

Annual Work Plan 2011

What, Why and When

KCB Board will help with the Who and the Where!

GOAL: CREATE AND SUSTAIN PARTNERSHIPS

- GAC Community Events
 - April 9 Bakersfield GAC and Green Expo
 - April 16 Creek Week Sacramento
- State Parks Day April 16 (Sat)
- California Statewide Litter Collection Enforcement and Beautification Day (POWER OF MANY) April 22 FRIDAY
- NEW: Engage with Amgen Tour of CA (AEG) May 15-22.
- Coastal Cleanup Sept 17
- America Recycles Day Nov 15

GOAL: ORGANIZATIONAL EXCELLENCE

- KCB Board Meetings:
 - Jan 19
 - May 18
 - Sept 21
- Hire at least one additional staff
- Recruit Volunteers for Office/Event Support
- Contingency Plan: June 30
- Re-elect and Recruit New Board Members

GOAL: FINANCIAL STABILITY

- Develop and Institute Program Sponsorship for Schools Recycling Challenge
- Launch and promote online store
- Fine tune administrative benefits and travel expenses
- Work with Local Affiliates and KCB Board members to develop statewide support through legislative process
- Invite First Lady and/or Governor to support KCB and our main event on April 22 with Caltrans.

GOAL: PROVIDE ENVIRONMENTAL LEADERSHIP THE STIMULATES ONGOING ACTION

- Participate in panel discussions and meetings with industry and NGOs, as expert in field of Waste Minimization, Sustainability, Program Implementation, Partnership Development, and the Development of Effective Public Outreach Campaigns
 - January 27 Participate in City of Commerce Certification Training with KAB staff
 - March 10 Support Proud Community Workshop Anaheim
 - March 22-25 Presenter and Assistant Rapporteur 5th International Marine Debris Conference (Honolulu Hawaii)
 - July 31-Aug 3 CRRA Conference San Diego
 - October Month Long Schools Recycling Challenge
 - KAB Local Affiliates want to establish a single day for coordinated local events
 - Other dates TBD
- Continue working with Plastics Too Valuable to Waste Partnership
- Continue working with communities to adopt “Got Your Bags?”
- Promote EPS Foam Recycling Programs on regional basis