

NRC weighs its options during tough economic times

March 31 -- With its future in question, the National Recycling Coalition is reaching out to its members to clear up any confusion regarding recent events.

Concern about the NRC's future boiled over when it was reported its board was expected to make a decision during a March 26 meeting to possibly join Keep America Beautiful or even file for bankruptcy, said Ed Skernolis, acting executive director of the NRC.

"It obviously isn't true since the board meeting has come and gone and we're not making any announcement, nor are we holding an announcement," he said. "We haven't made any decisions."

On Feb. 3, the coalition sent its leadership, primarily state recycling association leaders and major sponsors, a letter advising them the NRC would have to take a hard look at itself strategically due to the economy and the impact on recycling, he said.

Concern over the March 26 meeting created a "tidal wave" of e-mails and phone calls, Skernolis said. On March 30, the NRC sent out an updated letter to its entire membership, bringing them up to date on the situation, he said.

The NRC is considering partnering with other groups while it tries to determine whether it is still financially viable. Certain organizational agreements, such as a merger, would require membership approval, Skernolis said.

"The board isn't acting in secrecy about things that are always subject to the members' approval at some point down the road," he said.

Skernolis did not want to speculate on how long it would take the board to make a decision, but the board would have to say something publicly in "the near-to-mid-future."

"We're going to take a hard look at our future," he said. "The board doesn't want to come out with a partly baked set of ideas or options. We ask for the members' patience and understanding while we go through the due diligence an analysis of all the options."

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