



Annual General Meeting | May 8, 2020 | Executive Director’s Report for 2019

This document contains a summary of the activities of the Coast Waste Management Association (CWMA) for 2019 and some of the planned activities for 2020.

Member Outreach and Learning Tour

One year in and I am proud to say my knowledge is at about 12.557% now! What a diverse and interesting industry, and my first year has been fun and at times a little daunting as I work to bring down my learning curve and meet with as many members as I can.

It has been great to outreach and regardless of the pandemic, I will do my best to outreach for the remainder of 2020. Over 2019, I was able to visit a number of sites and learn about member’s work, their challenges and opportunities, all in an effort to position CWMA to better-fulfill its mission and implement the strategic direction of the Board.

Conference

The 2019 conference was held at the Westin Bear Mountain, Victoria on October 23-25 and the theme Leading Change. Taking Action. Two concepts that are essential to solving waste challenges today.

301 waste and recycling professionals from all areas and levels of government, regional districts, non-profits, stewardship agencies and private businesses attended the 2019 event to network and explore leading-edge topics that affect the waste management industry.

We were honoured to host 24 delegates from the country of Jordan visiting Canada through the Municipal Support Project of the Federation of Canadian Municipalities.



Once again, separate roundtable sessions were hosted for First Nations, Stewardship agencies, Local Government staff, Educators and Depot Operators, all of which were well attended. We received very positive feedback through our online evaluation, indicating that delegates, sponsors, and speakers enjoyed the diversity of the program, venue, and the networking forums.

None of this would be possible without our [37 amazing sponsors and tradeshow exhibitors](#) whose generosity is so very appreciated.

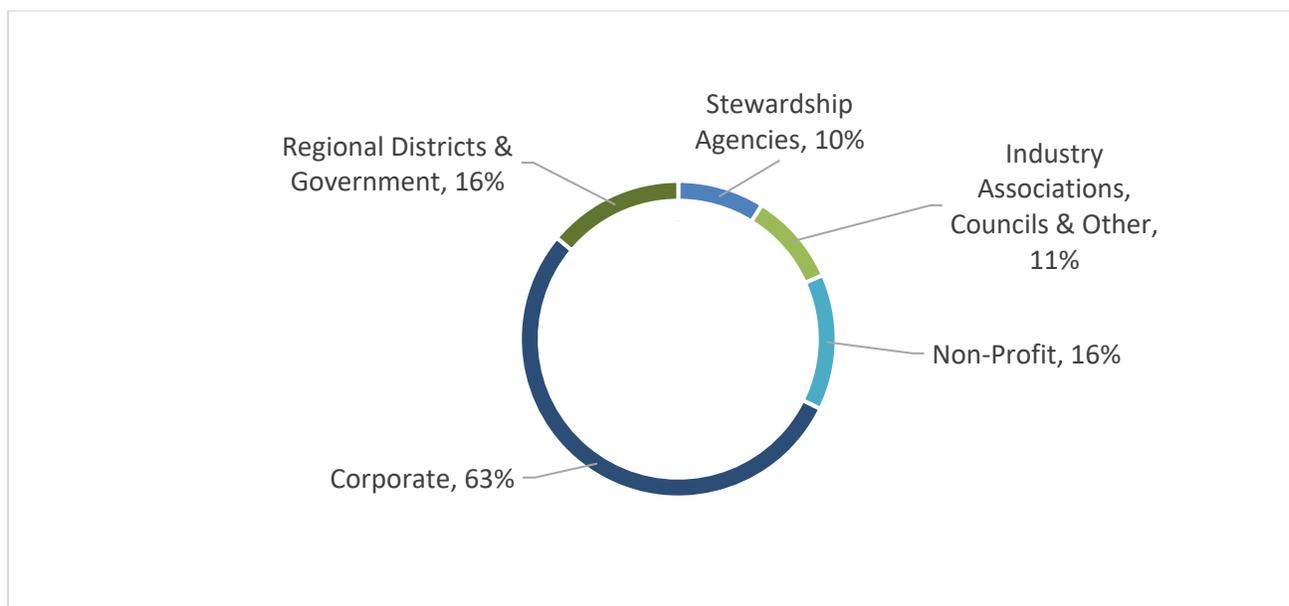
Events/Networking

CWMA hosted only one workshop/networking event in 2019 --- a result of the staffing transition timing.

In June at our AGM, we held a great event with updates from Allen Langdon, President and CEO, Return-It Enhancing the Customer Experience: How Return-It is Modernizing the Depot Network for the 21st Century. Bob McDonald, Director, Extended Producer Responsibility, BC Ministry of Environment and Climate Change Strategy with an update on What's New in EPR Solutions in British Columbia and we tried something new – with a solution vignette on Reusing & Recycling Books. With an introduction to the challenges of recycling books by Denise Finch of Discover Books, we explored options for recycling or reusing books including vignette presentations by Patrick Donaghy, RDMW and Samantha Letourneau, Literacy Central Vancouver Island.

Membership

CWMA's [2019 membership](#) landed at 152 member organizations with a number of industry changes affecting our final number over 2018, including a number of mergers, retirements, business closures, along with natural attrition. However, our extended, active network from those memberships continued to increase with over 750 people on our regular distribution list. We are also fortunate to have a greater community of over 4000 industry professionals from organizations beyond our membership who stay in touch and attend our events.



As an organization-based membership our fees are set low to ensure we can attract and retain members from all areas of industry; grassroots to government.

Webspace

The revamped CWMA website (www.cwma.ca) launched in 2017 continued to evolve in 2019. This will continue as we move toward a strategic focus on new value ideas for all members as determined by the Board at a strategy session held in April 2019 and still being implemented in 2020.

Communications

One of the key benefits and member value is the weekly media monitoring and news update. It is wildly popular. These updates are thoughtfully and time consumingly curated and the open rates and click throughs are well above industry averages. Thank you. Out of respect for your busy schedules and inboxes, we really try to keep our communication to that weekly update unless we are marketing an event or looking for feedback from everyone. In addition to this, there is a contact generation of discussion, networking and match making going on.

I am still learning – but I can see in some of my early successful matches that one of the great joys in this position will be introducing members to others to help them solve challenges and uncover opportunities for more success. How fulfilling is that?!

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So much thanks to the amazing Board and Conference Committee and two handfuls of long-time members who have been so gracious with their time to help me settle in here.

I am honoured to be the Executive Director of the Coast Waste Management Association, and am looking forward to working with the Board and all Members to continue to develop our events, communication, networking forums, connections, and value for members.

With enthusiasm,



Sheila Molloy
Executive Director