



# RECYCLING ADVOCATES

JUNE 2011

WWW.RECYCLINGADVOCATES.ORG

## EarthShare Oregon

***Board Member Kris Olson experiences EarthShare for the first time***

Kris Olson

**A**s a newbie with Recycling Advocates, I was tickled at the opportunity to attend EarthShare Oregon's Annual Meeting (held on June 2) to learn more about our key funder and meet some new people. I'd also always wanted a peek inside the World Trade Center building where the meeting was held. Walking through the white beamed and crystal sky bridge, I imagined the different languages being spoken and the important international meetings being held. On this day EarthShare Oregon (ESOR) was one of those important meetings; thankfully for me, it was in English.

Having attended dozens of conferences without familiar faces, I spotted Recycling Advocates colleagues Richard Lee-Berman and Rob Guttridge, former IABC colleague Tami Boardman (an ESOR board candidate), and my neighbor Beth Brown (ESOR board). I thought, "This is going to be cool!" After introductions I realized there were plenty of new folks like me.

>>> *continued on next page*



### **It's the Law: Bottle Bill Signed By Governor Kitzhaber**

State Senator and  
Bottle Bill co-  
sponsor Jackie  
Dingfelder looks  
on as Governor  
John Kitzhaber  
signs into law  
Oregon's  
Expanded Bottle  
Bill on June 9.

**Join Recycling  
Advocates at a  
Bottle Bill Victory  
Celebration  
June 29<sup>th</sup>  
Cassidy's...  
Details page 3**

<<< *EarthShare: continued from previous page*

Jan Wilson, ESOR's new Executive Director, opened the meeting. Meghan Humphreys, ESOR Director of Workplace Fundraising, explained what EarthShare does.

EarthShare began in 1989 as the Environmental Federation of Oregon (EFO) for statewide non-profit conservation fundraising. In 2000, EFO united with EarthShare and became EarthShare Oregon which expanded their fundraising reach to include national and global conservation causes. Earthshare is Oregon's only choice to support environment-based causes via workplace annual giving campaigns.

As one of 70 federation organizations (member groups), Recycling Advocates receives merit-point-based budget dollars from ESOR. Merit points are given for helping ESOR achieve its goals. As part of a revitalization effort, ESOR recently increased its point system for some activities to entice and challenge member groups. These changes are meant to fuel the visibility and awareness about ESOR, as well as leverage its member groups' network of connections.

The meeting break-out session goal was to gather new business leads from us (the member group representatives) for ESOR employee giving campaigns. We all racked our brains to provide contact information on corporate decision-makers. Member groups can earn 25 to 75 points by helping ESOR gain business leads on companies having two to 500+ employees, 50 or more employees being ideal.

ESOR has acquired six new business campaigns this year, including Organically Grown, Nike, and Intercom Radio. These companies have been appreciative that they can offer more choices for their employees during their annual giving campaigns. New campaign leads are always needed.

More ways to earn ESOR points include:

- Add the ESOR logo to web sites, newsletters, and other collateral.
- Link your web site to ESOR via logo and/or text.
- Place an ESOR article on your web site.
- Participate in ESOR meetings, presentations and events.
- Include ESOR information at your organization's meetings and events.
- Donate goods to ESOR. (Contact ESOR before donating.)
- Encourage ESOR goals via social media (Tweets & Facebook).

Lastly, all six ESOR Board candidates were voted in. They include: Lisa Anguilla, Tami Boardman, Pam Davee, Jennifer Fairbrother, Ron "Mac" McDowell, and Gordy Molitor.

Leaving the building, I ran into my friend Jocelyn. "Hey Kris! What are you doing here?"

Me: "I'm learning how to campaign for the Earth with some great people. Hey Jocelyn, who's your employer again?"

For more information about the revised point system and see how you can help their campaign efforts, visit the Earthshare Oregon web site at [www.earthshare-oregon.org](http://www.earthshare-oregon.org).

# Celebrate the Victory!

## Raise a Bottle to the Bottle Bill

June 29, 2011

### Recycling Advocates Annual Meeting & Victory Party

The 2011 Recycling Advocates Annual Meeting will be a Grand Victory Party, celebrating the signing into law of Oregon's Expanded Bottle Bill.

A big THANK YOU goes out to all our members and coalition partners, like AOR and OLCV who have worked tirelessly for years to bring our Bottle Bill into the 21st century. And of course, to the Bill's sponsors Representatives Ben Cannon and Vicki Berger, and other legislative champions like Senate President Peter Courtney who were key movers and shakers.

Come to the party and meet the folks who helped make this all happen. Hear the inside story behind our legislative victory and help shape our next steps. Please let us know if you will be coming; RSVP information at right.

This community event will be held at Cassidy's Restaurant and Bar in downtown Portland. It will include Recycling Advocates' Annual Membership meeting and Board of Directors elections. Light refreshments will be provided. . .  
*See you there!*



Wednesday, June 29, 2011

7:00-9:00 pm

Cassidy's Restaurant & Bar

1331 SW Washington St.

Portland

[cassidysrestaurant.com/contact.html](http://cassidysrestaurant.com/contact.html)

**RSVPs** *strongly encouraged*

[info@RecyclingAdvocates.org](mailto:info@RecyclingAdvocates.org)

503-777-0909



## FROM THE BOARD

### Farewell, Katy Daily

Recycling Advocates will become an international organization this summer, with members around the world! Or, rather, with one special RA member on the opposite side of the planet from most of the others.

**Katy Daily** is moving to Australia, and while our organization will lose an outstanding Co-President, we don't plan to lose touch with someone who has been such an outstanding Recycling Advocate. Katy became a Master Recycler in 2004, and she took the one-year free RA membership that came with her graduation seriously, joining our Board of Directors in 2005, and serving as our Co-President since 2007.



Katy brought energy, uncommonly good sense, legislative acumen and a wide and deep network of friends and friendly contacts to her volunteer work on behalf of Recycling Advocates. She put them all to good use on our behalf, and gave Recycling Advocates a strong voice as part of the Oregon Conservation Network, helping us to pass both Oregon's E-waste bill and the first significant expansion of the Bottle Bill in 2007.

Katy continued to work tirelessly on our behalf, helping to keep our issues and concerns visible and well-represented, whether or not legislators seemed to be listening. She has spent a lot of (mostly thankless) hours moving the discussion on grocery bags forward, and really helped to make this year's Bottle Bill modernization possible.

Katy is not a person who does things half-heartedly or halfway, and we don't expect that being halfway around the globe will change that. But we will really miss seeing her around here, and we really appreciate the great work she has done here in Oregon.

>> Rob Guttridge



# Thank You Katy. . .

Katy,

I remember in 2007, when I first saw you "in action" in Salem, working on the e-waste and bottle bills (which both passed). You were working the Legislature, walking fast, fielding questions, passing on info, taking calls, preparing committee testimony--all while trying to mentor Pamela, a young volunteer. After you would leave, she and I would take a minute to just chill, and then usually express our amazement at your energy.

Thanks so much, Katy, for devoting your passion to our causes. We are better for it.

-Johnny Leuthold

Katy,

You are one of the most impressive women I've ever had the pleasure of working with. Your intelligence and determination is truly inspiring. Your work here in Portland on several important recycling issues has really been instrumental in making positive change.

-Lindsey Newkirk

Dear Katy,

I want to thank you for what you have done for Oregon. We've all gained from your political knowledge and your environmental passion.

All of us within Recycling Advocates have benefited from your service on the board. You brought our organization a lot of strength and influence that we could not have gotten elsewhere. We are quite lucky to have had you. And it has been fun! Thank you, Katy.

-Betty Patton

Dear Katy,

Even though I'm the RA Board member responsible for bringing you into the fold, I honestly cannot fathom how we got along without you, or how we're going to. Your boundless energy, issue expertise, and political savvy have made such a huge impact on RA over the last few years that it will simply be impossible to replace you.

Thanks so much, Katy, for all your work for us; we are a much better organization because of your contributions. I'm excited for your coming overseas adventures, but even more excited for your eventual return to Oregon. We'll keep an open chair for you on the Board of Directors!

-Rhett Lawrence

Katy,

Thanks for your dedicated, unflinching work on behalf of RA and your deft navigation of the state legislature that has helped Oregon both hold its place and continue its progress in protecting the environment. You have helped to make Oregon a better place, and to maintain RA as a recognized, formidable force true to its mission of creating a sustainable future.

-Elizabeth Goodman

## ADVOCACY CALENDAR

### Sustainable Oregon 2011, Association of Oregon Recyclers' Annual Conference, *Seaside*

**June 16-18**

The event includes sessions and workshops on topics related to recycling and waste prevention, networking opportunities, our annual member meeting and board elections, and an awards banquet. More at [www.AORR.org](http://www.AORR.org)

### Green Steps: Habitat for Humanity Green Building Conference, *Vancouver, Washington*

**June 21-22**

Attend the first regional green building conference by Habitat for Humanity International in the Northwest. Details at [www.certain.com/system/profile/web/index.cfm?PKwebID=0x2357157888&varPage=home](http://www.certain.com/system/profile/web/index.cfm?PKwebID=0x2357157888&varPage=home)

### Recycling Advocates Annual Membership Meeting

**June 29, 7-9 pm, Cassidy's Restaurant & Bar, Portland**

Come celebrate the Bottle Bill legislation victory and elect RA's next directors. RSVPs requested. See details page 3.



#### The Board

Katy Daily  
Co-President

Johnny Leuthold  
Co-President

Rhett Lawrence  
Vice-President

Betty Patton  
Secretary

Rick Paul  
Treasurer

Lindsey Newkirk  
At Large

Rob Guttridge  
At Large

Elizabeth Goodman  
At Large

Kris Olson  
At Large

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Become a member now. . .



- \$25 Advocate   
  \$50 Friend   
  \$100 Supporter   
  \$250 Sustainer  
 Other \_\_\_\_\_   
  I'm giving a gift membership to the recipient below\*  
 Contact me about volunteering for RA   
  Don't sign me up for Action Alerts

Please enclose a check and mail to: PO Box 6736, Portland OR 97228-6736 or visit [www.RecyclingAdvocates.org/join.htm](http://www.RecyclingAdvocates.org/join.htm) and pay by credit card or PayPal.

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone, Day \_\_\_\_\_ Evening \_\_\_\_\_

Email \_\_\_\_\_

\*Your name, if this is a gift membership \_\_\_\_\_

*Your membership contribution to RA is tax-deductible to the full extent of the law*

