



2024 ANNUAL REPORT

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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 United States representing the entire packaging supply chain. This includes a broad coalition of materials 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 community. 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.



Introduction

In late 2023 AMERIPEN unveiled a new 2024-27 strategic plan, and our activity through 2024 aligned with those objectives 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.

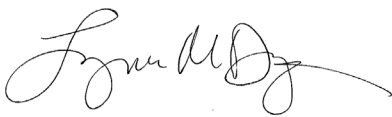
This report highlights our successes and work together through 2024, including on policy and advocacy, collaboration and education, communications, membership growth and retention, research, sustainability, and the value of packaging. This report will also briefly touch on what we have planned for 2025. 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 continue to implement our new 2024-2027 strategic plan.

While I was not in my current role as Executive Director with AMERIPEN through the period of activity that this report covers, I was intimately involved with AMERIPEN's work in partnership with our colleagues on the Board of Directors. I'm proud of the success we've achieved together and am looking to build on this momentum through 2025 and beyond.

Special thanks to our committee, task force, work group 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 diverse skills to AMERIPEN and the packaging industry at-large.

Member presence, engagement, and active participation in AMERIPEN are 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.

In Association,



Lynn M. Dyer
Executive Director
AMERIPEN



Lynn Dyer
AMERIPEN
Executive Director

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 typically take place every year during the Annual Summit.



**Kelly Smith
Ferrero**
President



**Jen Ronk
Dow**
Vice-President



Cathy Foley
Pratt Industries
Treasurer



Shannon Crawford Gay
Waste Management
Secretary



Brendan Adams
Kraft Heinz
Board Member



Mark Bescher
Mondelez International
Board Member



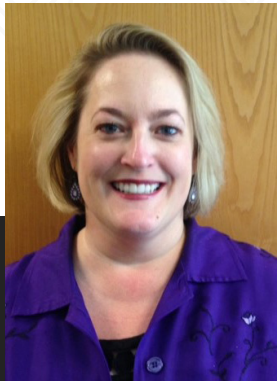
Scott Byrne
Sonoco
Board Member



Terry Grill
Sealed Air
Board Member



Michael Okoroafor
McCormick & Company
Board Member



Beth Percynski
Procter & Gamble
Board Member



Philip Rozenski
Novolex
Board Member



Emily Williams
TC Transcontinental
Board Member

Members

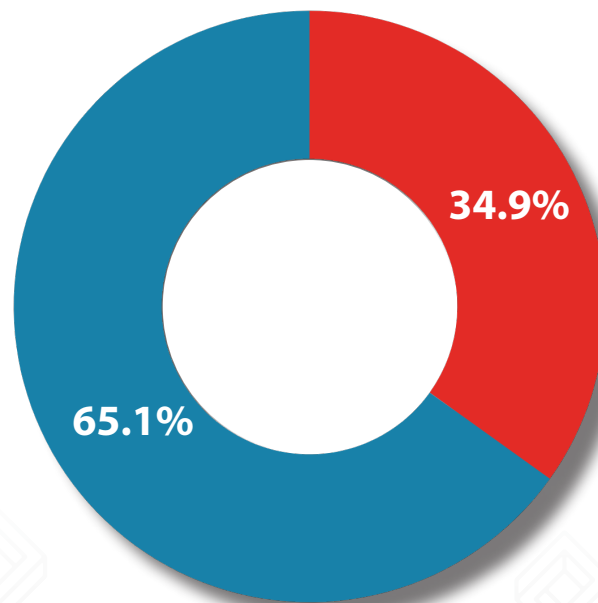
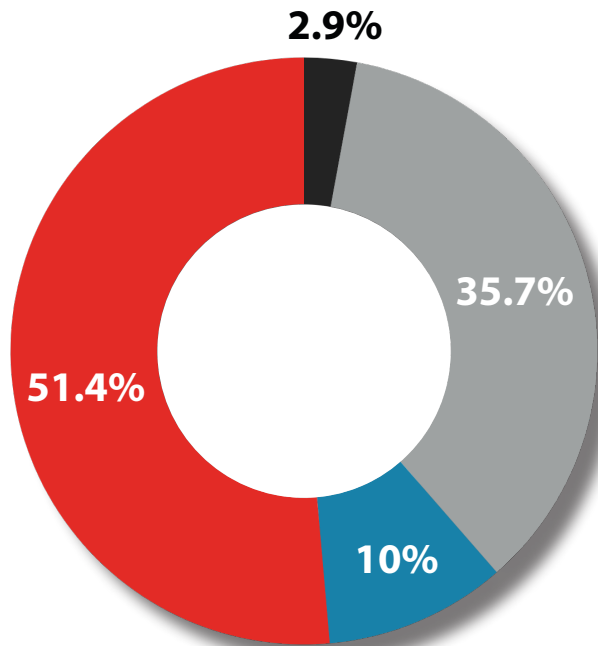
2024 Company Members

- 3M Company
- Abbott Nutrition
- Alpek Polyester USA, LLC
- Amazon
- Amcor Packaging
- Anchor Packaging
- Califia Farms
- Campbell Soup Company
- Cargill
- Charter Next Generation
- Chick-fil-A
- CJ Biomaterials
- ConAgra
- Dart Container Corporation
- Del Monte Foods, Inc.
- Diageo
- Dow Chemical
- Eastman Chemical
- Energizer Holdings
- ExxonMobil
- Ferrero
- General Mills
- Genpak
- GFL Environmental
- good2grow LLC
- Hallmark/Crayola, Inc.
- Henkel Corporation
- Hi-Cone
- Hoffmaster Group Inc
- Ingevity
- Intertape Polymer Group
- IPL Dayton
- Kellanova
- Kimberly-Clark
- Kraft Heinz
- Lactalis US Yogurt
- McCormick & Company, Inc.
- McDonald's/HAVI
- Minerals Technologies Inc.
- Mondelez International
- NatureWorks
- Nestle
- NOVA Chemicals
- Novolex
- Owens-Illinois (O-I)
- Pacific Coast Producers
- Pactiv Evergreen
- PakTech
- Pharmavite, LLC
- Pratt Industries
- Pretium Packaging
- Printpack
- Procter & Gamble
- RAI Services Company
- Reynolds Consumer Products
- Ring Container
- Sabert
- Sazerac
- Sealed Air
- Sonoco
- Spartan Chemical Company
- Suntory Global Spirits
- TC Transcontinental
- TemperPack
- Tetra Pak
- The Clorox Company
- The Hershey Company
- The J.M. Smucker Co.
- TOPPAN Inc.
- Tyson Foods, Inc.
- Winpak
- WK Kellogg Co
- Waste Management

2024 Associate Members

- Ag Container Recycling Council
- Alliance for Automotive Innovation
- American Bakers Association
- American Chemistry Council
- American Cleaning Institute
- American Coatings Association
- American Forest and Paper Association
- American Frozen Food Institute
- Animal Health Institute
- Biodegradable Products 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
- Household and Commercial Products Association
- International Dairy Foods Association
- International Bottled Water Association
- Meat Institute
- National Confectioners Association
- National Electrical Manufacturers Association
- National Waste & Recycling Association
- Pet Food Institute
- Plastics Industry Association
- Plumbing Manufacturers International
- Packaging Machinery Manufacturers Institute
- Recycled Materials Association
- SNAC International
- The Association for Dressings & Sauces
- The Toy Association
- The Western Plastics Association

Member Breakdown



Member Survey Feedback:

"AMERIPEN has done an outstanding job; their team is actively engaged and making a real difference in the advocacy realm."

"AMERIPEN provides great coverage, education, and paths for active involvement in legislative issues that are most important to us."

2024 Annual Program Partnership Sponsors



PRATT
INDUSTRIES



REYNOLDS
A BETTER TOMORROW



STRATEGIC PLAN

2024-2027

In 2024, AMERIPEN's Board of Directors debuted the results of a strategic plan process which reexamined the organization's mission and vision and introduced a new 2024-2027 strategic plan to succeed the 2021-2023 strategic plan. We've included a summary of our 2024-2027 strategic plan as the next page in this report. Guided by feedback gathered through a member survey and subsequent strategic planning session at our 2023 Annual Summit, Board members met in-person in November 2023 for a two-day strategic planning session to refine and update the pillars that continue to serve as the foundation for AMERIPEN's activities.

New goals were established to build on AMERIPEN's effective work in the policy and sustainability spaces:

- Secure the enactment of a model industry bill at the state or federal level, led by AMERIPEN.
- Publish an annual AMERIPEN State of Packaging Policy report that becomes a seminal industry resource by 2027.
- Strategically grow AMERIPEN's membership across the value chain, targeting organizations that align with our approach and values.
- Strengthen engagement with stakeholders through media, email, website content, meetings, forums, and other channels.

Following are some successes from 2024 that were enabled by and support the direction of the 2024-2027 Strategic Plan:

- Continued to successfully promote and advance AMERIPEN's packaging producer responsibility principles, objectives, and policy across multiple states, resulting in the passage of a new law in Minnesota, where AMERIPEN significantly influenced the drafting phase and supported the legislature. *While this report focuses on 2024 activities, we should note that Minnesota's law has been a model for well-designed EPR proposals in 2025.*
- Convened a coalition to build support for the future introduction of the Packaging and Claims Knowledge Act (PACK Act), focused on federal claims and labeling language.
- Grew membership from 94 to 109 total members.



**READ THE
STRATEGIC PLAN
FRAMEWORK**





AMERIPEN[®]

STRATEGIC PLAN FRAMEWORK 2024–2027

AMERIPEN is a trade association dedicated to improving packaging and the environment. We are the only material-inclusive packaging industry trade association in the United States representing the entire packaging supply chain. This includes materials suppliers, packaging manufacturers, retailers, consumer packaged goods companies, 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

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.

NEW OUTCOMES

WHERE WE ARE GOING

- Secure enactment of model industry state or federal bill led by **AMERIPEN**.
- Issue annual **AMERIPEN** State of Packaging Policy report that becomes seminal by 2027.
- Increase **AMERIPEN** membership strategically across the value chain and in the right places that support our approach and values.
- Increase engagement with stakeholders using, but not limited to, media, email, website, meetings and forums.



Advocacy and Policy

AMERIPEN will aim to lead in evidence-based advocacy, influencing public policies that strike a balance between industry needs and environmental responsibility, fostering a sustainable and competitive landscape for packaging.



Communication and Education

AMERIPEN will prioritize cooperation through strategic networking, effective communication, and educational initiatives to empower industry leaders and policymakers with the knowledge and tools needed for sustainable packaging solutions.



Innovation and Research

AMERIPEN will continue to invest in fostering innovation and research within the packaging industry, supporting the development and adoption of cutting-edge, sustainable policies, practices and technologies that align with industry goals.



Industry Collaboration

AMERIPEN will actively collaborate with diverse sectors of the packaging value chain, including material suppliers, manufacturers, brand owners, retailers, recyclers and other stakeholders to create a cohesive and united front for advancing sustainable packaging practices and advocating for responsible public policies.



Public Awareness and Perception

AMERIPEN will focus on raising public awareness and shaping positive perceptions of the value of sustainable packaging, emphasizing its benefits to consumers and promoting responsible packaging consumption and end-of-life habits.



Capacity Building for Members

AMERIPEN will be dedicated to growing and maintaining the capacity of its membership by providing resources and support to enable those members to effectively develop and implement sustainable packaging practices.







AMERIPEN[®] **Advocacy** **In Action**

Advocacy and Policy

Please note that this report covers 2024 activity and does not include advocacy efforts in 2025, such as our work in Washington, Maryland, and New York.

EXTENDED PRODUCER RESPONSIBILITY

AMERIPEN's core issue, extended producer responsibility (EPR), refers to policy for end-of-life (EOL) packaging management in which producers (often defined in legislation as brand owners) are required to pay fees to a producer responsibility organization (PRO) in order to fund recycling activities. This aims to make producers financially accountable for end-of-life for packaging they are responsible for.

AMERIPEN supports policy positions, including those on packaging EPR, that are results based, effective, efficient, 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. More specifically to extended producer responsibility, AMERIPEN supports EPR legislation that represents 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 2024, EPR for packaging continued to be AMERIPEN's highest priority and highest profile advocacy issue, as interest in EPR persisted in many states and emerged in others. AMERIPEN tracked nearly 50 EPR bills nationwide in 2024, an increase of roughly 10 from the previous year. AMERIPEN engaged and led the charge in this space around the country, taking part in stakeholder processes for future legislation, lobbying in statehouses, and submitting testimony both in opposition to and support of proposed legislation.

The biggest development in the EPR space was the passage of Minnesota's EPR law, where AMERIPEN was not only able to offer language and provisions that were eventually included in the bill, but also marked the first EPR law to be passed with AMERIPEN's support. Through early 2025, best practices established in Minnesota have been introduced through our successful advocacy in states such as Washington and Maryland.

Provisions such as a scaled shared responsibility funding model and the development of recycling goals by both the producer responsibility organization and the administering state agency, rather than inclusion of prescriptive goals in the law itself, more closely mirror AMERIPEN's EPR policy and principles and represent progress in the broader EPR conversation. AMERIPEN also continued its dedicated coverage of the regulatory process for enacted packaging EPR and other laws through weekly email correspondence and a monthly regulatory call to ensure we meet AMERIPEN members' needs as many packaging laws moved into their rule making phase.



LABELING



AMERIPEN supports uniformity of labeling standards for clarity for 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 furthered its search for solutions to the consequences of California’s 2021 labeling bill (SB 343) and opposed similar legislation in multiple states in 2024, 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 in use 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. Most notably, 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, newly engaged federal lobbyists, and the broader PACK Act Coalition to strategize the introduction of the PACK Act federal labeling bill language, with introduction targeted in 2025. 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 function as 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).

There was sustained interest and activity surrounding recycled content mandate proposals in 2024, including proposals within EPR legislation, and ongoing concern and questions regarding New Jersey’s PCR regulations. With continued uncertainty surrounding covered products, enforcement, and a lack of formal rules, AMERIPEN provided information and pressed the New Jersey Department of Environmental Protection (DEP) to seek answers on behalf of our members and the industry at large.

TOXICS IN PACKAGING



Bans or restrictions on the use of per- and polyfluoroalkyl substances (PFAS) in packaging continued to be a well-publicized issue for packaging in 2024, while the trend continued of new legislation seeking to go 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.

AMERIPEN worked successfully with others to stall the forward movement of these types of bills in 2023 and 2024, but we anticipate seeing more of these types of proposals introduced moving forward, either as stand-alone measures or attached to other packaging policies such as EPR.

Communications and Marketing

2024 was AMERIPEN’s first full year using our new association management software (AMS) platform, which allows us to more effectively communicate with and distribute content to members. Our AMS is what powers our memberships, events, files, communications, and the Member Portal – leading to efficient and effective communication with members and other key stakeholders.

Beyond our AMS integration, we utilized a wide range of communications tools to connect with members, policymakers, media, and other stakeholders, including 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:



1,012
Media and Trade Interviews/
Mentions/Quotes



5
Press Releases



471
New Packaging Industry
Contacts



179
Promotional Emails



26
Public Hearings/Testimonies



11
Authored Trade Articles



13
Public Webinars



3,033
Webinar Attendees

Digital Impact



Website

34,335 Users
69,914 Page Views



Email

39% Average Open Rate
30% Average Click
Through Rate



LinkedIn

1,300 Followers
166 Posts

Committees, Task Forces, and Work Groups

AMERIPEN's committees, task forces and work groups are designed to provide our membership with the opportunity to become informed, network, and engage on 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 work groups (ongoing with no specific end date) or task forces (launched with a specific end goal/deliverable in mind) to offer deep dives into specific issues or opportunities impacting packaging.

Participation in these groups is the main method of communicating the value of AMERIPEN's work to our members and we believe our committees, task forces and work groups are initiatives designed to help maximize the value of membership. We welcome insights from members on future committees or task forces that may be of value.

Government Affairs Committee and Coalition



2024 Chair: Brendan Adams, *Kraft Heinz*

Staff Contact: Rob Keith

Frequency: Weekly Calls

The Government Affairs Committee, which is open to Company Members, and the Government Affairs Coalition, which also 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 every other Friday and are then joined by our Associate Members on the alternate Friday for the Government Affairs Coalition. A comprehensive summary of legislative activity is also provided to participants on a weekly basis.

Our Federal Work Group and PACK Act Coalition are offshoots of our Government Affairs Committee. These efforts are led by the Government Committee Chair, who works closely with our lobbyists VNF Solutions on overall updates and strategy along with specific support from Steptoe on the PACK Act legislation. While the Federal Work Group is dedicated to reviewing and existing proposed federal legislation and regulation, the PACK Act Coalition's priority is supporting efforts for the future introduction of the PACK Act and building support in Congress for its future passage.

Communications Committee



2024 Chair: Julianne Trichtinger, *NOVA Chemicals*
Staff Contact: Brendon Holland
Frequency: Monthly Calls

This committee, open to Associate and Company Members, advises AMERIPEN on potential communication strategies. The committee helps identify key messages and topics to address in the media, as well as identify effective ways to help promote and increase awareness of the AMERIPEN brand. The Communications committee took on a larger role throughout this year in exploring opportunities to allow non-members to view more content. This will potentially better advertise the value of membership and expand AMERIPEN's prevalence in the packaging policy landscape, while still retaining the value of membership.

Membership Committee



2024 Chair: John Avolio, *NOVA Chemicals*
Staff Contact: Rob Keith
Frequency: Monthly Calls

This committee, open to Company and Associate Members, advises AMERIPEN on potential membership recruitment and retention strategies to grow and sustain the association's member base. Its purpose is to recruit new members, retain existing ones, and ensure AMERIPEN delivers value aligned with member needs. The committee regularly gathers feedback, develops outreach strategies, and helps foster a sense of community and engagement within the industry.



Committees, Task Forces, and Work Groups

Annual Summit Planning Committee



Chair: Emily Williams, *TC Transcontinental*

Staff Contact: Ashley Boger

Frequency: Monthly Calls between January to June

This committee meets starting in January 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. AMERIPEN's Annual Summit is the leading industry conference that delivers educational, networking, and professional development value to sustainability and packaging policy professionals. The committee typically selects themes, speakers, and session topics, coordinates logistics, and promotes the event to ensure strong participation and impact.

Compostables Work Group



2024 Chair: Lynn Dyer, *formerly with Pactiv Evergreen*

Staff Contact: Rob Keith

Frequency: Every Other Month

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 with partner organizations.

Sustainability Committee



2024 Chair: Rebecca Kaufold, *Spartan Chemical Company*

Staff Contact: Brendon Holland

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. The Sustainability Committee coordinates efforts to advance sustainable packaging through policy, market alignment, and strategic communication. It works to develop guiding principles for applying lifecycle analysis (LCA) to packaging-related legislation and regulation, helping shape informed policies at both the state and federal levels.

At the same time, the group seeks to bridge the gap between packaging designers and the recycling industry to better align material choices with recovery infrastructure and investment. Complementing these efforts, the committee also leads initiatives to promote the sustainability achievements of members and communicate the essential role and value of packaging, including public campaigns that counter the perception of packaging as waste. This group is broken down into three subcommittees:



**Value of Packaging/
Lifecycle Data**



**Recycling Market
Development**



**Sustainability Promotion/
Communications**

GET INVOLVED

Get involved with AMERIPEN's committees, work groups, and task forces to help shape the future of packaging. Whether your focus is policy, sustainability, innovation, or communications, there's a place for you to collaborate, share expertise, and drive impact. Explore current opportunities and join the conversation today!



2024 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 2024 fiscal year with \$1,378,981.07 in net assets.

OPERATING REVENUE

Membership Dues.....	\$1,670,750
Annual Summit Revenue.....	\$85,550
Sponsorship Revenue.....	\$25,000
Webinar Revenue.....	\$51,037
Total Operating Revenue.....	\$1,832,337

OPERATING EXPENSES

Association Management.....	\$227,254
Staff & Consultants	\$471,781
Legislative and Regulatory.....	\$637,150
Annual Summit.....	\$109,085
Projects and Research.....	\$39,575
Communications and Marketing.....	\$53,849
Other.....	\$45,578
Total Operating Expenses.....	\$1,584,273

NET ASSETS

Net Assets Beginning of Year ¹	\$1,070,431
Change in Net Assets.....	\$308,550
Net Assets End of Year ².....	\$1,378,981

¹ Includes deferred 2024 membership dues revenue

² Includes deferred 2025 membership dues revenue

2025 Initiatives

New Leadership

With the departure of former AMERIPEN Executive Director, Dan Felton in late 2024, in 2025 we welcomed Lynn Dyer as AMERIPEN's new executive director to continue the excellent work of the organization and lead our association into the future. A respected leader with decades of experience across the packaging value chain, Lynn brings deep policy expertise, a strong record of collaboration, and a clear vision for AMERIPEN's future.

Lynn's leadership comes at a critical time for packaging policy, and we're confident she will guide our work with purpose and impact across the broader packaging community. She will lead our Board of Directors and AMERIPEN's numerous specialist consultants as we move forward to increase AMERIPEN's influence and membership.

Federal Advocacy Expansion

2025 will continue to be busy in the legislative and regulatory space as federal interest and attention to packaging extended producer responsibility (EPR) and labeling legislation, laws, and regulation continues to rise. Buoyed by the addition in 2024 of federal lobbyists – VNF Solutions – AMERIPEN will continue to find opportunities to engage and lead emerging policy discussions at the federal level.

Given sweeping changes in Congress and the presidential administration in late 2024, we will continue working closely with VNF Solutions as we expand AMERIPEN advocacy and engagement with Congress and federal agencies, including new leadership at the Environmental Protection Agency (EPA) and the Federal Trade Commission (FTC). Our primary objective will be to continue building support for the introduction of AMERIPEN's draft federal packaging claims and labeling legislation – the Packaging and Claims Knowledge Act (PACK Act) – to establish a new consistent framework for compostable, recyclable, and reusable claims for product packaging. This effort will be critical as more states look to follow in the footsteps of California to enact their own potentially onerous and conflicting claims and labeling laws.



POWER OF PACKAGING

Power 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. With 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 other stakeholders why packaging matters and how it makes their lives better, especially when we can collect, sort, and reprocess it for remanufacturing.

This content will help to inform policymakers on the inherent value of all packaging, but we anticipate it can also be used as an informal "script" for our members to use in their own advocacy and marketing. We plan to launch our all-new website and social media pages in 2025.

Staff and Consultants



LYNN DYER
Executive Director
lynnd@AMERIPEN.org

As AMERIPEN Executive Director, Lynn 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. Lynn is deeply involved with the strategy and efforts of all AMERIPEN committees and will be present on most calls.



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.



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 Lynn Dyer.



BRENDON HOLLAND
Communications Consultant
brendon@markens.com

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

directly from him from time to time on upcoming communications and strategic planning. Brendon 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 Ashley Boger.

Staff and Consultants



MARK BESCHER
Policy Consultant

Mark Bescher, Principal at Legacy Public Policy and Circular Action Alliance Board Member, supports AMERIPEN in policy development and issue management

consulting. Mark will help guide our efforts and advance our strategic goals related to government affairs and policy positions. Requests concerning Mark's work on behalf of AMERIPEN or for assistance on regulatory issues must go through an AMERIPEN staff member to ensure that such requests are within the scope of AMERIPEN's contract with Legacy Public Policy.



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 he joins AMERIPEN calls, all communications and requests regarding his regulatory work must go through AMERIPEN staff to align with contractual guidelines.



GREGORY MELKONIAN
Regulatory Government Affairs Associate

As Regulatory Government Affairs Associate at Serlin Haley, Gregory is a consultant for AMERIPEN.

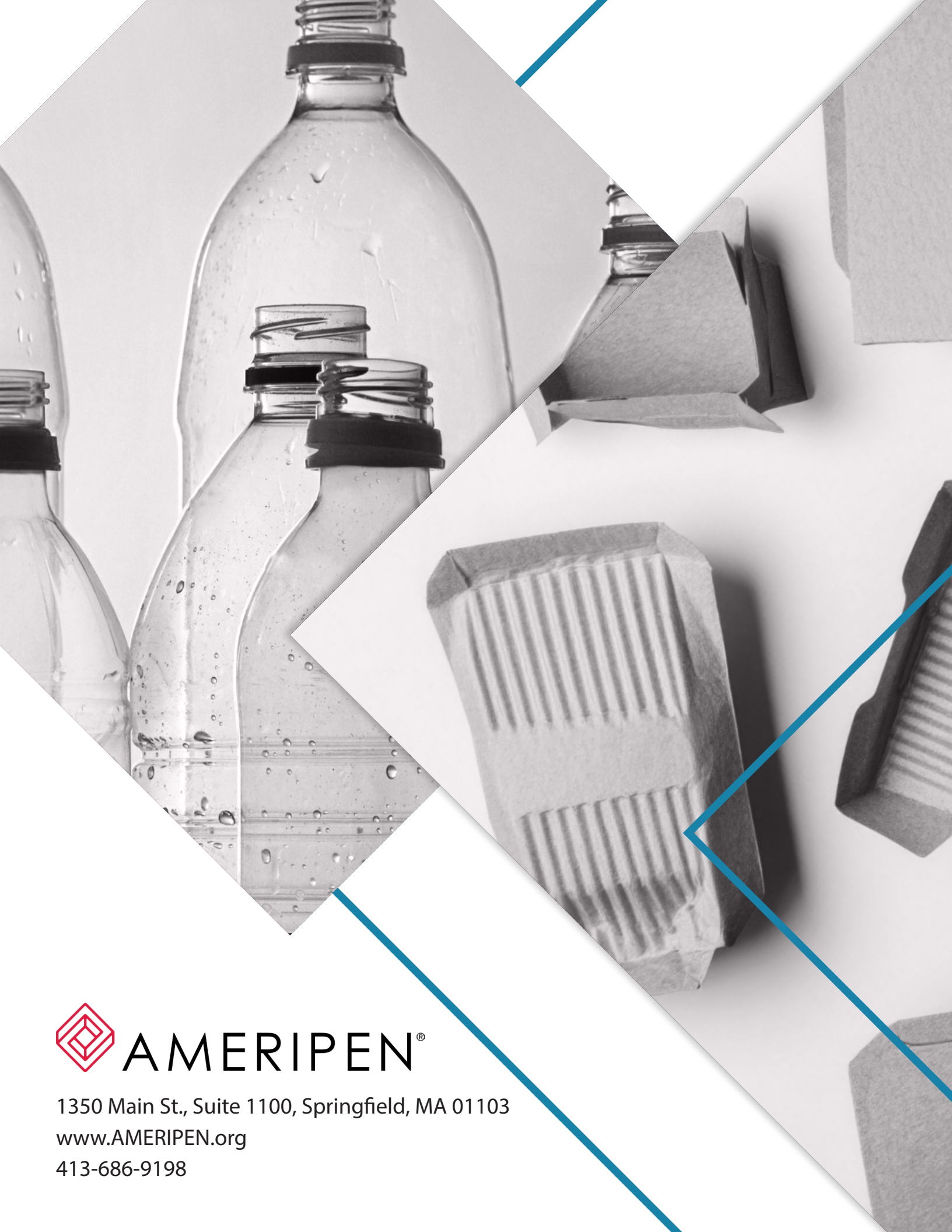
He began his role in August 2023, bringing an impressive background in legislative policy analysis from ten years in the California State Legislature. He leads the work reported through the monthly regulatory call and weekly regulatory email updates. While he joins AMERIPEN calls, all communications and requests regarding his regulatory work must go through AMERIPEN staff to align with contractual guidelines.



EDWIN BORBON
Government Affairs Associate

Edwin brings extensive experience in California's legislative landscape, having served in the State Assembly and as a lobbyist with Precision Advocacy Group.

He most recently worked as legislative director for Assemblymember Tasha Boerner. Edwin leads updates on regulatory issues through AMERIPEN's monthly calls and weekly emails. While he joins AMERIPEN calls, all communications and requests regarding his regulatory work must go through AMERIPEN staff to align with contractual guidelines.



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