

U.S. COMPOSTING COUNCIL 2011 Work Plan Summary

Work Plan and Priority Objectives

The Board of Directors identified the major objectives and developed priorities among various committee and staff projects and tasks. The purpose was to assist in the allocation of resources, e.g., funds, volunteer energy, staff time, according to the priority placed on each of the objectives and activities within the annual Work Plan. An outline of those objectives and activities is provided below.

Board Objectives

- Improve overall industry health
- Raise the profile of composting, compost, and organics management to the general public
- Create a positive business climate for industry
- Improve individual members profitability

Legislative and Environmental Affairs – Rebecca Geraty, Chair

Mission: Focus on legislative matters and public policies that affect the composting industry and the impacts of composting and compost use on the environment

- Develop Model State Compost Regulations
- Pursue North American Industry Classification System (NAICS) classification/code for composting
- Vigorously oppose attempts to overturn yard trimming bans
- Create, Maintain and Update Legislative/Regulatory Repository
- Create and Utilize Grassroots Advocacy Concepts
- Craft “Big Picture” Concepts for the Future of Compost and Organics, developing a long-term plan for introducing legislation on the multi-state level that will clarify the definition of compost as it relates to source-separated organics as well as implementing a “Clean Soils Act”

Market Development – Frank Franciosi, Chair

Mission: promote composting, compost use and the STA program to both the general public and the professional sectors.

- Develop a web presence for consumers and professional users
- Development of Strategic Alliances. 6 key Strategic Alliances targeted for 2011: EPA, USDA, American Society of Landscape Architects (ASLA), The Garden Writers Association (GWA), Golf Course Superintendents Association of America (GCSAA), and Mulch & Soil Council
- Implementation of the Consumer Use Program (CUP)
- Start the development of a National Branding Program for our industry
- Strengthen the STA Program by adding participants, labs and specified end-users like state departments of transportation and funding for the Compost Analysis Proficiency Program (CAP) and Test Methods for the Evaluation of Compost & Composting (TMECC)

Professional Credentials – Craig Coker, Chair

Mission: Develop a training and certification program, including instructor classes, training materials, and system for certification.

- Continue to develop the Composter Training Program by conducting a least two Compost Operations Training Courses and continuing to expand and refine Pre-Conference Trainings
- Develop Professional Composter Certification Program

Membership – Peter Klaich, Chair

Mission: Increase membership in the USCC and provide membership services consistent with the needs of a national organization.

- Develop new member recruitment materials
- Targets for member recruitment include: colleges and universities, green haulers, large packaged food processors and green grocery chains
- Develop new group health, liability and other insurance benefits for members
- Continue to improve communications to members via newsletter, web site, and e-news
- Continue to exhibit, present, and establish a presence at select industry shows and meetings.

International Compost Awareness Week – Jeff Ziegenbein, Chair

Mission: be a national outreach program to “mainstream” compost and composting to increase compost awareness in the marketplace, to facilitate the exchange of information, ideas and talents, and to support and promote the growth of the composting and organics recovery industry.

ICAW is a year-round activity with celebration/event week in 2011 May 1 – May 7.

- ICAW Poster through improved poster contest
- Updates to web site and outreach materials
- Increased ICAW participation at all levels through improved outreach/PR

State Relations – Frank Franciosi, Chair

Mission: to promote and encourage the formation of state level groups to become members and affiliates of the USCC. To meet this responsibility, the Committee shall undertake the following tasks:

- Improved web presence for state committees and chapters
- Revise and update the State Affiliations Procedures
- Develop a tracking system for new state members.
- Solicitation and selection of a marketing firm to increase membership and state affiliations

Finance – Craig Coker, Chair

Mission: Responsible for review and oversight of all Council financial matters, development of an annual budget, for the recommendation of such budget to the Board for approval, and for recommendations to the Board on matters relating to the financial development of the Council.

- Refinement of monthly financial reports
- Oversight of the annual financial review
- Evaluation of feasibility of changing the calendar dates of the USCC Fiscal Year
- Conduct of the 2008 – 2011 Triennial Audit
- Management of, and participation in, the Non-Profit Federal Compliance Program
- Development of the 2012 USCC Budget
- Review asset management policy
- Review risk management policies and practices

Nominations & Awards – Frank Franciosi, Chair

Mission: I) Execute and maintain policies and procedures for the Board and Executive Committee for elections as per our By-laws. II) Selection of the recipients of the Council’s annual awards program.

- Improved web presence for nominations and awards
- Develop descriptions and criteria for Board members and executive position
- Develop selection and succession policy for executive officer positions
- Develop a list of new award categories for consideration in 2011

Policy and Procedures – Carrie Gregory, Chair

- Completion of Policy and Procedures document
- Development of USCC Employee Manual

Annual Conference – Stuart Buckner, Executive Director

Mission: Maintain the Annual Conference as the premier USCC educational and networking event for members and the composting industry and the primary fundraising event of the organization

- Continue the educational focus on business-oriented and technical content
- Continue adding content on other organics management technologies, and the connection to climate change
- Recruit local talent to help develop additional educational and networking components for the conference
- Increase participation and provide added-value for exhibitors and sponsors
- Establish an exhibitors subcommittee to provide input on conference venue selection, exhibit schedule, ideas to boost participation and increase ROI for exhibitors and sponsors
- Continue to develop the Equipment Demo Day to be safe and effective
- Create a meal event at the Annual Conference which showcases compostable serviceware
- Move towards Zero Waste, collecting and composting as much food scraps as possible

Communications - Stuart Buckner, Executive Director

Mission: Member Communications and Outreach to Prospective members and Industry

- Develop Webinar series to serve as a new communications tool, a new member benefit, an outreach tool for the industry, a recruitment tool for prospective members via education and communications, and as a new revenue source
- Improve on-line presence by launching new website and continuing to improve functionality and ease of use
- Build brand recognition and bring traffic to website by developing and maintaining USCC social networking sites (Facebook, LinkedIn, Twitter)
- Continue to electronically publish Compost Communicator and E-news
- Continue to use e-broadcasts for direct communication with members and the industry
- Maintain USCC list serve and add public forum to website
- Develop member legislative and regulatory alert system (coordinate with LEAC)
- Write and distribute press releases as appropriate
- Develop factsheets and position papers on topics identified by other committees