

From: [Matt McKenna](#)
To: [John Snarr](#)
Subject: Keep America Beautiful
Date: Tuesday, December 08, 2009 4:25:45 PM

December 8, 2009

John Snarr
Department of Environmental Programs Metropolitan Washington Council of Governments
777 North Capitol Street, NE Suite 300
Washington, DC 20002

Dear John:

We at Keep America Beautiful have committed the organization to assisting our nation's communities and citizens in their recycling efforts. We will strive to increase access to effective recycling programs and to help inform and motivate citizens to participate in recycling. We firmly believe that the best approach for developing and delivering recycling programs of high value to communities and individuals is through collaboration with organizations whose commitment, expertise, and local knowledge can help ensure the success of our joint efforts. In addition, we believe we can all better educate each other on recycling operations, education, and policies through an administrative arrangement that provides regular opportunities for communication and action.

Last month, KAB staff met with a number of representatives from State and Regional Recycling Organizations to outline our recycling program plans for the future, and to seek their collaboration in developing and implementing recycling programs. At that meeting, we were asked to propose an administrative structure around which the recycling organizations, and their members, could best organize in order to effectively collaborate with KAB and with each other. Attached for your consideration, discussion, and comment is an outline of an approach that we hope can be the basis for an effective relationship.

In the next few weeks, we hope to talk to each of you individually about this outline and seek your advice on improvements, but please feel free to communicate with Ed Skernolis, KAB Vice President -Recycling, at any time if you have any questions or comments on how to best organize our efforts. Ed can be reached at eskernolis@kab.org, or by phone at 571-214-5199. With the benefit of your ideas, and with an indication of sufficient interest among you, we expect to formally offer an administrative agreement for your consideration in early 2010.

I thank you all for your leadership and efforts on behalf of our shared interests, and we at KAB very much look forward to working with you and your members to enhance recycling across the country.

Sincerely yours,



Matthew McKenna
President & CEO

cc: Ed Skernolis

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PROPOSAL

Organizing Collaboration between KAB and the State and Regional Recycling Organizations

November 25, 2009

THE ROLE OF KAB

1. Provide an administrative home and the associated infrastructure support for an organization of State and Regional Recycling Organizations which are interested in collaborating with KAB on the development and delivery of effective recycling programs.
2. Assist in building alliances among the SRO/RROs. KAB program sponsors, KAB affiliates, and other program participants.
3. Provide opportunities for direct participation by the organization in the development, design, implementation, and branding on KAB-sponsored projects and programs.
4. Provide a forum for the exchange of best management practices among program managers.
5. Provide a forum for the exchange of public policy approaches for enhancing recycling in the U.S.
6. Provide networking opportunities with other recycling organizations, KAB affiliates, and other recycling stakeholders at KAB conferences and other events.
7. Provide assistance in building relations with KAB affiliates in support of mutual interests.
8. Provide education and advocacy at the national level on the role of recycling in a sustainable environment and economy.

ROLE OF THE MEMBER ORGANIZATION (with consideration of each state organization's resource and capacity constraints)

1. Advise and assist KAB staff on the development, expansion, and implementation of recycling programs.
 2. Assist KAB in the delivery or implementation of a recycling program on a national as well as state-by-state basis.
 3. Provide participants for work groups, committees, and other organizations for purposes of designing new programs or establishing guidelines for program delivery.
 4. Provide participants to serve as trainers and advisors to other members and audiences on effective recycling programs.
 5. Advise KAB of key or emerging policy issues and assist KAB in identifying the interests of the recycling community on those issues.
 6. Communicate and explore collaboration with State and local KAB affiliates in implementing recycling programs.
 7. On a schedule established with the KAB staff contact, convene as often as needed to successfully carry out the functions of the organization.
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ADMINISTRATIVE PRINCIPLES

1. Members of the organization will be the SRO or RRO, represented by an executive of that organization. The individual members of an SRO or RRO will not be a member or affiliate of KAB.
2. A name for the organization will be mutually agreed upon.
3. KAB and the organization will sign a formal agreement.
4. Member SRO/RROs must be incorporated, non-profit, and financially viable organizations, with a Board of Directors. SROs/RROs and KAB may develop additional criteria as needed.
5. Neither KAB nor an SRO/RRO relinquishes any independence of action regarding its own policies, programs, or other actions undertaken in the interests of its members.
6. KAB, without explicit consent of the member or members, will not represent any SRO or RRO, or the organization of the SRO/RROs, on any matter. An individual SRO or RRO, or the organization of SRO/RROs, will not represent KAB on any matter without the explicit consent of KAB.
7. Members of the KAB organization may join other national organizations, including national recycling organizations.
8. Member organizations will pay annual dues consistent with existing KAB affiliate dues (in the range of \$500-\$1,000). Membership dues will be used solely for the administrative support of the members' organization.
9. A senior KAB staff person will serve as the primary contact between the organization and KAB.
10. KAB will provide support for the organization in the form of hosting meetings, conference calls, electronic communications, web-based services, and other administrative activities.
11. At their discretion, members of the organization may establish their own internal structure for officers, committees, or other means to collaborate on the development and delivery of KAB's recycling programs.