



Our mission is to reduce waste today through innovative resource management and to reach a waste-free tomorrow by demonstrating that waste is preventable, not inevitable.

April 12, 2010

Dear Friends,

It's springtime in Minnesota and we, at Eureka Recycling, are warmed and reassured by this time of welcome change. We have some important changes of our own to tell you about. We are happy to announce that we have new leadership at Eureka Recycling.

Last year we completed Eureka Recycling's strategic plan, which leverages all of the investments that have been made in Eureka Recycling and our success, to bring us closer to realizing our mission of demonstrating that waste is completely preventable. Right now, more people than ever before believe in the value and potential of zero waste. To allow Eureka Recycling to achieve our potential as the leading zero-waste organization, we believe we not only need a different leadership structure but we also need more leadership to complete the work ahead of us.

This new leadership structure, which flows out of our strategic plan, is comprised of a three-person collaborative executive team. Together, Eureka Recycling's Tim Brownell, Susan Hubbard, and Debbie King as CEO, CSO, and CFO respectively, will design and oversee initiatives to further Eureka Recycling's mission to demonstrate that waste is completely preventable.

- Tim Brownell is stepping up to become Eureka Recycling's CEO. As one of the founders of Eureka Recycling, Tim has served as the organization's COO.
- Susan Hubbard, Eureka Recycling's founding CEO, will take on the new position of Chief Strategy Officer (CSO) to shape our strategies to address challenges and opportunities, to implement long-term and short-term strategic actions, and to articulate these strategies to Eureka Recycling's stakeholders.
- Debbie King joined our team this March as CFO, a new position that will allow us to calculate and realize the value of our zero-waste work. Her experience, knowledge, and acumen are tremendous assets. Debbie has over 20 years experience in financial management in the nonprofit sector, and has held the CFO position at St. David's Child Development and Family Services, Second Harvest Heartland, and most recently at First Children's Finance.

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Since 2001, Susan and Tim have co-lead Eureka Recycling. Our founding strategic plan began in 2001, with the creation of Eureka Recycling, an organization that would demonstrate the economic, social, and environmental benefits of waste reduction. Our first charge was to provide for Saint Paul's nationally recognized recycling program, as well as expand our efforts in recycling and waste reduction. We've done this and much more. Today Eureka Recycling has grown to become Minnesota's leading zero-waste organization.

What began with a staff of 12 people and a two million dollar budget has grown into a \$10 million organization that employs over 100 people. Today, we directly serve over 175,000 households in the metro area with recycling services with our fleet of recycling collection trucks and a recycling facility that processes 60,000 tons of recyclable materials annually. We also now serve the entire seven-county, Twin Cities metro area with a wide range of initiatives including reuse, recycling, composting, waste reduction, producer responsibility, and more.

Many of you have known us—Susan as CEO and Tim as COO—during all this time at Eureka Recycling. As co-presidents, our roles and responsibilities have constantly changed and shifted even within our titles, even though it may have appeared that we've always done the same jobs. This change is a welcome reassurance that we are an organization of change. As we strive to change minds, change behavior, change thinking, and change systems in the pursuit of zero waste, we too are open to change and the many possibilities of how things can work.

We share this news with you with great confidence that this team, alongside the 100 people working at Eureka Recycling and the hundreds more who play a part in our work, will give credence to all past and future investments in Eureka Recycling. We wholeheartedly welcome Debbie and look forward to what our next strategic plan brings. For us, there are many reasons to celebrate this season of change and growth and we hope you will join us.

Sincerely,



Tim Brownell
Chief Executive Officer



Susan Hubbard
Chief Strategy Officer



Debbie King
Chief Financial Officer

P.S. Eureka Recycling is hosting a reception on Thursday, May 13, 4-8 p.m. at our office. We hope you will save this date to join us in celebrating this change and to welcome Debbie.