



RECYCLING CONNECTIONS

2023 Highlights





As 2023 comes to a close, Recycling Connections reflects on another great year of outreach, education, and advancement for waste reduction and diversion. The ideas generated at the 2022 Board Retreat set action in motion to invest in and develop Near Zero Waste Services in 2023. We hired a part-time staff member, MaKayla Galecki, to develop these services and work with community partners to pilot different offerings.

We continue our support to statewide leadership organizations like AROW, SWANA WI, and WCSWMA and are proud of that work. We had a record year addressing Marathon County residents' questions regarding waste and recycling through the information line, Facebook page, and website. People are able to access the information they need quickly to know what to throw, what to divert to recycling, and learn options for composting. We appreciate the relationship with the Marathon County Solid Waste Department to serve the people of Marathon County.

Finally, we end the year with a lot of cross-over training as Karin wraps up her 32-year career and prepares to pass the torch to me to lead this small but mighty organization into the future. The accomplishments reached and the foundation laid has put this organization in good solid ground to continue the great work that has been done. This report summarizes the work achieved in 2023. I look forward to maintaining the reputation of Recycling Connections while growing programs that serve our community and state in waste reduction, recycling, composting, and sustainable resource management.

Onward,
Susan Schuller
Executive Director

THINK OUTSIDE THE TRASH



Waste Reduction
Compost Education
Near Zero Waste Events
Solid Waste Consultation
Reuse & Recycling Outreach

Contact Us



www.RecyclingConnections.org



1,800 Native Plants

School Services

RC is dedicated to schools. We serve as the Wisconsin Green & Healthy Schools' Focus Area Contact for Waste Management & Recycling. This year they installed two school gardens at WI River Academy-Stevens Point Area Senior High & Ben Franklin Jr. High. These gardens are part of a 3-year program, funded by the City of Stevens Point Public Utilities to create six rain or prairie gardens at two schools each year. The first year, we planted 1,800 native plants at these two school gardens.



**WI River Academy at SPASH's Rain Garden.
Installed May 18th, 2023.**



**Ben Franklin Jr. High's Rain Garden.
Installed September 23rd, 2023.**

Other Services & Partnerships

- Solid Waste 101 Course planning and development
- University of Wisconsin-Stevens Point's Solid Waste class (WSTE 380) Presentation - Karin Seig
- Waste Management Society of UWSP Presentation - Susan Schuller
- Northeast Wisconsin Technical Race to Zero Waste College Event
- Midstate Tech College Presentation

Record Year for Group Compost Bin Program

Our Group Compost Bin Purchase Program saw a 59% increase from last year and a new all-time high! Milwaukee, Sun Prairie, Eau Claire County, Door County, and Marathon County participated in our pre-sale option this year, helping more people in more areas start their composting journey. Over 20,000 bins have been sold since inception of this program.

4,086 Compost Bins





Social Media Explosion

We increased our Facebook presence to 830 likes and 959 followers! That's an increase of 94 likes and 45 followers for 2023. Our Instagram also saw an increase from 202 followers to 229 followers.



Recycling Connections' most popular post was "upcycled pumpkin".

Central WI Recycling Collective

Our "To Bin or Not To Bin" social media campaign in partnership with the Marathon County Solid Waste and Portage County Solid Waste Departments has continued to grow with an increase of 38 new followers. We continue to grow our inventory of videos on Youtube with a total of 80 videos!

Contracted Services

Recycling Connections is proud to work with:



- Associated Recyclers of Wisconsin (AROW)
- Solid Waste Association of North America – Badger Chapter (SWANA-BC)
- Wisconsin County Solid Waste Management Association (WCSWMA)
- Wisconsin Integrated Resource Management Conference (WIRMC)
- Marathon County Solid Waste Department (MCSWD)





Community Outreach & Presentations

- Webinar on Backyard Composting
- MREA Presentations - Living Low and Composting 101
- UWSP Eco Fair
- Boston School Forest's Earth Day
- UWSP Sustainability Fair
- Local Food Fair
- Earth Day Presentation in Rapids with interview on local radio station
- Garden Parade of Homes for Master Gardeners
- Northeast WI Technical College – Race to Zero Waste
- Aspirus Earth Day Event
- WI Integrated Resource Management Conference

1,733
Direct Reach



Karin Seig tabling at the UWSP Sustainability Fair



Near Zero Waste Events

Recycling Connections grew their Near Zero Waste services this year and participated in many different events and also became Near Zero Certified

1,174.4 lbs
Compost Diverted



- WI Lakes & River Conference
- Midwest Renewable Energy Fair
- Brown – Aftahi Wedding
- Lichtscheidl Engagement Party
- Stevens Point Area Co-op Member meeting
- Stevens Point Area Co-op Anniversary dinner
- North Central Conservancy Trust Annual Dinner
- Mystic Ponds Estate Wedding Venue
- Project North Festival



Staff & Board of Directors

STAFF

Karin Seig - Executive Director
 Susan Schuller - Program Director & Incoming Executive Director in 2024
 Taylor Remington - Project Coordinator (through May)
 Michelle Nieuwenhuis - Program Director
 Makayla Galecki - Near Zero Waste Coordinator
 Kelly Adlington - Project Specialist

Board of Directors

Dave Barbier - President
 Jennifer McNelly - Vice President
 Angie Hauer - Treasurer / Secretary

Brandon Knudtson - Director
 Katie Gonzalez-Martin - Director
 Alex Thomas - Director
 Angelia Riveria - Outgoing Director



Karin's Retirement
 From left to right: Makayla Galecki, Susan Schuler, Karin Seig, Kelly Adlington, Michelle Nieuwenhuis

Contact Information

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