

On January 3, 2019 at 10:03 am, the Keystone Chapter of SWANA Board of Directors Meeting was called to order by **Mr. Sweeney**. Meeting was a conference call. Those in attendance were:

Officers

Sean Sweeney
Michele Nestor
Tom Lock
Lynne Jeffries

Board of Directors

Mike Engel
David Horne
Jill Hamill
Scot Sample
Bob Watts
Denise Wessels
Carolyn Witwer

Committee Chairs, Members, & Visitors

Chanda Martino
Larry Taylor

Not present: Bryan Wehler, Dan Brown, Scott McGrath, Chuck Raudenbush

SECRETARY'S REPORT

Mr. Lock presented the minutes from the November 1, 2018 Board Meeting. A motion was made by **Mr. Watts** to approve the minutes, with suggested edits. **Ms. Wessels** seconded. Vote was called; the motion passed unanimously.

The September 6, 2018 Board Meeting minutes are attached and hereto made part of the minutes.

TREASURER'S REPORT

A motion to approve payment of the Administrative and Marketing Director invoice as presented was requested.

Mr. Engel so moved and **Ms. Witwer** seconded. Vote was called; the motion passed unanimously.

Ms. Jeffries reviewed the submitted Treasurer's Report. A motion to approve the Treasurer's Reports and all transactions from November 2 through December 31, 2018 was requested. Motion was made by **Ms. Jeffries** and seconded by **Mr. Watts**. Vote was called; motion passed unanimously.

Ms. Jeffries presented the 2018 Balance Sheet and Financial statement and requested a motion to approve and submit to SWANA. **Ms. Witwer** moved to approve and **Ms. Wessels** seconded. Vote was called; motion passed unanimously.

Brief discussion regarding the handling/acceptance of international registrations. Board decided to continue accepting international registrations with additional verification when submitted.

The Treasurer's Report and all referenced documents are attached and hereto made part of the minutes.

COMMITTEE REPORTS

Legislative Policy

No report.

Membership/Marketing

A volunteer is need to to assume the Membership/Marketing Chair position.

Newsletter

The next article deadline is January 15, 2019.

Nominating

No report.

Fall Conference

Ms. Nestor has compiled a Fall Conference expense spreadsheet with the Hilton. Costs were reviewed and discussed. In 2019, electric will be included with all exhibit registrations.

Mini-Tech Seminars

Ms. Wessels requested a motion to approve the Zero Waste Course agreement with SWANA. Motion was made by **Mr. Watts**, seconded by **Mr. Sample**. Vote was called; motion passed unanimously. The contract will be signed and submitted to SWANA.

The registration cost was set at \$899 for Keystone SWANA members, \$1099 for non-members, and an additional \$200 to take the certification exam.

The Mini-tech report is attached and hereto made part of the minutes.

Road-E-O & International

Mr. Watts announced the 2019 Road-E-O will be hosted by Northern Tier Solid Waste Authority and held on June 7 in Blossburg, PA. Contestant registration will begin in February. Volunteers are needed; registration will be available in February.

The International Director's report was reviewed.

The International Director's report is attached and hereto made part of the minutes.

Safety

Mr. Horne reviewed his submitted Safety report.

The Safety Report is attached and hereto made part of the minutes.

Scholarships

2019 Scholarship applications will be released by SWANA in February.

Young Professionals

No report.

Website

No report.

CHAPTER CALENDAR

February 2019

- Thursday, 2/7, 10 am - **Board Meeting Conference Call**
- Receive Scholarship applications from SWANA Headquarters
- Send Scholarship announcement to members
- Distribute winter edition of *The Keystone*

March 2019

- Thursday, 3/7, 10 am - **Board Meeting Conference Call**
- Thursday, 3/21 – **Foamed Glass Aggregates | AeroAggregates Mini-tech & Tour, Eddystone, PA**

April 2019

- Thursday, 4/4, 10 am - **Board Meeting Conference Call**

May 2019

- 5/1, Chapter Scholarship Application Deadline
- Thursday, 5/2, 10 am - **Board Meeting, TBD**
- Nominating Committee presents Slate of Officers and Directors for election
- 5/15, Article deadline for summer edition of *The Keystone*
- 5/20-23 – **SWANA Zero Waste Principles & Practices Certification Course, Narvon, PA**

June 2019

- Thursday, 6/6, 10 am - **Board Meeting Conference Call**
- 6/1, Deadline for submittal of Grant H. Flint Scholarship recommendations to SWANA Headquarters
- Review annual budget
- Distribute summer edition of *The Keystone*

July 2019

No activities planned.

August 2019

- Thursday, 8/1, 10 am - **Board Meeting Conference Call**

September 2019

- **9/4 – 9/5, 21th Annual Joint Fall Conference, Hilton Harrisburg**
- **9/5, Chapter Annual Business Meeting and Election** immediately following Fall Conference
- 9/14, deadline to submit articles for fall edition of *The Keystone*
- Chapter Fiscal Year Ends

OLD BUSINESS

No old business.

NEW BUSINESS

Mr. Sweeney discussed the need for Chapter goals/plan/vision for 2019. Volunteers are requested for establishing goals. Committees also need to be reorganized and volunteers are requested for committee chairs and members.

The bylaws will also be reviewed in 2019.

The Board held a session to review the Administrative & Marketing Director contract. A motion was made to approve the contract with proposed editing. Motion was made by **Mr. Lock**; seconded by **Mr. Horne**. A vote was called; motion was passed unanimously.

The Administrative & Marketing Director contract is attached and hereto made part of the minutes.

NEXT MEETING

The next regularly scheduled meeting of the Keystone Chapter Board of Directors will be held as a conference call on February 7, 2019 at 10:00 am.

ADJOURN

There being no further business, motion was made to adjourn the meeting at 11:26 am by **Mr. Horne**. The motion was seconded by **Ms. Wessels**. A vote was called; motion passed unanimously.

Respectfully Submitted,

Chanda Martino

Mini-tech Committee Report January 2019

Past Mini-techs

November 1: Lancaster County SWMA Waste-to-Energy

Future Mini-techs

March 21: Foamed Glass Aggregates, Aero-Aggregates, Eddystone, PA

Planning Stages

Organics Recycling or Odor Management – Sustainable Generation
Seneca LF – CNG Plant Tour (SWANA award winner)

Other ideas

Radiation Monitoring
Penn Waste – 45-tph single stream system retrofit (SWANA award winner)
MRF tour?
E-waste facility tour?
Growth of trees in final cover – WM site?
LCSWMA – removal of metal fines from incinerator ash
Anaerobic Digester: Brubaker Farm Tour (Lancaster County), Reinhold Farm Tour
(Juniata County) or City of Philadelphia digester, or Milton Sewer Authority?
Wind Defender (Elliot Pugh) – checking with WM representatives

SWANA Zero Waste Principles & Practices Certification Course

May 20-23, 2019 at Lanchester Landfill. Robin Ennis (Montgomery County, MD) to teach. Need to establish honorarium (typical is \$2,400).

International Director's Report January 3, 2018

Recent Activity

- SWANA International bylaw changes – voting ended December 15
- Current International Board Members terms will expire on July 1, 2019 – the Chapters will need to appoint a representative to the new Advisory Board
- Reviewed the second draft of T-9.3 – Termination of Solid Waste Landfill Post-Closure Care Requirements – no comments.
- Voted to approve T-9.3 - Termination of Solid Waste Landfill Post-Closure Care Requirements
- Bylaw amendments passed 672 to 38.
- David Biderman, Executive Director of SWANA has been interviewed by many news outlets on China and recycling.
- SWANA is part of a broad coalition trying to get the support of the US Congress on infrastructure legislation.

Calendar of Events:

2019 SWANApalooza – Boston – February 25-28

2019 Mid-Atlantic Regional Road-E-O – Northern Tier Solid Waste Authority - TBD

2019 International Road-E-O Phoenix – TBD

Future WASTECONs:

2019: Phoenix – October 21-23, 2019

2020: Dallas – August 25-27, 2020

2024: Orlando – TBD

02 Jan 2019

From: David Horne – Chapter Safety Ambassador

To: Keystone Chapter of SWANA Board of Directors

Subj: Jan 2019 Report – Board Conference Call MTG

1. We continue to send out the weekly “Safety Tip” to the membership (usually occurring on Monday mornings). That will continue to be the norm going forward.
2. Plan on attending Safety Summit @ SWANAPALOOZA in Boston in Feb.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'DWH', with a long horizontal stroke extending to the right.

David W. Horne – Keystone SWANA Safety Ambassador

Pennsylvania Keystone Chapter SWANA

FY 2018 – 2019 Calendar

January 2019

- Thursday, 1/3, 10 am, **Board Meeting Conference Call**
- 1/15, Article Deadline for winter edition of *The Keystone*
- Accountant audits financial report and prepares 990 IRS Tax Filing

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- 5/20-5/22: **Zero Waste Certification Course, Narvon, PA**

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**SCOPE OF SERVICES AND DUTIES AND RESPONSIBILITIES
ADMINISTRATIVE AND MARKETING DIRECTOR FOR KEYSTONE SWANA
CALENDER YEAR 2019**

The Keystone Chapter of the Solid Waste Association of North America (SWANA) has a requirement for an Administrative and Marketing Director functioning in an administrative and marketing support role for the organization as a contractor receiving a 1099. This role is currently fulfilled by Chanda Martino. The Scope of Services for this position, along with the corresponding duties and responsibilities, include, but are not necessarily limited to, the following:

SCOPE OF SERVICES AND DUTIES AND RESPONSIBILITIES:

I. TELEPHONIC COMMUNICATIONS

- A.** Maintain 800 number
- B.** Administration of Conference Call System

II. MARKETING COORDINATION & CUSTOMER SERVICE

A. Website Management & IT Coordination

- 1. Maintain domain name
- 2. Maintain website functionality
- 3. Enhance website functionality and user experience
- 4. Email distribution list maintenance and growth
- 5. Credit card processing
- 6. Provide IT report/update at Board Meetings

B. Marketing

- 1. Promote organization and help grow membership
- 2. Update website and refresh content (review monthly)
- 3. Distribute newsletters and help grow advertising revenue
- 4. Promote Young Professional events/initiatives
- 5. Promote scholarship opportunities
- 6. Promote and grow revenue for mini-techs and the annual fall conference

C. Customer Service

- 1. Assist with and resolve membership issues & concerns
- 2. Assist with event registration and event communication
- 3. Develop relationship with members and solicit feedback
- 4. Identify opportunities for enhancing the value to members and the overall member experience

III. ADMINISTRATIVE

- A.** Dissemination of all announcements

- B.** Compilation, production, and distribution of all agendas and meeting minutes
- C.** SWANA Chapter Central Filing; Maintain history file for submission to SWANA as Annual Report
- D.** Chapter Annual Progress Report
 - 1.** Prepare and Submit annually in first quarter of the Fiscal Year
- E.** Chapter Database
 - 1.** Maintain along with Membership Committee as required
 - 2.** Generate Mailing List and labels as required

IV. EVENT COORDINATION

- A.** General Events
 - 1.** Assist with coordination of Mini-Tech Seminars (~4/year)
 - 2.** Assist with planning and execution of Annual Fall Conference (September time frame)
 - a)** *Event may require overnight travel*
 - 3.** Assist with coordination of Regional Road-E-O (June time frame)
 - a)** *Event will likely require overnight travel*
- B.** Assist with administration of annual scholarships
 - 1.** Distribute scholarship notifications and applications
 - 2.** Receive applications and check for completeness
 - 3.** Distribute applications to Committee for review
- C.** Manage registration for all events
- D.** Help manage sponsorships, exhibitors and attendees
- E.** Respond to inquiries
- F.** Prepare name tags and attendee list as appropriate
- G.** Manage registration table at events
- H.** Manage and administer continuing education credit documentation and tracking
- I.** Manage/coordinate incoming funds, deposits, with Treasurer and Event Planner oversight
- J.** Fall Conference
 - 1.** See Exhibit A for roles and responsibilities

V. BOARD MEETINGS

- A.** Develop and distribute meeting agenda
- B.** Distribute meeting calendar, meeting invitations and conference call information
- C.** Verify attendance
- D.** Minutes preparation

- E. Calendar updates as needed

VI. BUDGET ESTIMATE (HOURS)

- A. Quarterly; 160 hrs
- B. Mini Tech Seminars: 85 hrs
- C. ROAD-E-O: 55 hrs
- D. Fall Conference: 190 hrs

VII. BILLING & FINANCIAL

- A. Monthly
- B. Submit invoice indicating hours worked, work description/service provided, supplies, and mileage
- C. Provide notification to Treasurer if budgeted hours will be exceeded by quarter
- D. Compensation rate; to be reviewed as part of Annual Performance Review (October/November of each year); Compensation rate to take effect January 1st following Review. 2019 compensation at \$36.05/hour.
- E. Travel Rate: Federal Mileage Rate in effect at time of billing
- F. Expenses:
 - 1. Reimbursed at cost if personal funds utilized
 - 2. Phone (Existing Hardware and Service Agreement)
Billed as a monthly expense at \$60/month
 - 3. Internet Service Provider (Existing)
Billed as a monthly expense at \$30/month
 - 4. Keystone SWANA Credit/Debit card
 - a) Utilize as needed (seek Treasurer approval for expenditures exceeding \$100)
 - b) Submit receipts on a monthly basis
 - 5. Travel expenses (meals, lodging, other accommodations):
Reimbursable by Keystone SWANA
 - 6. SWANA Membership: Covered by Keystone SWANA
- G. Keystone SWANA Checking Account
 - 1. Deposit authority only
- H. Income Taxes
 - 1. 1099 supplied by Keystone SWANA
 - 2. Calendar Year Basis

VIII. POSITION ADMINISTRATION

- A. Reports to:

1. Chapter Officers
2. Board of Directors
- B.** Initial Point of Contact for Support
 1. Treasurer, Keystone SWANA
- C.** Primary Point of Contact: Human Resource
 1. Chair of Administrative and Marketing Director Committee

IX. PERFORMANCE EVALUATION & REVIEWS

- A.** Administrative and Marketing Director to complete Annual Employee Review Form by **October 31st**
- B.** Keystone SWANA Board to review the submitted Annual Employee Review Form; Keystone SWANA Board to complete Annual Employer Review Form by **November 30th** to provide input on past year's performance and to define expectations for coming year.
- C.** At least one Keystone SWANA Board member will meet with Administrative and Marketing Director to conduct in-person Annual Review and to discuss Employee and Employer Review Forms.
- D.** Administrative and Marketing Director compensation for subsequent year to be established by Keystone SWANA Board by **December 15th**.
- E.** Mid-Year Review: Keystone SWANA Board member(s) will meet (or have conference call) with Administrative and Marketing Director in May or June to provide mid-year feedback. Administrative and Marketing Director to generate minutes from Mid-Year Review and submit to President within 30 days of Review for input and concurrence.

Chanda Martino
Administrative and Marketing Director
KEYSTONE SWANA

Sean Sweeney
President
KEYSTONE SWANA

EXHIBIT A

FALL CONFERENCE DUTIES AND RESPONSIBILITIES

August 13, 2017

Conference Chair

Pre-conference

1. The conference chair has primary responsibility for the following items:
 - a. Planning
 - b. Marketing
 - c. Soliciting revenue
 - d. Hotel arrangements
 - e. Speaker engagement
 - f. Problem resolution
 - g. Cross-organizational communication
 - h. Soliciting volunteers for set-up and registration
 - i. Hotel contract issues
 - j. Soliciting ads, graphics, etc.
 - k. Creating slide show and on-site promotions

At the conference

Conference Chair shall be responsible for the following:

1. Always engaged making people feel welcome and appreciated for their contributions
2. Monitoring as many presenters as possible for future potential
3. Snuffing out unintended collateral damage
4. Ensuring exhibitors are happy – distribute gift bags
5. Working with Master of Ceremonies to keep the program moving
6. Checking in at registration often to resolve issues

Conference Coordinator

Pre-conference

1. The conference coordinator should be focusing on these upfront responsibilities:
 - a. Invoices & receipts
 - b. Registration
 - c. Communicate customer problems/requests to the Conference Chair to clear which are safe to address and how
 - d. Booth assignments coordinated with chair
 - e. Forward sponsorship inquiries for the chair to assign
 - f. Ensure data management system is compatible with reporting, printing badges and directories
 - g. Developing a system for CEU/PDH validation (we can put the instructions in the attendee brochure??)
 - h. Developing a system for exhibitor set-up and preparing volunteers on the system

- i. Developing a system for the registration table and preparing volunteers on the system
- j. Developing a back-up plan for all systems/processes because glitches occur at registration
- k. Have pre-conference training attendee packets made up and ready in advance
- l. Last minute tasks are the nature of events – get as much information formatted early with the ability to do an addendum if necessary.

At the conference

- 1. Three to four people should be on a rotating basis at registration at all times – two is the minimum
 - a. Ensure these people can do all of the tasks and have information printed out for each of them
 - b. Designate one of the volunteers to receive and record door prizes and donors
- 2. Have two people there to greet exhibitors on Tuesday evening from 6-8
 - a. Each should have a booth assignment confirmation list
- 3. Hotel issues – stuff happens
 - a. Breaks are budgeted to the best of our ability and refills for refreshments aren't necessary. Don't worry about it.
 - b. A/V issues go to Tom Lock – if we need hotel equipment to resolve an issue he will be given authority to make the call . No hesitation is necessary.

Critical Deadlines

- 1. Three weeks before conference brochure finalized and sent for printing.
- 2. A week before conference attendee list finalized and sent for printing.

Additional Notes, Background, Comments

- 1. Copied on all conference related correspondence/calls, particularly related to exhibitors, sponsors, speakers, etc.
 - a. Enables me to correct trends and/or anticipate problems in advance
 - b. Allows me to address “politically motivated” issues
 - c. Allows me to intervene when guarded responses are necessary due to sensitivities
- 2. Ability to see the online registration form to ensure it corresponds to data that would be useful to track.
- 3. Old system provided data instantaneously via an excel spreadsheet that Kay maintained and another that we shared and updated sometimes daily. Needless to say, this was time consuming, but useful in addressing a number of issues. The ability to query in the new system the fields shown in the attachment should replace the need to maintain a manual spreadsheet.
 - a. This enables outreach to sponsors/exhibitors to ensure they have registered all of their people
 - b. It demonstrates which companies contribute the most to the conference
 - c. It can determine if we need to adjust the price due to losses in credit card transactions
 - d. It shows the true sources of revenue by categorized line items
 - e. It helps to ensure speakers are registered and receive full credentials

- f. It illustrates whether we are reaching each organization's members adequately
 - g. It provides a potential marketing list for future training
4. In QuickBooks, for manual invoices, we should be able to segregate the attendee registration \$\$, sponsorship \$\$ and exhibit \$\$ on the same invoice. When payment is received it should allocate those dollars accordingly.
 5. Can we segregate the conference registration from "event registration" in general to refine queries?
 6. Ability to format and manage the email marketing. The chair need to be able to send and receive via a "keystone.org" email address so it looks professional and officially from the organization.
 - a. It isn't clear whether my authorization enables me to create an email. The instructions say I should be able to access a "compose" tab which doesn't appear.
 - b. The chair needs to be the person who establishes, schedules, delivers, and tracks marketing or delegates these tasks
 7. Suggestions for conference related user friendly placement on the web page