CARE’s 2014 Accomplishments

Bob Peoples
Executive Director
CARE Board Meeting
January 27, 2015
Preservation of CSE/Industry Partnership

- Differences in ideologies resulted in a rift between the CSE and industry members at the end of 2013

- Interested parties were invited to the January CARE Board Meeting at CarpetCycle in NJ

- With the help of a facilitator and behind-the-scenes work done by CARE, a dialogue began in January (a very tough meeting)

- This meeting laid the groundwork for the VPS discussions that ensued thereafter
Preservation of CSE/Industry Partnership (Cont.)

- CARE facilitated another meeting on February 28th resulting in CSE Committee formation

- CSE Committee submitted their draft recommendations in March

- Tensions remained high going into May meeting
  - Additional behind-the-scenes work was performed by CARE

- Creation of the Voluntary Stewardship Program Committee announced at May meeting
  - Additional dialogue between parties continued

Thanks to Noel Hudson
VPS Program

- Result of months of dialogue between the CSE and industry members

- Program was announced on December 15th, 2014

- Program launched January 1st

- A testament to the perseverance and fortitude that CARE and its members have displayed since its inception
Annual Conference

- CARE revamped conference format in 2014
- Many considered conference repetitive and dated
- With the help of Vicki Johnson and Associates and the Annual Conference Committee, CARE totally reconfigured the conference format
- The renewed energy to conference was appreciated by all attendees: Comments included: “best conference ever.”
2014 CARE Conference Review

- 126 Attendees
  - 98 attendees in 2013

- 18 Sponsors - $48,250
  - 11 Sponsors in 2013 - $26,000

- Financials
  - Revenue: $115,992
  - Expenses: $76,006
  - Net Income: $39,986 vs. 2013 NI of $27,253

"Best CARE conference ever!"
New CARE Website

- CARE website is a result of the work of the Marketing and Communications Committee

- Website went live on May 7, 2014 in Seattle as planned

- New site is much easier for guest to navigate and for CARE staff to manage
CARE Blog and Social Media

- Caitlin Greely continued blogs in 2014
- Blog is updated on a weekly basis
- CARE participated in a Twitter chat this year in hopes of expanding its reach in social media
- CARE looks to increase its visibility in social media in 2015. It currently has 59 Twitter followers
Product Portfolio

- Developed in early 2013 by the New Products and Markets Committee

- Presentation showcases various products that use post-consumer carpet.

- Can be found on CARE’s Website
Financial Audits

- Audits were conducted for CARE and AB 2398
- Both audits were conducted with no material findings
- CARE’s internal controls continue to be solid in 2014
- CARE independently audited by CalRecycle with no material findings
Findings
- 438 million pounds diverted
- 28% back into face fiber
- 1,120 people employed directly

New Approach
- The new mass balance approach increases the accuracy of data collected
PET Grant

- University Grant RFP was released in July 2014
  - $500K grant
- University of Connecticut was selected after a thorough evaluation of 6 proposal (no CA applicants)
- Title of project: *Value-Added Uses for PET Derived from Post-Consumer Carpet*
- University of Connecticut notified in November
- Final contract signed 1-19-15
- Visit this week to kick-off work
- Dr. Richard Parnas, lead investigator
New Data Collection System

- Students at Georgia Institute of Technology developed an online data reporting system for CARE
- This will be used for Q1 AB 2398 Fund Requests
- CARE will work with students to develop a system for VPS reporting
- Will also implement into Annual Survey reporting for 2016
Brenner Jensen joins CA Team as Program Manager
Program found non-compliant September 2014
Program undergoes dramatic analysis and retool of subsidy payout Plan
SFOC Authorizes new subsidy payouts and assessment increase
CalRecycle approved increased assessment to $0.10 per square yard early January 2015
Increased assessment scheduled effective April 1, 2105
CA Longshoreman slowdown and container fee increase adversely impact sorters and processors
More News

- Brendan McSheehy elected Board Chairman
- Dr. Matthew Realff joins Board as Advisor
- Nicole Vilamizer (EPA) joins then leaves Board
- Anthony Cline promoted to Operations Director
- Anthony Cline named VPS Program Manager
- Frank Endrenyi hired to continue PET efforts
- Georgina Sikorski hired to aid VPS Plan development
- 2013 Annual Survey Completed
- 2013 Annual Report Completed
- Shift annual reporting to Mass Balance approach
- CA AB2398 Annual Report Completed
- Thomas Holland named *CARE Person of the Year*
- Wellman named *Recycler of the Year*
2015 and Beyond

- CARE’s Board developed a 5 year strategy for approval at January 2015 Board meeting
- CARE grows from $5M to $10M to $15M stewardship organization in 2015
  - CARE Core operations management
  - CA AB 2398 Carpet Stewardship Organization
  - VPS Program Stewardship Organization

The best way to predict the future is to create it!

Peter Drucker