

# Virginia Recycling Association Annual Report

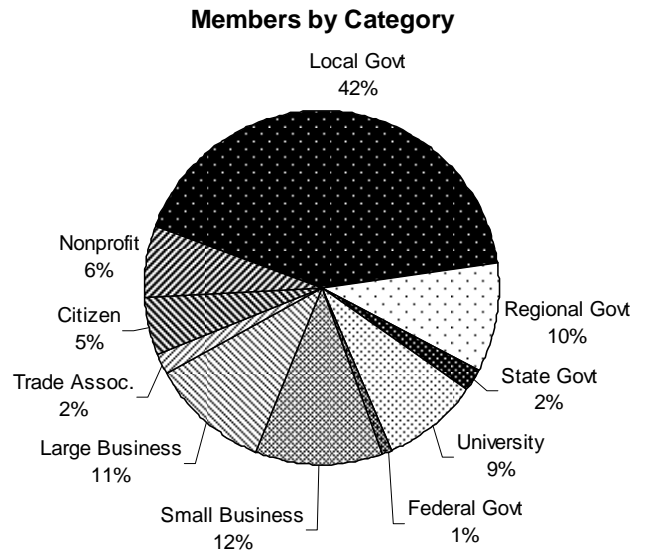
*October 2004 – September 2005*

Prepared by Kelley Hope, President

## Membership

Membership is currently at 119. Membership income for the last year has been over \$8,000. Government employees comprise 64 percent of the VRA's membership. Businesses and trade associations comprise 24 percent. Other members, including citizen members and nonprofit members, make up the remainder.

	Percent of Memberships	Percent of Income
Local Government	42%	33%
Regional Government	10%	8%
State Government	2%	2%
University	9%	7%
Federal Government	1%	0%
Business - small	12%	16%
Business - large	11%	24%
Trade Association	2%	4%
Nonprofit	6%	5%
Citizen	5%	3%



## Budget

The VRA's budget includes \$29,000 in expenses and \$24,000 in income, reflecting the use of \$4,500 of net assets. 86 percent of income and 62 percent of expenses are for the annual conference. Net assets average \$20,000 and are maintained to fund the following year's conference. Please see the attached spreadsheet for more detailed information about the 2005 budget.

## **Board of Directors**

The VRA Board of Directors coordinates the Association's operation and projects. Elections to the Board will conclude on September 27, 2005 at 12:00 pm. Four positions are available, with two current members running for re-election. Terms of office are two years. Information about the membership's selections will be distributed via the website and listserv.

The Board has several openings, due to resignations of members for health reasons or job changes. Members are encouraged to join the Board or a committee to contribute to the leadership of the VRA. Appointed members would serve the remainder of the particular available term, either one or two years.

## **Member Services**

### SWANA Communication, Education and Marketing Conference

In May, the VRA hosted three educational sessions put together by SWANA. The sessions addressed communication, education and marketing for recycling programs. The sessions were hosted at sites around the state, including Charlottesville, Christiansburg, Fairfax, Richmond and Williamsburg. The VRA would like to thank the organizations who hosted these sessions: Piedmont Virginia Community College, Montgomery Regional Solid Waste Authority, Fairfax County Solid Waste Management Department, Central Virginia Waste Management Authority, and Virginia Peninsula's Public Service Authority.

### VRA eNews Newsletter

Two regular editions (winter and late spring) and 5 special conference editions of the VRA newsletter were published this year. The regular editions provided a recap of the 2004 conference, promoted America Recycles 2004 and the SWANA outreach conference, welcomed new members and highlighted local recycling success stories. The conference editions promoted various components of the 2005 conference. Past regular editions are maintained on the website.

### Business Directory

To provide more tangible benefits for our business members, a Business Directory was added to the website. The Business Directory includes small and large business members and trade association members. It includes the name of the person who became the member representing the organization, as well as a logo and link to a company website if available.

### Website

VRA maintains a website at [www.vrarecycles.org](http://www.vrarecycles.org) to communicate Association and recycling information with members and the public. The site is maintained by John Snarr, Environmental Planner with the Metropolitan Washington Council of Governments.

The website experienced several changes this year: an increase in page width to reflect increasing monitor sizes, and the addition of the Business Directory. The site averages about 244 unique visitors a month. For the last month it was 495 given the conference activity. John estimates that the site is receiving an average of 25 more unique visits a month in 2005 compared to 2004.

About forty percent of the site's traffic comes from search engines. Sixty percent comes from referrals from other sites mainly Earth 911, VA DEQ, Frederick County, and the Maryland Recyclers Coalition.

The site also permits the public to request assistance from the VRA by sending messages to our [vra@vrarecycles.org](mailto:vra@vrarecycles.org) address. In the past year, the site received 100 requests, predominantly requests for information about local recycling issues, such as bin requests, need for recycling contractors to assist businesses recycle and other issues. The messages receive responses from the president, webmaster or administrative assistant. Occasionally, these questions are posted to the membership via the listserv when the responders do not have information to provide.

#### Electronic Mailing List

The electronic mailing list (listserv) has 93 members. Subscription to the list is provided to members only. In the last year, it received 192 messages, predominantly exchanges of recycling-related stories in the media. Occasionally the list also receives messages asking for assistance; these may come from members or may be posted by an administrator for nonmembers.

#### **Future Projects**

VRA and the Metropolitan Washington Council of Governments are the statewide sponsor of America Recycles, the annual public awareness campaign for recycling that concludes November 15th. Virginia's America Recycles coordinators are Kelley Hope and John Snarr. Both have been provided promotional materials, including posters and pencils, to distribute to local event coordinators. VRA will also be putting together a selection of prizes to award to citizens in the prize drawing.

The Board has also been working to update and improve a promotional brochure to distribute to new and interested members. The design is nearly finalized and will be printed in the next several months.

The VRA plans to promote electronics recycling through a statewide awareness campaign in April. For more information, attend the Electronics Recycling session on Tuesday or refer to the website in the future.

In addition, we have been approached by the Virginia Chapter of SWANA about coordinating a joint educational event in the spring. Information about this event will be distributed by email, the listserv and the website primarily.