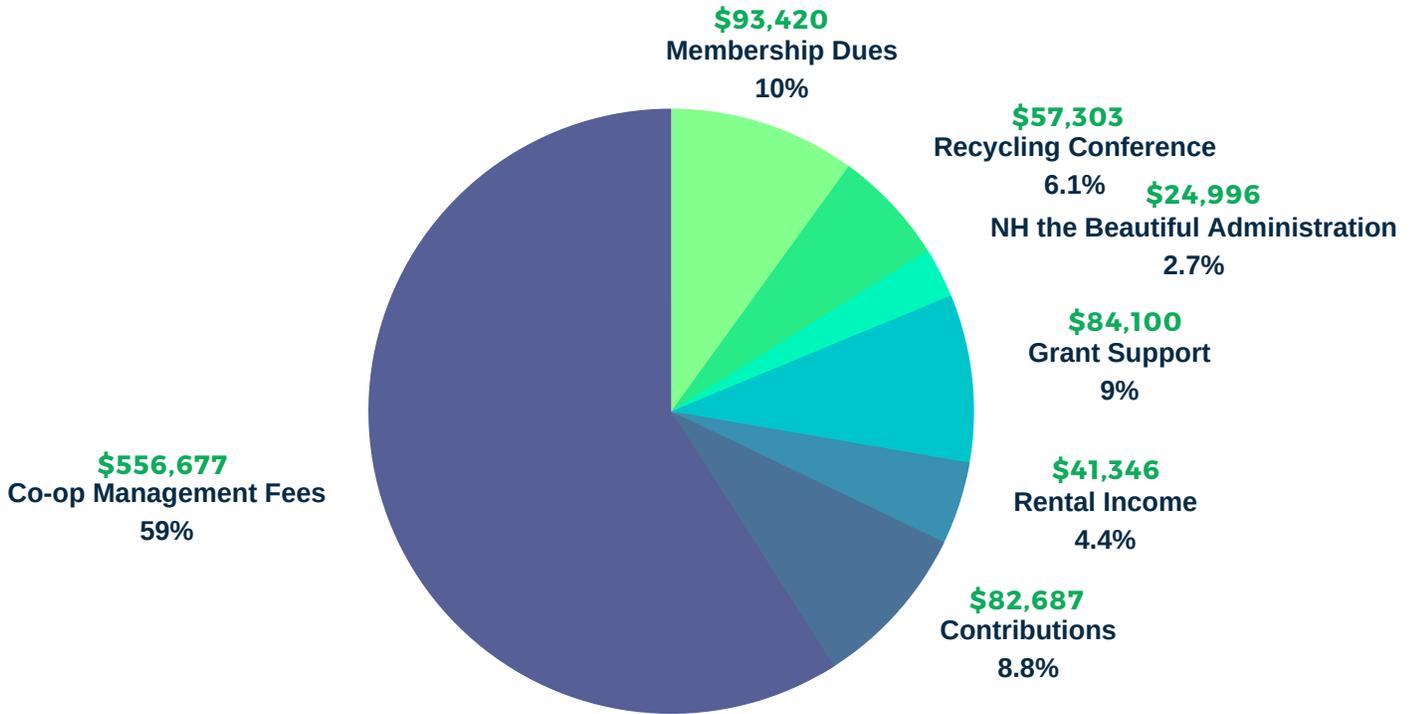
While 2022 may have been a time when many were feeling discouraged by local or global events and politics, I'm proud to say that whether you care about the environment, whether you care about taxpayer money, or whether you care about both, it was still a great time to be a member of NRRA and a great time to recycle.

NRRA Staff and Board Members at the 2022 Annual Recycling Conference

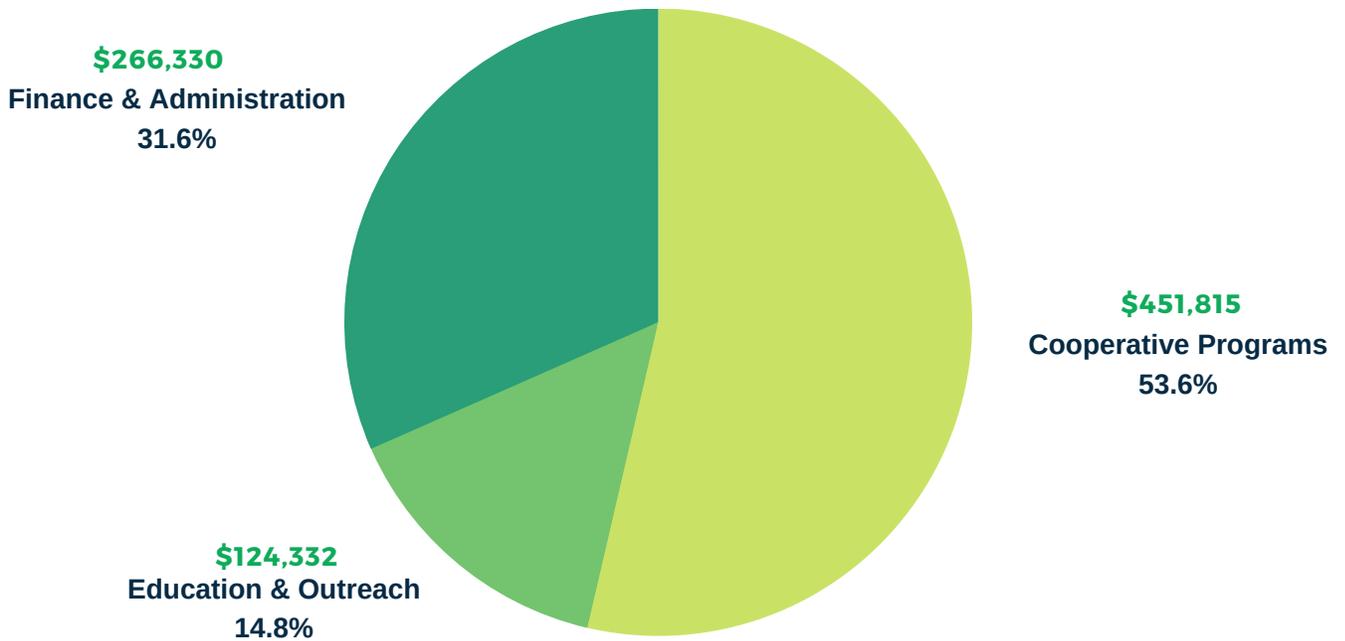


Fiscal Year 2022

**R
E
V
E
N
U
E**



**E
X
P
E
N
S
E
S**



In addition to the figures shown in the two graphics above, NRRA received revenue and paid expenses for marketing and transportation fees totaling **\$7,749,696**. **This was a 6.2% increase over Fiscal Year 2021.**

NRRA RECYCLING CONFERENCE



270 attendees from New England and beyond attended the **NRRA annual Recycling Conference & Expo** on May 16 and 17, 2022. Recycling and waste management industry attendees gathered in person at the DoubleTree by Hilton Manchester Downtown Hotel in Manchester, NH, with a few joining online for select live-streamed workshops. The event had the buzz of a reunion, as many attendees had not gathered together since NRRA's last in-person conference in May 2019.

The conference included over a dozen workshops presented by experienced recycling industry professionals.

Keynote panelists Keefe Harrison, Founder and CEO of The Recycling Partnership; Kevin Roche, CEO of ecomaine; and Peter Blair, Staff Attorney at the Conservation Law Foundation, shared their thoughts on the conference theme, "What's Next: Rethinking Resource Recovery." An extensive and engaging question and answer session followed!

Attendees expressed appreciation, reflecting that the conference was a "great opportunity to meet with other vendors, network with other solid waste operators, and learn about new developments." Another attendee praised the "excellent slate of presenters with ample opportunity to interact with presenters and other attendees."



FY2022 *An Overview.*

Conference Planning Committee Meetings



Trustee Board Meetings

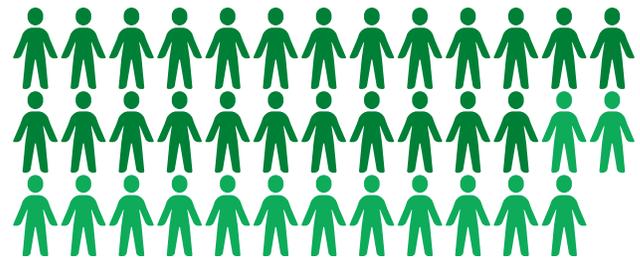
Working Group Meetings

NRRA Board of Trustees

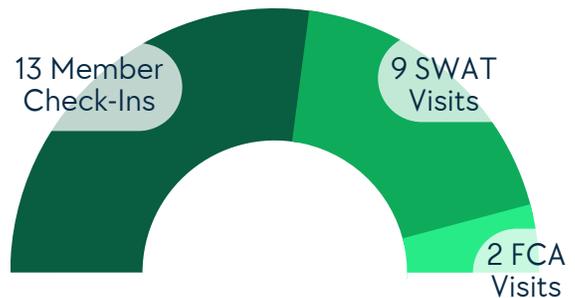
The NRRA Board of Trustees had a busy year, holding 6 Board meetings, 6 conference planning meetings, and 7 working group meetings to tackle (1) member benefits and dues, (2) staff salary and benefits, and (3) the capital reserve.

Member Services

Technical support is a key benefit of NRRA. Over the course of the year, our Member Services team proactively connected with Members and Vendors, with 24 Member check-ins and 14 Vendor check-ins.



Nine of the Member visits were **Solid Waste Advisory Team (SWAT) visits**, which provided towns both short and long-term recommendations to improve their solid waste planning and management. Two visits helped towns complete a Full Cost Accounting (FCA) model to identify and report the actual costs of solid waste management for budgeting and to inform changes necessary to improve operations.



In addition, seven Member Operations and Marketing (MOM) Meetings were held. Five of the meetings were held virtually, allowing operators to connect and learn while staying safe and separate. Topics included the Recycle Right campaign, **fee structures**, grant opportunities, the SWAT program, and **transfer station security systems**. Two of the MOM meetings were held outdoors in person at the **Windham Solid Waste Management District** and the **Henniker Transfer Station**.



Bristol, NH SWAT Visit



Community Events & Presentations

As a respected expert in solid waste management and recycling, NRRA participated in 38 events, presentations, and meetings with a variety of groups.

Executive Director, Reagan Bissonnette, serves on the NH Solid Waste Working Group (SWWG) representing NRRA Member communities. The SWWG began to meet in FY 2022 and is responsible for assisting the NH Department of Environmental Services with solid waste planning and policy initiatives,

NRRA staff participated in ten presentations over the course of the year. For example, Senior Member Services Representative, Bonnie Bethune, along with representatives from four NRRA Member communities, participated in a panel of solid waste operators with 20 years or more of continuous service. Additionally, three of the ten presentations touched on glass recycling, including a presentation at the Maine Conference.

NRRA events included the Annual Meeting, where the organization celebrated NRRA's 40th anniversary. NRRA staff facilitated the setup of Keene's backyard composting program, where 12 families composted 1,653 pounds of food waste in the summer pilot program. NRRA and SWANA Northern New England Chapter partnered with the Environmental Business Council to plan the annual "Talking Trash" conference, which returned in person.

NRRA continued to partner with organizations including the NH Department of Environmental Services, Resource Recycling, and The Recycling Partnership. NRRA Executive Director, Reagan Bissonnette, was accepted into the Leadership New Hampshire program in the class of 2023. NRRA continued its partnership with the Northeast Recycling Council (NERC), participating in both the NERC Regional Recycling Markets Committee and the NERC Glass Committee.



Reagan Bissonnette at the EBC "Talking Trash" conference. Seventy attendees gathered to hear updates about solid waste challenges and opportunities affecting the region.

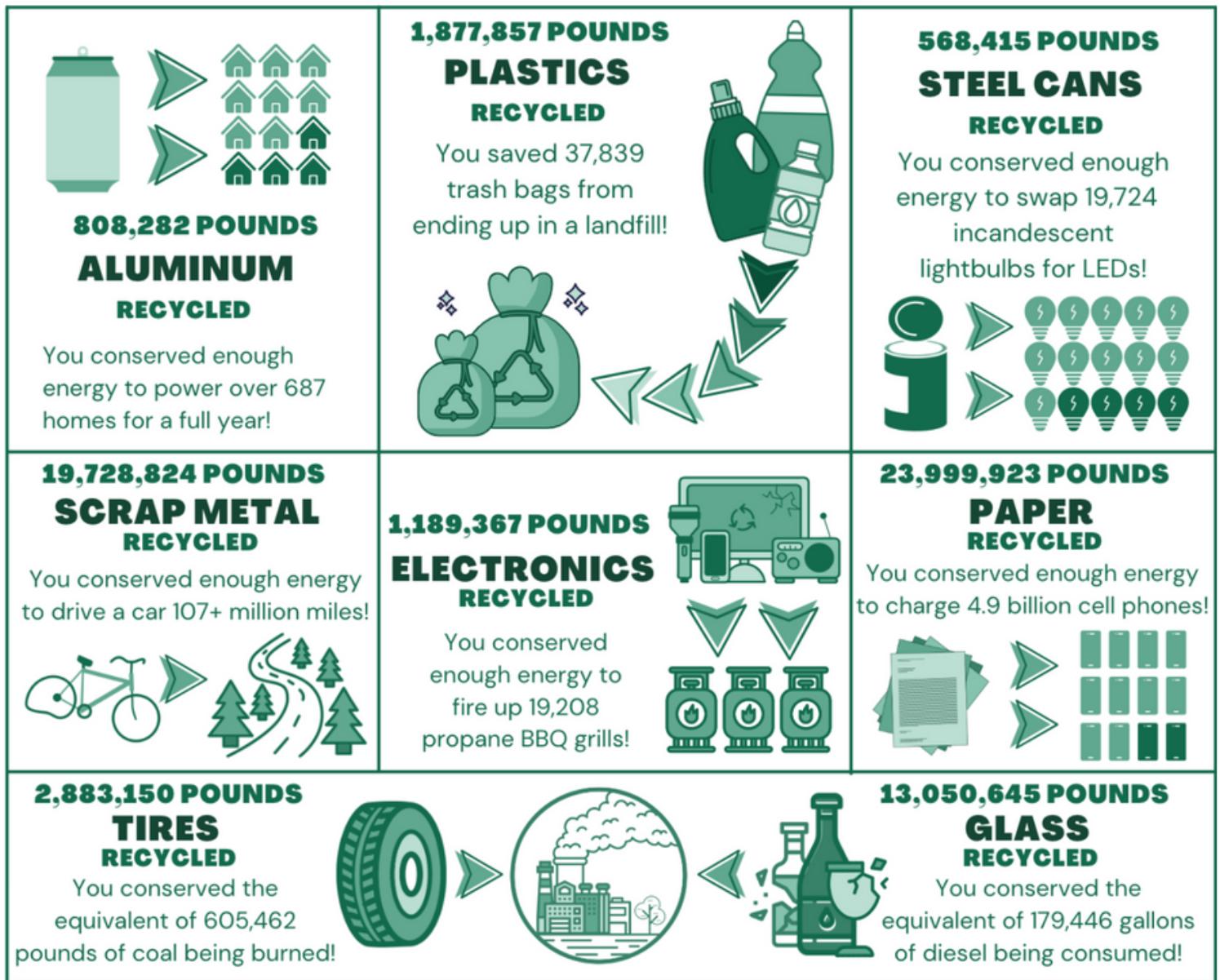


Sonny Ouellette, Jimmy Gooden, and Bonnie Bethune share their insights at "Guardians of the Garbage."

ENVIRONMENTAL IMPACT

NRRA has helped our members to recycle and manage over 81.5 million pounds of material in 2022!

The comprehensive NRRA Environmental Impact Report below highlights some of the many positive impacts generated from our members' combined recycling efforts from January through December 2022. These materials were sent to market to be remanufactured into new products. The following data was calculated using the U.S. Environmental Protection Agency's **Waste Reduction Model (WARM)**.



RECYCLE



\$2.98 Million

(\$2,982,771 to be exact!)

The dollar amount NRRA returned to members in 2022, thanks to recycling!



207 Million Pounds of CO²

Amount of **avoided** carbon dioxide emissions averted thanks to NRRA's recycling efforts



20,392 Passenger Cars

The equivalent number of **cars removed from the road for a year!**



RECYCLE RIGHT CAMPAIGN

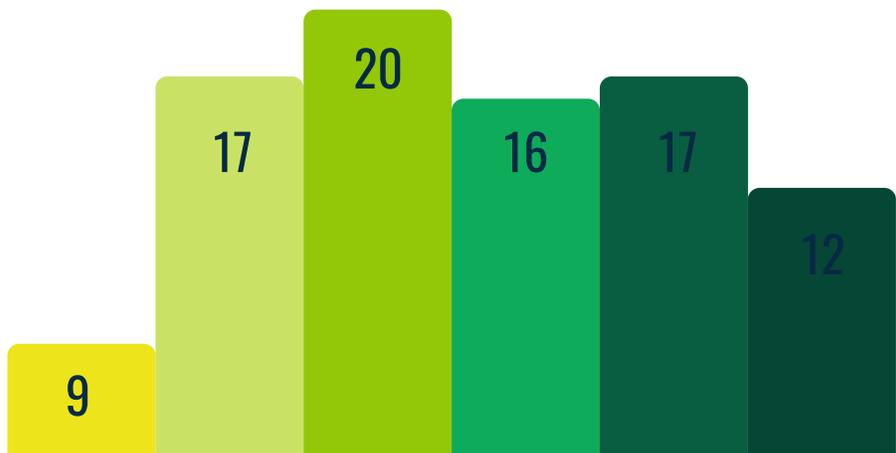
NRRA was awarded a grant by the US Department of Agriculture (USDA) Rural Utilities Service to launch a **Recycling with Results project**. The project was aimed at helping small, rural communities in NH recycle more and recycle better in order to reduce their solid waste stream. NRRA created a SWAT Program focused on providing technical assistance for town employees and officials and a Recycle Right campaign focused on providing recycling information to residents. The project launched in the spring of 2022.

The **NRRA Recycle Right campaign** was designed primarily as a digital campaign with social media posts, videos, and three live “Ask Me Anything (AMA): Recycling” events. The **Recycling Basics** posts focused on starting or maintaining a recycling habit that built upon itself over the course of the full campaign. **Recycling Education** posts focused both on the "why" behind recycling, giving residents a better understanding about the difference their action (or inaction) makes, and the "how" of recycling unique or hazardous items. **Recycling Myth-busters** posts were designed to help break down barriers - real or imagined - between residents and recycling. **Towns Recycling Right** posts celebrated examples of small, rural NH communities already doing some great work recycling.



RECYCLE RIGHT CAMPAIGN BY THE NUMBERS

- Videos
- Recycling Basics
- Recycling Education
- Recycling Myth-Busters
- Towns Recycling Right
- Campaign Instruction Sets



The four month campaign reached:

- 436 people through 10 emails
- 62,049 people on Facebook
- 10,502 people on Instagram
- 1,828 people on YouTube
- All visitors to the NRRA website through the **Recycle Right Campaign section**

THANK YOU!

We want to thank NRRA for coming to check out our transfer station! It was so nice to have some professional eyes on our spot to help us problem solve with what we're working with. We can't wait to see what we can do together in the future!

- Transfer Station Supervisor, New Durham, NH

One of the biggest helpers we have in all this is NRRA.

- Transfer Station Manager, Rollinsford, NH