



A non-profit association that provides statewide proactive leadership on waste reduction and recycling through education, advocacy, collaboration, programs and services.

## Background and History:

**1987:** Recycling professionals around the state begin discussions to form a state-wide organization. Main purposes were to exchange: • *ideas for Public Relations*, • *marketing techniques*, • *advocacy efforts*, • *information about operations & equipment*, • *new frontiers (i.e., curbside recycling) and*, • *ideas for creating public-private partnerships to get funding/grants*.

**1988: Associated Recyclers of Wisconsin (AROW) is formed as a membership-based organization.** It includes establishing bylaws, board of directors, and committees. Began mailing printed newsletters and giving out awards. Contracted for Executive Director services. Became members of the National Recycling Coalition.

**1990:** Became an incorporated organization.

**1993:** Receive 501(c)(3) nonprofit status from the IRS.

## Meeting its Mission:

**1989-1990:** Provided comments and supportive letters for the development of WI's Recycling Law, Act 335.

**1999:** Developed and distributed the Aerosol Can Recycling Report & Outreach Toolkit, in partnership with the Steel Recycling Institute and WI Department of Natural Resources (WDNR)

**2009:** Active with the development of the Electronic Recycling Law (passed in 2010).

**2010:** In collaboration with SWANA-Badger Chapter\*, WCSWMA\*, and the Council on Recycling, actively met with legislators and provided supportive letters to maintain the state's recycling program after Gov. Scott Walker recommended ending the program and its funding.

**2010:** Became the recipient of the all education and outreach projects and materials from the WI BeSMART Coalition, including the Recycle More Wisconsin program and its remaining funds, after the Coalition ceased operations.

**2010:** Became the fiscal agent for the newly formed and annual Wisconsin Integrated Resource Management Conference (WIRMC), in partnership with SWANA-Badger Chapter and WCSWMA.

**2011:** Collaborated with the WDNR on the development of the Recycling Means Business report.

**2015:** Invited to have a representative on the WDNR's newly formed Waste & Materials Management Study Group.

**2016:** Organized the process and developed the Glass Recycling Taskforce report with background information and recommendations for recycling glass.

**2016:** Collaborated on the development of the Future of Wisconsin's Recycling Development (FOWRD) report.

**2018-2020:** Collaborated with SWANA-Badger Chapter and WCSWMA to develop the educational video and curriculum for the Into the Outdoors' project: *Becoming Stewards, the Solid Waste Story*.

**2020:** Provided contextual and supportive comments for the state's Recycling Program, in response to the Legislative Audit Bureau's recent evaluation and report.

## Recognition / Awards:

**1995:** Governor's Waste Reduction & Recycling Awards: Recognizing WI's Finest in the Community and Workplace

**2015:** National Recycling Coalition: Outstanding Recycling Organization of the Year

**2021:** WDNR for Recycling Excellence Award: Project Initiatives (AROW Communications, Marketing & Education Committee)

\*Solid Waste Association of North America (**SWANA-Badger Chapter**), WI Counties Solid Waste Management Association (**WCSWMA**). Rev. 10/24/23