



## RECYCLING COMMITTEE

July 19, 2018  
10:00 A.M. – 1:30 P.M.  
3<sup>rd</sup> Floor Board Room, COG Offices

### AGENDA

- 10:00 A.M. 1. CALL TO ORDER & INTRODUCTIONS**  
*Chair William Easley, District of Columbia*
- 10:10 A.M. 2. USING SOCIAL MEDIA TO CHANGE BEHAVIOR**
- A. @FrederickRecycles Social Media Program**  
Annmarie Creamer, Recycling Outreach Program  
Frederick County Department of Solid Waste Management  
*Ms. Creamer will review how Frederick County uses social media and other tools to reach the public electronically.*
  - B. American Disposal Services Relaunches Its Digital Tools**  
Nancy Hessler-Spruill, Marketing Manager  
American Disposal Services, Inc.  
*Ms. Hessler-Spruill will describe ADS' upcoming initiative to relaunch its social media and web properties.*
  - C. Using Social Media in Advertising Campaigns**  
Eric McAndrew, President/Creative Director and  
Rachel Lyons, Executive Vice President/Director of Operations  
McAndrew Company, Inc  
*Mr. McAndrew and Ms. Lyons will discuss how media professionals use social media to influence the public in campaigns such as the recent Go Recycle effort.*
  - D. Rebranding Social and Digital Media @dczerowaste**  
Helen Lee, Program Analyst  
Office of Waste Diversion, District of Columbia Department of Public Works  
*Ms. Lee will explain how the District has used social media tools and rebranded web properties to change the public's perception of recycling.*
- 12:00 P.M. 3. LUNCH**
- 12:30 P.M. 4. NEW BUSINESS**
- A. Go Recycle Campaign
  - B. Solid Waste Manager Group
  - C. Markets Subcommittee
- 12:55 P.M. 5. NEWS EXCHANGE AND INDUSTRY UPDATE**

1:25 P.M. 6. SET NEXT MEETING DATE (SEPTEMBER 20, 2018: COMPOSTING UPDATE)

1:30 P.M. 7. ADJOURN

Reasonable accommodations are provided upon request, including alternative formats of meeting materials.  
For more information, visit: [www.mwcog.org/accommodations](http://www.mwcog.org/accommodations) or call (202) 962-3300 or (202) 962-3213 (TDD)