



AMERIPEN®

2023



# ANNUAL REPORT



# Table of Contents

<b>SECTION</b>	<b>PAGE</b>
About <b>AMERIPEN</b>	1
Leadership	2
Membership	4
Strategic Plan	8
Advocacy and Policy	7
Communications and Marketing	11
2024 Preview	12
Committees, Taskforces, Workgroups	15
2022 Financial Position	19
Staff and Consultants	20

# About AMERIPEN

**AMERIPEN** is a trade association dedicated to improving packaging and the environment. We are the only material-inclusive packaging industry trade association in the U.S. representing the entire packaging supply chain. This includes material suppliers, packaging manufacturers, consumer packaged goods companies, retailers, and end-of-life materials managers. Our membership also includes a robust array of industry, material, and product-specific trade associations who are essential to the **AMERIPEN** fabric. We focus on science and data to support our public policy positions, and our advocacy and policy engagement is based on rigorous research rooted in our commitment to achieve sustainable packaging policies.



## Mission & Vision

Our **Mission** is to be the leading voice for the packaging industry, using science to inspire, create and advocate for sustainable solutions for the packaging value chain.

Our **Vision** is for packaging to be recognized for all its benefits, including preventing waste and driving a circular economy.

# Leadership

In alignment with our 2021-2023 strategic plan, **AMERIPEN** continued in 2023 to address policy headwinds and critical packaging industry priorities. With our members, we continued to lead public policy engagement and thoughtful science-based research for the entire U.S. packaging industry, providing key decision makers with the best information and policy guidance available.

This report highlights our successes and work together through 2023, including on policy and advocacy, collaboration and education, communications, membership growth and retention, research, sustainability, and the value of packaging. Note as well the section that previews some things coming in 2024 as we look forward. We hope this report is helpful in showing the value of **AMERIPEN** as the premier packaging industry policy driver and thought leader in the U.S., especially as we now begin to implement our new 2024-2027 strategic plan.

Special thanks to our committee, taskforce, and workgroup chairs and the **AMERIPEN** Board of Directors for their expertise and leadership, and to our second-to-none consultants for rolling up their sleeves day after day to bring their expertise and skills to **AMERIPEN** and the packaging industry writ large.

Member presence, engagement, and active participation in **AMERIPEN** is critical to our success as we address issues affecting you and the rest of the packaging industry and as we evaluate how to best leverage our resources and our voices to promote the importance and value of packaging to customers, policymakers, and others. Please let us know how we can ensure you are getting the most out of your membership and thank you for your continued support of **AMERIPEN**.



**Scott Byrne**  
*Sonoco*  
Board President



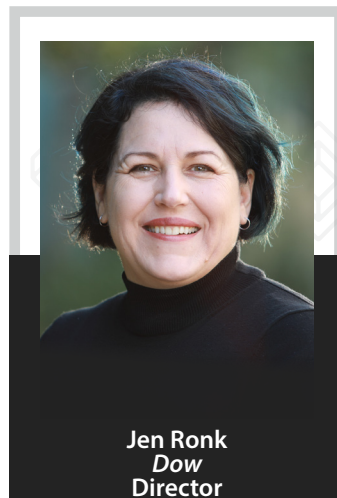
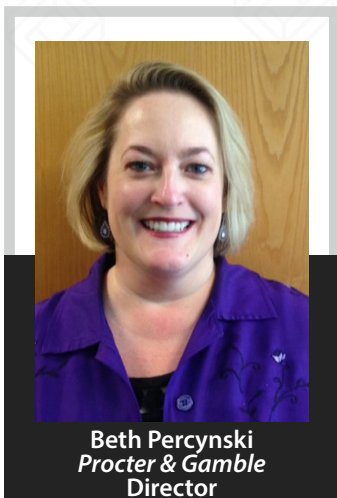
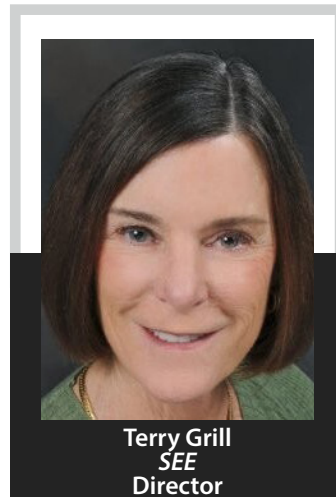
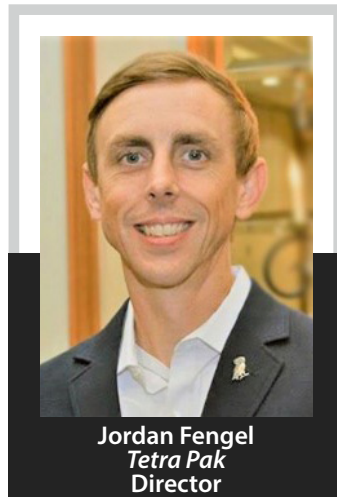
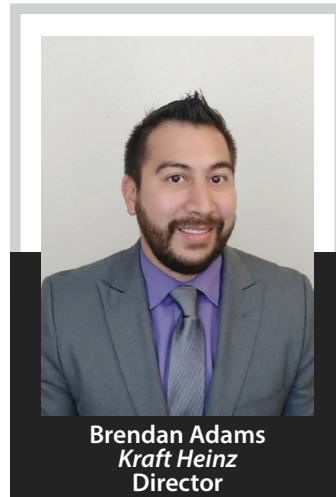
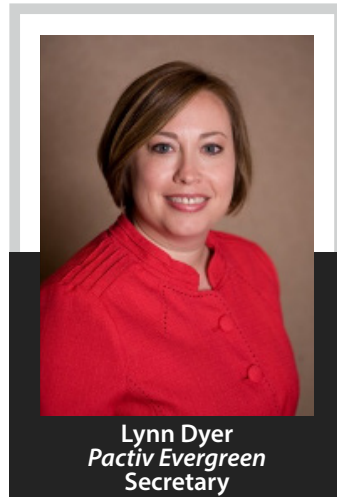
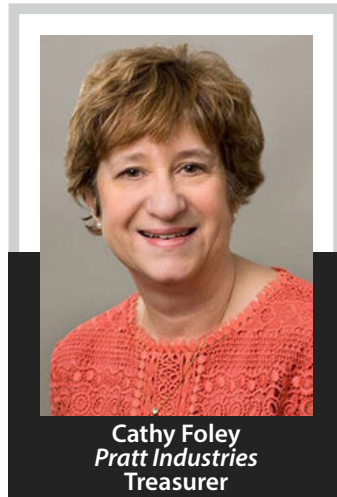
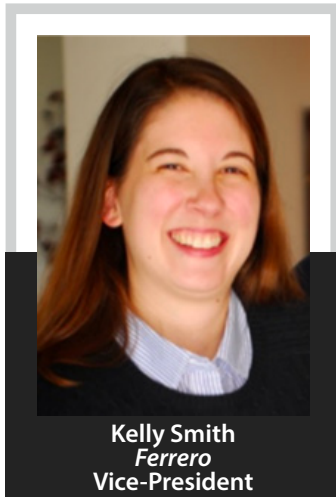
**Dan Felton**  
**AMERIPEN**  
Executive Director



**AMERIPEN**<sup>®</sup>

# Board of Directors and Officers

Board members are elected for three-year terms and may serve up to three consecutive terms. Officer terms are for two years. Board elections take place every year during the Annual Summit.



# Members

## 2023 Company Members

- 3M Company
- Abbott Nutrition
- Alpek Polyester USA, LLC
- Amazon
- Berry Global
- Califa Farms
- Campbell Soup Company
- Cargill
- Charter Next Generation
- CJ Biomaterials
- ConAgra
- D&W Fine Pack
- Dart Container Corporation
- Diageo
- Dow Chemical
- Eastman Chemical
- ExxonMobil
- Ferrero
- General Mills
- GFL Environmental
- Hallmark/Crayola, Inc.
- Henkel Corporation
- Hi-Cone
- Hoffmaster Group Inc
- Intertape Polymer Group
- Kellanova
- Kimberly-Clark
- Kraft Heinz
- Lactalis US Yogurt
- McCormick & Company, Inc.
- McDonald's/HAVI
- Mondelez International
- NatureWorks
- Nestle
- NOVA Chemicals
- Novolex
- Owens-Illinois (O-I)
- Pacific Coast Producers
- Pactiv Evergreen
- Pharmavite, LLC
- Pratt Industries
- Pregis LLC
- Printpack
- Procter & Gamble
- RAI Services Company
- Reynolds Consumer Products
- Ring Container
- Sabert
- Sazerac
- SEE
- Sonoco
- Spartan Chemical Company
- TC Transcontinental
- Tetra Pak
- The Clorox Company
- The Hershey Company
- The J.M. Smucker Co.
- Tyson Foods, Inc.
- WM
- Winpak

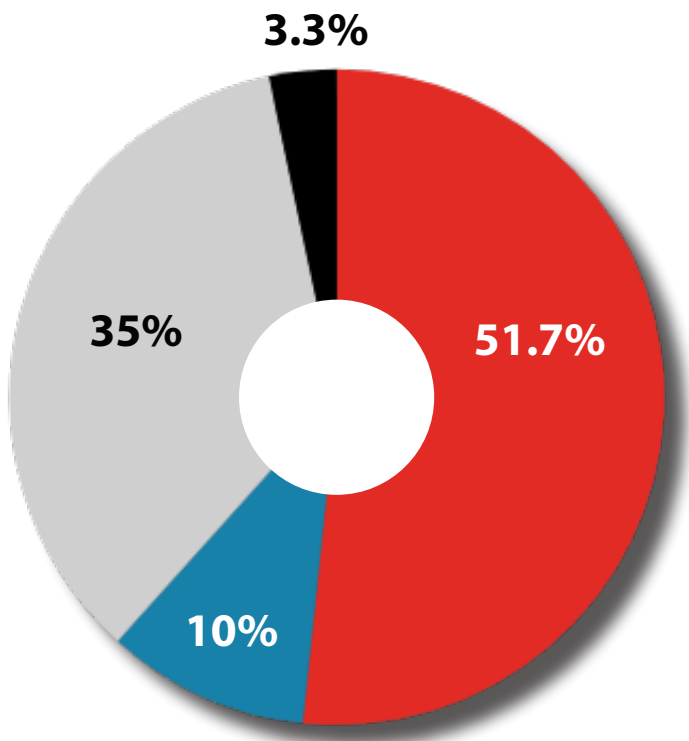
## 2023 Associate Members

- Ag Container Recycling Council
- Alliance for Automotive Innovation
- American Bakers Association
- American Chemistry Council
- American Cleaning Institute
- American Forest and Paper Association (AF&PA)
- American Frozen Food Institute
- Animal Health Institute
- Can Manufacturers Institute
- Carton Council North America
- Consumer Brands Association
- Consumer Healthcare Products Association
- Consumer Technology Association
- CropLifeAmerica/RISE
- EPS Industry Alliance
- Fibre Box Association
- Flexible Packaging Association
- Food Marketing Institute
- Food Northwest
- Foodservice Packaging Institute
- Glass Packaging Institute
- GO!PHA
- Household and Commercial Products Association
- International Dairy Foods Association
- Institute of Scrap Recycling Industries, Inc
- International Bottled Water Association (IBWA)
- National Confectioners Association
- National Electrical Manufacturers Association
- National Waste & Recycling Association
- Plastics Industry Association
- Plumbing Manufacturers International
- SNAC International
- The Western Plastics Association

## 2023 Annual Program Partnership Sponsors



# Member Breakdown



- 31** BRAND OWNERS
- 6** MATERIAL SUPPLIERS
- 21** PACKAGING CONVERTERS
- 2** END OF LIFE MATERIAL MANAGEMENT

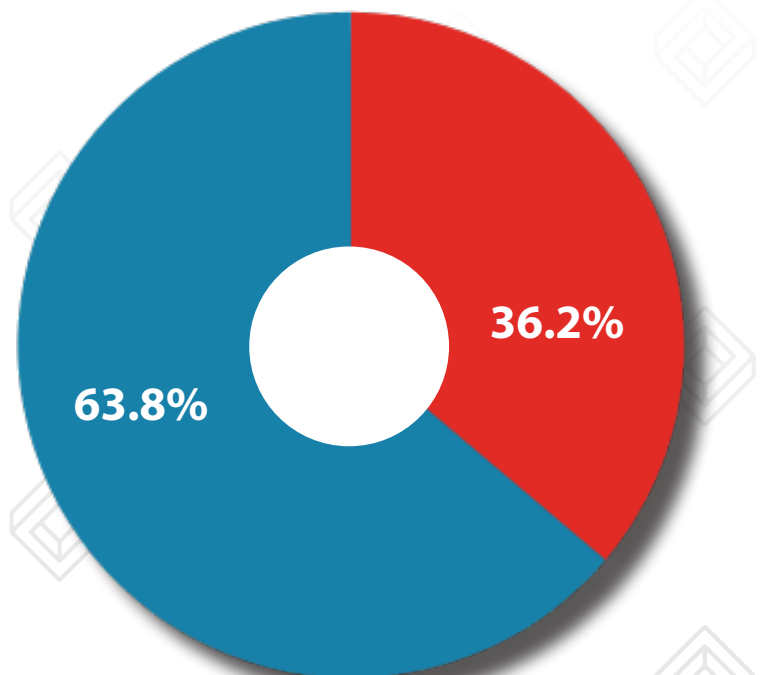
## Member Survey Feedback:

"Staff are very engaged, focused on the AMERIPEN objectives. Very welcoming, responsive to members' needs. Having impact on policy, research and awareness of issues. Excellent facilitation of industry dialogue."

"In a short period of time, AMERIPEN has become a recognized leader and authority on packaging issues by legislators, regulators, and other industry partners."

**34** ASSOCIATE (non-voting) Members

**60** COMPANY (non-voting) Members



# STRATEGIC PLAN

## 2021-2023

**AMERIPEN's** mission, vision, and strategic plan, approved by the Board of Directors, should be reflected in nearly everything we do. In 2023, we continued to constantly check our activities and workload against these pillars of our 2021-2023 strategic plan:

- More Proactive Legislative and Regulatory Stances
- Expanded Research Function and Influence
- Increased Promotion of the Value of Packaging
- Targeted Member Recruitment and Engagement
- Communication

**Following are some highlights from 2023 that fed into our 2021-2023 strategic plan:**

- Continued to successfully promote and advance **AMERIPEN's** packaging producer responsibility principles, objectives, and policy within multiple states.
- Worked with members to finalize **AMERIPEN's** draft federal claims and labeling language.
- Released three new research reports:
  - *2023 Packaging Compass: Evaluating Trends in U.S. Packaging Design Over the Next Decade and Implications for the Future of a Circular Packaging System (with PMMI)*
  - *Economic Impact of State Recycling Market Development Programs: 1990-2023*
  - *Minding the Gap: Consumer Awareness of Packaging & Food Waste Reduction (with ERF)*
- Launched Education and Research Advisory Group (ERAG).
- Released regular **AMERIPEN** member sustainability career profiles and continued releasing case studies on member sustainable design and recovery efforts.
- Grew membership in 2023 from 81 to 94 total members – an increase of 16%. Total membership has grown 270% since the start of 2020.
- New industries within the membership included batteries and paint – and a retailer.
- Launched a robust new **AMERIPEN** website and association management software (AMS) platform.

**VIEW 2023 REPORTS**  
[ameripen.org/publications](https://ameripen.org/publications)





# STRATEGIC PLAN FRAMEWORK

2024–2027

In late 2023, the **AMERIPEN** Board of Directors met in person to develop a new strategic plan for the organization. It will run four years – 2024-2027 – and while the pillars (themes) for the plan are largely like those for the 2021-2023 strategic plan, it also includes the elements below:

## MISSION

To be the leading voice for the packaging industry, using science to inspire, create and advocate for sustainable solutions for the packaging value chain.

## VISION

Packaging is recognized for all its benefits, including preventing waste and driving a circular economy.

## CORE VALUES

- Collaborative.
- Dedicated to sustainability.
- Honest and trustworthy.
- Inclusive – materials, products, members, processes.
- Data driven and future focused.

## PURPOSE

### WHY WE DO IT

Enable the packaging value chain to enhance the quality of life and protect the planet.

## VALUE PROPOSITION

### WHAT WE DO

**AMERIPEN** employs evidence-based advocacy, collaborative networking, and sustainable packaging solutions to position industry leaders and policymakers to support public policy initiatives that recognize the value of packaging.

**AMERIPEN** members are encouraged to ask questions about and engage in implementation of the new 2024-2027 strategic plan.

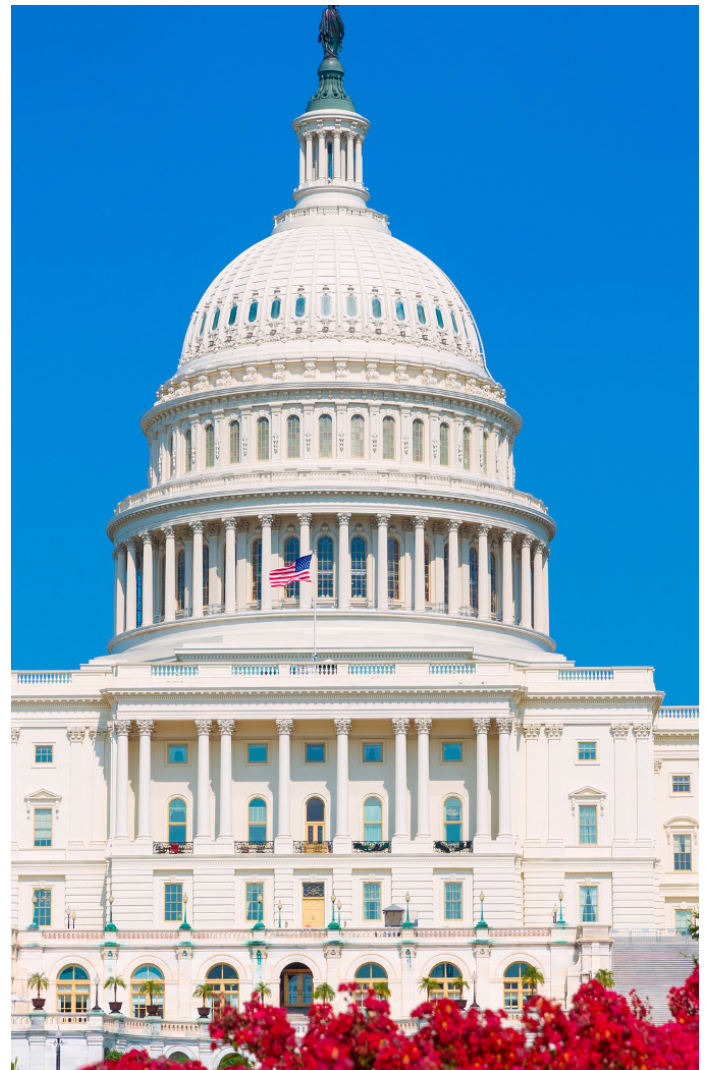
**READ THE FULL STRATEGIC  
PLAN FRAMEWORK**



# Advocacy and Policy

## Packaging Producer Responsibility

**AMERIPEN**'s core issue, packaging producer responsibility or extended producer responsibility (EPR), refers to policy for end-of-life (EOL) packaging management in which producers (typically brand owners) are required to pay into a producer responsibility organization (PRO) in order to fund recycling activities and make producers responsible for EOL for packages. **AMERIPEN** supports policy positions, including those on packaging producer responsibility, that are results based, effective and efficient, and equitable and fair in the hope that legislation will create a collaborative approach between packaging value chain stakeholders to help design and run modernized recovery and processing solutions that will drive results. **AMERIPEN** supports packaging producer responsibility legislation that represents true shared responsibility between industry (through a PRO) and government for packaging recovery and recycling. **AMERIPEN** does not support packaging producer responsibility legislation that places full financial responsibility on producers or that combines packaging producer responsibility with other packaging recovery and recycling policies such as post-consumer recycled (PCR) content mandates and packaging labeling



In 2023, packaging EPR continued to be at the heart of **AMERIPEN**'s advocacy work, with a continued upward trajectory of legislative activity. **AMERIPEN** tracked nearly 40 EPR bills in 2023 across more than 15 states. **AMERIPEN** engaged and led the charge in this space around the country, taking part in stakeholder processes for future legislation, lobbying in state houses, submitting testimony both in opposition and support of proposed legislation. Two bills were passed in 2023, in Maryland and in Illinois, representing a new approach by creating advisory councils and commissioning needs assessment to determine the current status of recycling in each state. We may see this approach replicated in other states in 2024 and onward. In 2023, **AMERIPEN** rolled out increased, dedicated coverage of the regulatory process for enacted packaging EPR and other laws in the form of weekly email correspondence and a monthly regulatory call to meet **AMERIPEN** needs as many packaging laws moved into their rulemaking phase.



## Labeling

---

**AMERIPEN** supports uniformity of labeling standards for clarity to consumers and ease of recovery and recycling to enable the free flow of interstate commerce. We also believe that labeling provisions do not belong in packaging producer responsibility legislation. Regulating recycling label claims has the potential to restrict the use of certain symbols, such as the “chasing arrows,” on packaging and other products. Additionally, restrictions in certain states on common labeling, such as Resin Identification Codes (RIC), are problematic for producers that are required in more than 30 states to use the RIC in combination with the chasing arrows.

**AMERIPEN** continued to seek solutions to the consequences of the labeling bill in California (SB 343), passed in 2021, and opposed similar legislation in multiple states in 2023, both as stand-alone bills and as part of EPR proposals. To discourage similar legislation that could potentially create issues in terms of mandated state-specific labeling, infeasible product tracking, obstacles to interstate commerce, and what would most likely be a decrease usage of recycling systems due to consumer confusion, **AMERIPEN** submitted testimony, lobbied, and worked with partners to highlight these issues with labeling and recyclability claims proposals. Additionally, **AMERIPEN** continued the proactive process of addressing the issues surrounding uniformity that state-specific labeling bills could create by working with our Federal Working Group to finalize draft federal labeling legislation to advance further in 2024. With input from **AMERIPEN** members, a federal solution to labeling issues would avoid the compliance, implementation, and distribution issues that exist at the state level.

## Recycled Content

---

Another core issue for **AMERIPEN**, recycled content mandate legislation requires manufacturers of certain covered packaging materials and formats to include set amounts of post-consumer recycled (PCR) content in new packaging. Typically tiered and paired with certain deadlines, often referred to as “rates and dates,” aggressive targets may cause unintended consequences, such as unachievable rates and dates

that amount to a tax on producers rather than a stimulant to create more available recycled content. **AMERIPEN** opposes these types of over-aggressive laws. Prior to 2021 when states started enacting PCR mandates for beverage containers and other types of packaging, California and Oregon already had laws in place for rigid plastic containers (RPCs). **AMERIPEN** does not have a formal policy on PCR content mandates but recognizes that if drafted and implemented thoughtfully, they have the potential to stimulate end markets, allowing producers increased access to the recycled content that they need for self-imposed and externally mandated PCR requirements.

2023 saw sustained interest and activity surrounding recycled content mandate proposals, including within EPR legislation, and increased activity from **AMERIPEN** and other stakeholders in New Jersey ahead of the January 2024 effective date for their PCR regulations. In the face of uncertainty surrounding covered products, enforcement, and a lack of formal rules, **AMERIPEN** provided information and made some inroads with the New Jersey Department of Environmental Protection (DEP) to seek answers on behalf of our members and industry at large. Additionally, **AMERIPEN** staff updated the PCR content statute comparison document that was produced in 2022 to include “legacy” PCR Content laws in California, Oregon, and Wisconsin document giving members a more complete view of related laws and regulations around the country.

In 2023, we continued to see an increase in legislation to ban or restrict the use of per- and polyfluoroalkyl substances (PFAS) in packaging, while also seeing new legislation introduced going well beyond PFAS to include chemicals and materials such as bisphenols, phthalates, antimony, cobalt, hexavalent chromium, perchlorate, polyethylene terephthalate glycol (PETG), polyvinyl chloride (PVC), polyvinylidene dichloride (PVDC), toluene, etc. The driver behind some of this were attempts by anti-plastics packaging advocates to codify into law the “voluntary” U.S. Plastics Pact Problematic and Unnecessary Materials list, but then expanded further by those and other advocates to add other chemicals and materials well beyond that list. **AMERIPEN** worked successfully with others to stall forward movement of these types of bills in 2023, but we anticipate seeing more of these types of proposals introduced in 2024 as stand-alone measures or attached to other packaging policies such as EPR.



# Communications and Marketing

**AMERIPEN** continued to expand its communications efforts in 2023 to broadly promote and protect the packaging industry on public policy and the value of packaging. We utilized a wide range of communications tools to connect with members, policymakers, media, and other stakeholders. These tools included emails, legislation and law tracking and reporting, in-person events and conferences, webinars, oral and written comments and testimony, authored and earned media and trade publication coverage, press and public statements, social media posts and our website. Following is a snapshot of many of those efforts:



**53** Media and Trade Interviews/  
Mentions/Quotes



**4** In-Person Legislative Fly-Ins



**16** Public Hearings/  
Testimonies



**8** Press  
Releases



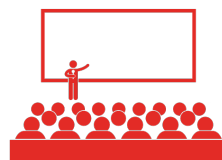
**129** Association Management  
Software (AMS) Emails



**9** Authored Trade  
Articles



**8** Public  
Webinars



**35** Industry Conference/Meeting/  
Seminar Presentations



**3** Member-Only  
Webinars

## Digital Impact



**Website**

**9,800** Users  
**55,660** Page Views



*(Formerly Twitter)*

**603** Followers  
**140** Tweets



**LinkedIn**

**800** Followers  
**143** Posts

# 2024 Preview

With a new strategic plan, we are excited about what 2024 has in store for **AMERIPEN** members!

## Federal Advocacy Expansion

---

2024 is expected to continue to be busy in the legislative and regulatory space as packaging extended producer responsibility (EPR) and labeling legislation, laws and regulation dominate both federal and state discussions. To help ensure **AMERIPEN** continues to be recognized as the packaging advocacy partner of choice, in 2024 we will expand our team with the addition of federal lobbyists – VNF Solutions – to help us make strong in-roads at the federal level. We look forward to working closely with VNF Solutions as we expand **AMERIPEN** advocacy for engagement with Congress and federal agencies like the Environmental Protection Agency (EPA) and the Federal Trade Commission (FTC). This will include seeking support for and possible introduction of **AMERIPEN**'s draft federal packaging claims and labeling legislation – the Packaging and Claims Knowledge Act (PACK Act) – to establish a new framework for compostable, recyclable, and reusable claims for product packaging. This effort will be critical as more states look to follow in the steps of California to enact their own potentially onerous and conflicting claims and labeling laws.

## Introductory Materials for Packaging Legislation

---

While **AMERIPEN** is widely recognized for its in-depth coverage of packaging legislation and regulation, we will be developing and distributing materials to help member companies educate and inform their customers, partners, and internal stakeholders about packaging policy. We anticipate the release of new infographics and brochures providing introductory overviews of packaging policy issues and related emerging laws and regulations.

## Annual State of Packaging Policy Report

---

With our foray into introductory policy overviews for our members, we will not lose sight of our role as the in-depth policy expert for the packaging industry and are planning to release a report providing information on the state of packaging policy in the U.S. This seminal resource will be free to members and is expected to be released towards the end of the year.





## Increased Policymaker Touchpoints

---

We will also be kicking off a newsletter for federal and state policymakers and their staff to help ensure we remain prevalent in their minds. This new newsletter will provide updates on **AMERIPEN**'s views and engagement on packaging industry policy, legislative and regulatory activity and trends across the U.S. to help explain the value of packaging and circularity. We anticipate this consistent outreach will help keep us even more engaged with our public policy colleagues.

## Value of Packaging Campaign

---

One of the founding principles of **AMERIPEN** was to promote the value of packaging. Over the years we have done this with informative brochures and social media posts showcasing how packaging makes lives better. But with the increased scrutiny on packaging and the growth of municipal waste across the globe, we will be revamping our efforts to kick off a larger social media campaign focused on informing policymakers and consumers why packaging matters and how it makes their lives better, especially when we can collect, sort, and reprocess it for remanufacturing. Watch social and print media for more stories on the value of packaging and please help us get the word out by reposting and circulating these materials.

## Source Reduction Study

---

We are seeing an increased interest in source reduction in proposed legislation and want to help inform those discussions by identifying and quantifying industry efforts and restrictions. Watch for a survey and/or interviews in Q2 or Q3 of 2024 to help us document the industry's efforts to optimize packaging materials.

## Packaging Recycling Workshop

---

Building off our successful three year run with state recycling market development centers through our State Recycling Market Development Taskforce, we are now shifting gears to identify effective ways to link the packaging design community with recyclers, investors, and innovators. We often hear about the need to design for recycling, but it can also be argued that there is a need to design for the environment and that some of the more environmentally advantageous packaging formats may need help to ensure recovery systems (recycling or composting) can work for them. In the Fall of 2024, we will be partnering with ISRI and the Packaging Recycling Summit to host a half day workshop to explore how we can share design insights with the recovery community to help advance the necessary investment and innovation required. At a time when states are undertaking statewide recycling needs assessments for packaging EPR programs, we believe this dialogue and a subsequent outcomes report will be valuable to help guide action.

## Informational Webinars

---

2024 starts with the launch of a five-part webinar series designed to help guide companies through the process of reporting and what they need to do now to prepare for packaging EPR implementation in multiple states. We are thrilled that this series will successfully expand awareness of **AMERIPEN** and valuable EPR guidance to the entire packaging industry.

We anticipate following this series up with the launch of a smaller series in the Fall of 2024 educating stakeholders on what the packaging industry should know about packaging claims and labeling. Stay tuned for further information on that during the Summer of 2024.



## Education and Research Advisory Group

---

In late 2023, we launch this new advisory group to help **AMERIPEN** guide and invest in research relevant to packaging policy issues. This group consistent of 12 different academics from the U.S. and Canada who are involved in packaging, waste management and EPR policy. It also includes a material management focused granting agency and a federal agency. The group will be working on an Agenda for Packaging Policy Research, as well as a decision tree to help guide policymakers towards evidence-based policy related to packaging issues.

Through our programming and advocacy efforts, we continue to position **AMERIPEN** as a thought-leader and collaborative partner for packaging policy and sustainability in the U.S. Should you have any questions or suggestions for future initiatives, we welcome your input.

 **AMERIPEN**<sup>®</sup>



# Committees, Taskforces, Workgroups

**AMERIPEN's** committees, taskforces and workgroups are designed to provide our membership with the opportunity to become informed, network, and engage in depth into various issues that touch on packaging and public policy. We have ongoing committees that represent the core of our work, with a focus on legislation, regulation and association management and then offer topic specific committees and workgroups (ongoing with no specific end date) or taskforces (launched with a specific end goal/deliverable in mind) to offer deep dives into specific issues or opportunities impacting packaging.

We believe our committees, taskforces and workgroup are initiatives designed to help maximize the value of membership. We welcome insights from members on future committees or taskforces that may be of value.



## Government Affairs (GA) Committee and Coalition

**2023 Chair:** Mike Prentiss, *Procter & Gamble*

**Staff Contact:** Rob Keith

**Frequency:** Weekly Calls (Fridays at 12:30pm ET)

The Company members government affairs committee and the government affairs coalition that includes Associate members work closely with our lobbyists at Serlin Haley to develop and draft strategies for responding to state and federal policy regarding packaging and the environment. Strategies are developed with the intent to proactively engage policymakers in responsible packaging policy development and implementation. The Government Affairs Committee meets on one Friday and are then joined by our Associate members on the alternate Friday for the Government Affairs Coalition.

A weekly written summary of legislative activity is also provided to participants.

Our Federal Work Group is open to Company members as an offshoot of our Government Affairs Committee. Led by Dan Felton, it meets every other Tuesday at 3:30pm ET. In 2023, the Federal Work Group dedicated time to reviewing and existing proposed federal legislation and regulation, and spent significant time finalizing **AMERIPEN's** draft federal packaging claims and labeling legislation. We expect to spend significant time in 2024 developing and implementing strategies to advance that legislation, while also focusing on other issues, like extended producer responsibility, that are expected to have greater focus at the federal level.



## Communications Committee

**2023 Chair:** Alan Schrob, *NOVA Chemicals*

**Staff Contact:** Dan Felton

**Frequency:** Monthly Calls (First Friday 11:00am ET)

This committee, open to Associate and Company members, advises **AMERIPEN** Board and staff on potential communication strategies. The committee helps identify key messages and topics to address via in the media, as well as identify effective ways to help promote and increase awareness of the **AMERIPEN** brand. In 2024, this committee will support a Value of Packaging campaign.



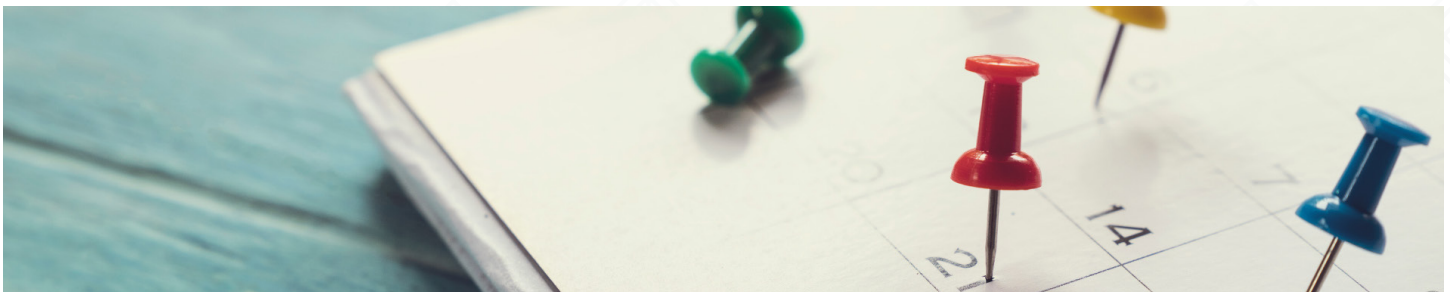
## Membership Committee

**2023 Chair:** Brant Wunderlich, *NOVA Chemicals*

**Staff Contact:** Rob Keith

**Frequency:** Monthly Calls (Third Friday 10:00am ET)

This Company member committee advises **AMERIPEN** Board and staff on potential membership recruitment and retention strategies.



## Annual Summit Planning Committee

**Chair:** Jordan Fengel, *TetraPak* for 2023 Summit and Emily Williams, *TC Transcontinental* for 2024 Summit

**Staff Contact:** Kyla Fisher

**Frequency:** Meets monthly between January to May

This committee meets from January until May to help define the agenda for the Annual Summit. Participants identify the key issues and speakers we want to engage so the conference portion of our Annual Summit is informative and meaningful to our membership.

# Topic Specific Committees, Taskforces and Workgroups

## Sustainability Committee

**2023 Chair:** Rebecca Kaufold, *Spartan Chemical Company*

**Frequency:** Full committee: Bi-Annual Calls, Subcommittees: Quarterly Calls

This Company and Associate member committee is focused on identifying and implementing sustainable packaging objectives and policies aligned with **AMERIPEN's** vision and mission. This group is broken down into three subcommittees:



### Value of Packaging/Lifecycle Data

This subcommittee works on the development of guiding principles for applying lifecycle analysis (LCA) to policy and regulation affecting packaging. Their work is intended to address interest in applying LCA to state laws (i.e., Oregon EPR) as well as federal agencies.

In 2023 we released a deep dive examination of consumer behaviours and awareness of packaging in the household. Identifying that many consumers lack an understanding of how and why different packaging formats, materials and attributes can reduce food waste – Minding the Gap: Consumer Awareness of Packaging & Food Waste Reduction

### Recycling Market Development

This subcommittee seeks to find ways to close the gap between packaging designers and the recycling community to align investment for the development and recovery of packaging materials. In 2024 we will focus on a workshop to be held in conjunction with the Packaging Recycling Summit to explore trends and investment needs.

In 2023, we released the seminal Packaging Compass with PMMI – a deep dive into brand and packaging manufacturer plans for packaging development over the next decade and the implications of those trends for our policy environment.

### Sustainability Promotion/Communications

This subcommittee seeks to promote the sustainability successes of our members while at the same time advancing a message of the value of packaging. In 2024, this group will lead our value of packaging campaign by helping to identify the resources, stories and tools to counter the perception of packaging as waste.

In 2023, we released monthly sustainability career profiles as well as case studies on member sustainable design and recovery efforts.



## Compostables Work Group

**2023 Chair:** Lynn Dyer, *Pactiv Evergreen*

**Staff Contact:** Dan Felton

**Frequency:** Third Thursday every other month, 1:00pm ET

This work group seeks to help educate and inform our members regarding compostable packaging and related policy issues. We bring in guest presenters from other organizations focused on compostable packaging and composting to help inform on key policy issues. The intent is to help set a baseline level of understanding for compostable packaging policy across our membership and to develop a strategy for **AMERIPEN** regarding compostable packaging, including where we support or might lead collaborative efforts.



## Education and Research Advisory Group (ERAG)

**Staff Contact:** Kyla Fisher, Program Manager

**Frequency:** Monthly

A unique taskforce for **AMERIPEN**, this group consists of 16 academics, federal agencies or granting agencies from Canada and the U.S. who are working on packaging, recovery/waste or packaging policies. The group is working on developing a national research agenda for evidence-based packaging policy. As an organization dedicated to promoting data and science, we anticipate the ERAG will help guide some of **AMERIPEN**'s future research programs in the US.



## State Recycling Market Development Taskforce

**Staff Contact:** Kyla Fisher, Program Manager

A unique taskforce made up of state recycling market development centers, this group sought to coordinate with states how the packaging industry can best support recycling market development. We closed this unique taskforce at the end of 2023.

Since inception, the Taskforce has released three highly referenced documents:

- *US Company Recycled Plastic Content Goals and Analysis: Supply and Demand*
- *Best Practices for State Recycling Market Development Centers*
- *Economic Impact of State Recycling Market Development Programs: 1990-2023*

Although **AMERIPEN** has stepped back from coordinating this effort, the centers themselves have identified interest in continuing to meet in 2024 and build off what we started.

# 2023 Financial Position

**AMERIPEN** strives to maintain transparency with its members regarding our budget and financial status. **AMERIPEN's** annual budget, operating on a calendar fiscal year, is based on guidance and approval from the Board of Directors according to determined priorities and the **AMERIPEN** strategic plan. The Board of Directors reviews our financial status at least quarterly, allowing **AMERIPEN** to maintain a strong and focused direction. We are financially healthy, having ended the 2023 fiscal year with \$1,070,431 in net assets.

## OPERATING REVENUE AND SUPPORT

Membership Dues.....	\$1,373,050
Annual Summit Revenue.....	\$70,880
Sponsorship Revenue.....	\$15,000
Webinar Revenue.....	\$17,048
Total Operating Revenue and Support.....	<b>\$1,475,978</b>

## OPERATING EXPENSES

Association Management.....	\$202,755
Staff & Consultants .....	\$507,170
Legislative and Regulatory.....	\$438,511
Annual Summit.....	\$109,227
Projects and Research.....	\$33,021
Communications and Marketing.....	\$59,977
Other.....	\$55,946
Total Operating Expenses.....	<b>\$1,406,607</b>

## NET ASSETS

Net Assets Beginning of Year <sup>1</sup> .....	\$1,285,532
Change in Net Assets.....	\$215,101
Net Assets End of Year <sup>2</sup> .....	<b>\$1,070,431</b>

<sup>1</sup> Includes deferred 2023 membership dues revenue of \$433,500.

<sup>2</sup> Includes deferred 2024 membership dues revenue of \$101,500

# Staff and Consultants



**DAN FELTON**  
Executive Director  
danf@ameripen.org

As **AMERIPEN** Executive Director, Dan can be contacted directly for comments and questions about our Board of Directors, finances and resources,

association and industry leadership, coalition management, strategic planning, public policy positions, and conference and speaking requests. Dan is currently staff liaison for our Federal Work Group and Compostables Work Group.



**ROB KEITH**  
Membership & Policy Director  
robk@ameripen.org

As **AMERIPEN** Membership & Policy Director, Rob can be contacted directly for membership requests and

issues, engagement information, committee information, and policy resources. Rob is currently staff liaison for our Government Affairs Committee, Government Affairs Coalition and Membership Committee.



**KYLA FISHER**  
Program Director  
kylaf@ameripen.org

As **AMERIPEN** Program Director, Kyla can be contacted directly concerning **AMERIPEN** program, projects, research and educational programs (i.e. conferences,

webinars, workshops) She has been with **AMERIPEN** in some capacity since its inception and therefore has deep insight into **AMERIPEN**'s organizational history. Kyla is currently staff liaison for our Annual Summit Planning Committee, Sustainability Committee and State Recycling Market Development Taskforce.



**ASHLEY BOGER**  
Association Manager  
ashley@markens.com

As **AMERIPEN** Association Manager, Ashley will be present on **AMERIPEN** calls and you may hear from her directly from time to time regarding operations and

membership management. Ashley is an employee of The Markens Group (TMG), **AMERIPEN**'s association management company. As such, general requests for assistance from her should ideally go through Rob Keith or Dan Felton.

# Staff and Consultants



**BRIAN WESTERLIND**  
Communications  
Consultant

As **AMERIPEN** Communications Consultant, Brian will be present on some **AMERIPEN** calls and you may hear

directly from him from time to time on upcoming communications and strategic planning. Brian is an employee of The Markens Group (TMG), **AMERIPEN**'s association management company. As such, general requests for assistance from him should ideally go through Dan Felton.



**ANDY HACKMAN**  
Principal Lobbyist

As Principal Lobbyist at Serlin Haley, a multi-state contract lobbying and compliance firm, Andy is a consultant for **AMERIPEN**. Andy is a subject matter expert in the area of packaging policy and

generally covers state-level legislative issues in the eastern half of the U.S. for **AMERIPEN**. He also works on federal legislative issues for **AMERIPEN**. While Andy is frequently present on **AMERIPEN** calls and may communicate directly with the membership on our behalf, communications with him directly must include Dan Felton or Rob Keith (as a CC, for example) to ensure that such requests are within the scope of **AMERIPEN**'s contract with Serlin Haley.



**LAUREN AGUILAR**  
Government Affairs  
Associate

As Government Affairs Associate at Serlin Haley, Lauren is a consultant for **AMERIPEN**. Lauren has a deep knowledge of **AMERIPEN**'s issues and generally covers

state-level legislative issues in the western half of the U.S., including Hawaii. While Lauren is frequently present on **AMERIPEN** calls and may communicate directly with the membership on our behalf, communications with her directly must include Dan Felton or Rob Keith (as a CC, for example) to ensure that such requests are within the scope of **AMERIPEN**'s contract with Serlin Haley.



**GREG MELKONIAN**  
Regulatory  
Government Affairs  
Associate

As Regulatory Government Affairs Associate at Serlin Haley, Greg is a consultant for **AMERIPEN**. He will be leading the work that

is reported on through the monthly regulatory call and weekly regulatory email updates. While Greg will be present on **AMERIPEN** calls, communications to the membership about his regulatory work will come through **AMERIPEN** staff. Additionally, requests concerning Greg's regulatory work on behalf of **AMERIPEN** or for assistance on regulatory issues must go through Dan Felton or Rob Keith to ensure that such requests are within the scope of **AMERIPEN**'s contract with Serlin Haley.



**AMERIPEN<sup>®</sup>**

1350 Main St. Suite, 1100 Springfield, MA, 01103

[www.ameripen.org](http://www.ameripen.org)

413.686.9198