



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.

Press release

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Contact: Dianna Kennedy,
Director of Communications,
651-248-2672 (cell)
651-222-7678 (office)

Eureka Recycling announces new leadership structure

(Minneapolis, MN) Eureka Recycling announced today a new leadership structure comprised of a three-person collaborative executive team. This new leadership structure flows out of the organization's newly completed strategic plan. Together, Eureka Recycling's Tim Brownell, Susan Hubbard, and Debbie King as CEO, CSO, and CFO respectively, will design and oversee initiatives to further the organization's mission.

"We have confidence that under this new leadership Eureka Recycling will give credence to all of the investments that so many people and groups have made in us—and in our success," explained Susan Hubbard. "By welcoming this change, we become an organization of change, one that does not simply react but steps into and is a part of what needs to be created." Hubbard has co-lead Eureka Recycling as CEO, with Tim Brownell as COO, since its creation in 2001.

Tim Brownell has stepped up to be the organization's CEO. Susan Hubbard has taken on a new position as Chief Strategy Officer (CSO) to shape the organization's strategies to address challenges and opportunities, implement long-term and short-term strategic actions, and articulate these strategies to the organization's stakeholders. Debbie King has been hired as CFO, a new position that will allow Eureka Recycling to calculate and realize the value of the organization's zero-waste work.

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2828 Kennedy Street NE \ Minneapolis, MN 55413 \ (651) 222-7678 \ Fax (612) 623-3277 \ www.eurekarecycling.org

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King, hired in March 2010, 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. "I am very impressed with the commitment of the staff to this mission and the quality of their work. I am very excited to support this organization in all the ways that I can," said King.

In 2009, Eureka Recycling completed its new strategic plan which, according to the leadership of the organization, required this new structure. "There are still some people who don't believe we can get to zero waste, but more people than ever before believe in the value and potential of zero waste," explained Tim Brownell. "With our new strategic plan and this leadership structure in place we are now going to be able to get closer to realizing our mission than ever before—to demonstrate that waste is completely preventable. All of our programs, services, and advocacy work will continue to help individuals, organizations, and entire communities achieve their own zero-waste goals."

Hubbard and Brownell began leading Eureka Recycling's founding strategic plan in 2001, creating an organization that would demonstrate the economic, social, and environmental benefits of waste reduction. Eureka Recycling's first charge was to provide for Saint Paul's nationally recognized recycling program, as well as to expand its efforts in recycling and waste reduction. The organization began with a staff of 12 people and a two million dollar budget and it has grown into a \$10 million organization that employs over 100 people. Today, it directly serves over 175,000 households in the metro area with recycling services via a fleet of recycling collection trucks and a recycling facility that processes 60,000 tons of recyclable materials annually. It now also serves the entire seven-county, Twin Cities metro area with a wide range of initiatives including reuse, recycling, composting, waste reduction, producer responsibility, and more.

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Eureka Recycling is the only organization in Minnesota specializing in zero waste. The organization's services, programs, and policy work present solutions to the social, environmental, and health problems caused by wasting. A 501(c)(3) nonprofit organization, based in the Twin Cities of Saint Paul and Minneapolis, Eureka Recycling's mission is to demonstrate that waste is preventable, not inevitable. Its programs, services, and advocacy are designed to prevent the needless wasting of our discards. For more information: 651-222-7678, www.eurekarecycling.org