

VIA EMAIL and U.S. Mail

March 28, 2014

Theresa Stiner
Land Quality Bureau
Iowa Department of Natural Resources
502 E 9th Street 502, Wallace Building
Des Moines, IA 50319-0034

Subject: Thermostat Recycling Corporation's 2013 Annual Report

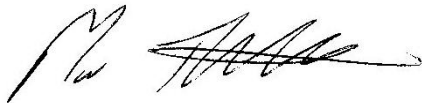
Dear Ms. Stiner:

Attached is TRC's annual collection report for calendar year 2013. TRC has made its best effort to provide a comprehensive report on its efforts to promote the collection program in Iowa and improve the program's environmental outcomes.

TRC continues to market its program in Iowa. We are working with HVAC wholesalers and others to increase the visibility of the program at their locations and will continue to push information about the program to HVAC contractors, technicians, homeowners, and others in the state.

TRC welcomes the opportunity to review this report with you and discuss our 2013 marketing efforts. I may be reached at 571-447-4315 or by email at mark.tibbetts@thermostat-recycle.org.

Sincere Regards,



Mark Tibbetts
Executive Director

TRC Annual Report on Mercury-added Thermostat Collection and Recycling in Iowa Calendar Year 2013 Activities

Exhibit 1: 2013 Iowa Collections by Brand

Brand Holder	Total Thermostats	Total Switches
Burnham Holdings	1	1
Carrier	44	98
Climate Master	1	1
General Electric Corporation	22	60
Goodman Global	34	39
Grainger	1	4
Honeywell	2,154	2,520
Hunter Fan	1	1
Invensys	15	15
ITT Corporation	17	29
Lennox	234	312
Lux Products	19	22
Marley-Wylain Company	2	2
McQuay International	4	12
Nordyne Corporation	11	22
Rheem	6	8
Sears Holdings	16	18
Trane	52	104
White-Rodgers	338	364
York/Johnson Controls	20	36
----- Orphan Brands -----		
Singer	1	1
afco	1	1
BELL BROS	1	1
Green Colonial	1	1
----- Nom -----		
NOM	42	67
Loose Bulbs	0	539

In Iowa, TRC recovered the equivalent of 3,479 mercury thermostats from 3,038 whole mercury thermostats plus 539 thermostat mercury switches.

Collections increased by over 20% compared to 2012.

TRC recovered approximately 5% of thermostats from HVAC contractors, 3% from HHW locations, and 91% from HVAC wholesale distributor collection locations.

Waste Mercury-Added Thermostat Management

Bins with waste mercury-switch thermostats are received at the fulfillment/processing center in Golden Valley, Minnesota. The facility is owned and operated by Honeywell International under contract with TRC.

Bins are received at the loading dock and sent to the TRC processing area. The bin and plastic liner are opened and the contents are identified, sorted, and tallied.

The following data is recorded for each bin returned and processed: bin number, business name (location name), city, state, zip code, date returned, number of thermostats and mercury switches by manufacturer and any non-conforming material.

The bin is returned to the location that sent it in with a new prepaid address label within 72 hours of receipt. The thermostats are stored and staged in a plastic lined carton in a storage area for final processing. The containers are dated and processed in order received, first in-first out.

The containers are returned from the storage area to the TRC processing area to have the mercury bulbs removed from the plastic housing. Universal Waste Regulations require the disposal of waste within 12 months of generation. TRC's processor requires that the disposal occur within 6 months of generation and TRC follows the more stringent requirement. Small quantities of thermostats are removed from the container, which is then closed again, and placed at the bulb removal workstation on a tray that contains any potential mercury spillage. The bulbs are removed from the thermostats and placed into a 2 quart container at the work station. If a bulb breaks and the mercury spills, the work area is designed to contain the spillage and the operators are trained in the clean-up and disposal of mercury. The TRC processing area is equipped with special mercury vacuum cleaners

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and the work area is vacuumed at the end of the work day to assure that any spillage is cleaned up and not left to evaporate.

The 2 quart container is emptied into a special 55 gallon drum which is labeled and dated according to regulations. The drum is sealed with a band and is only opened when contents are being added to it. Special negative pressure venting assures any fumes are drawn away and vented when the drum is opened.

The 55 gallon drum is then shipped to Veolia Environmental Services in Port Washington, Wisconsin for final processing of the mercury ampoules (switches) Veolia Environmental Services meets or exceeds all local, state, federal and EPA regulations for the management of the product. Veolia's approvals for mercury recovery/recycling include:

- EPA - identification WIR000130591 (Veolia Environmental Services, Inc.)
- EPA BDAT Requirement - satisfied by all recovery operations
- CERCLA (Comprehensive Environmental Response Compensation and Liability Act)
- Wisconsin Department of Natural Resources

The facilities' processing follows all EPA guidelines and regulations. TRC has a facility license from Hennepin County Minnesota for the operation of the TRC. Honeywell, Inc. has a Hazardous Waste Generator license from Hennepin County. All persons who handle mercury thermostats as part of the TRC operation receive training in the handling of Hazardous Waste and Universal Waste.

Program Education and Outreach

Direct Mail

In April, May, June, and July TRC mailed a 6x5 full-color postcard to approximately 567 principals of HVAC contracting businesses of all sizes located in Iowa. The postcard's key messages included ease and moral obligation. TRC sourced the mailing list from MailersHaven (www.mailershaven.com).

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Exhibit 2: Iowa Direct Mail



Paid Advertising

TRC's primary target audience remains HVAC contractors/technicians and distributors. The first group includes HVAC technicians working in residential and light commercial buildings, as they are the ones who remove the vast majority of mercury thermostats from service. The second group consists of HVAC wholesale distributor locations, as they remain the most likely and convenient location for the majority of Iowa-based technicians/contractors to purchase replacement thermostats and recycle waste mercury thermostats.

Homeowners are a secondary target audience as they represent a small segment of the market (+/- 10%). Since replacing a mercury thermostat is a rare event (if ever) for a consumer, TRC derives the greatest impact/value from its marketing budget by concentrating on the channel segment that yields the greatest benefit to program outcomes.

TRC's experience with previous advertising campaigns, the "Green" environmental message is less effective with our primary audience. Contractors/technicians are influenced mostly by cost, convenience and laws/regulations. TRC applied this lesson when planning and executing the 2013 advertising campaign. The campaign focused on "easy and free" and "It's the law", (where applicable, as only a limited number of states ban the disposal of mercury thermostats in solid waste and/or require HVAC contractors to recycle all mercury thermostats removed from service).

The purpose of TRC's advertisements were two-fold: 1) continue to build upon brand/program awareness of other promotional campaigns and 2) accelerate the pace of mercury thermostat replacement by helping contractors recognize opportunities to generate additional revenues by proactively replacing older mechanical (mercury) thermostats.

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Print-based advertising — TRC focused on frequency for the 2013 advertising campaign to saturate the market with the program's brand by placing smaller ads more frequently throughout the year. The scope of the advertising campaign was significantly expanded in 2013 to include additional trade channel publications. TRC attempted to specifically target Iowa, but since trade channel options are limited, advertising efforts were focused nationally.

New advertising this year included:

- **Contracting Business Magazine**, which has 43,000 monthly subscribers nationally who are primarily owners and managers of HVACR contracting companies. TRC ran a 2-color 1/4 page ad in March, June and August. (Exhibit 3)
- **Indoor Environment & Energy Efficiency Magazine**, which is mailed bi-monthly to all Air Conditioning Contractors of America (ACCA) contractor-members who own, manage, lead, and make decisions for their business. TRC ran a 2-color 1/3 page ad in July, September and November. (Exhibit 4)

Exhibit 3:

1. Save your customers money.
2. Protect the environment.

Two very good reasons why it's time to start a mercury thermostat upgrade crusade.

Round, square, rectangular. Thermostats come in many shapes and sizes. And when you come across an old mechanical mercury thermostat, there's a word you should share with your customers: **upgrade**. Newer, programmable thermostats help save energy costs and **don't contain mercury**.

You become a hero to your customers because you save them money. And you help protect the environment because you're recycling them properly. Contact us today to find out how you can get with our program. We're Thermostat Recycling Corporation and we're here to **make mercury thermostat recycling easy**.

Thermostat Recycling CORPORATION
an industry-funded non-profit
888.266.0550
thermostat-recycle.org

Exhibit 4:

1. You replace a lot of thermostats.
2. Many old thermostats contain mercury.
3. Mercury thermostats should be recycled.

Three very good reasons why you should directly participate in TRC.

TRC covers all recurring costs to transport and recycle mercury thermostats.

To order recycling containers call us at 888.266.0550.

It's that easy.

Thermostat Recycling CORPORATION
an industry-funded non-profit
888.266.0550
thermostat-recycle.org

TRC also continued print-based advertisements in the following national HVAC trade publications:

- **Distribution Center Magazine**, the exclusive publication of Heating, Air Conditioning & Refrigeration Distributors International (HARDI) with 11,000 bi-monthly subscribers. TRC ran a full-color 1/3 page ad in August to promote the Big Man on Planet competition. (Exhibit 5)
- **HVACR Business Magazine**, a national publication with approximately 34,000 qualified subscribers, of which more than 500 are in Iowa. TRC ran a 2-color 1/4 page ad March – May. (Exhibit 6)

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Exhibit 5:

They're in it to Win it!

Each time a mercury thermostat is recycled we protect the environment.

Let's recognize the following distributors who are one step closer to being the **2013 BIG MAN ON PLANET**. Winner(s) will be announced in December at HARDI's Annual Conference.

C.C. Dickson Company	Johnstone Supply, Inc.
Coburn Supply Company, Inc.	Minnesota Air
Duncan Supply Company, Inc.	US Air Conditioning Distributors, Inc.
Gustave A. Larson Company	Victor Distributing Company
G.W. Berkeimer Inc., Co.	Winstel Controls
Johnson Supply	

thermostat-recycle.org

HARDI resources that fuel your competitive advantage Heating, Air Conditioning & Refrigeration Distributors International

Thermostat Recycling CORPORATION
an industry-funded non-profit

Exhibit 6:

Thermostat Recycling CORPORATION
an industry-funded non-profit

1. Save your customers money.
2. Protect the environment.

Two very good reasons why it's time to start a mercury thermostat upgrade crusade.

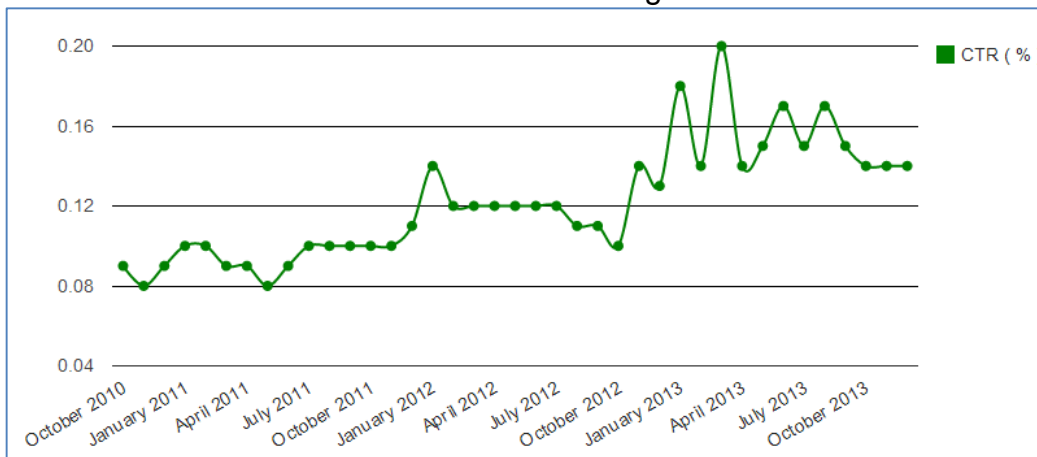
When you come across an old mechanical mercury thermostat, there's a word you should share with your customers: **upgrade**. Newer, programmable thermostats help save energy costs and **don't contain mercury**.

You become a hero to your customers because you save them money. And you help protect the environment because you're recycling them properly. Contact us today to find out how you can get with our program. We're here to **make mercury thermostat recycling easy**.

thermostat-recycle.org | 888.266.0550

Web-based advertising — TRC continued the use of rotating banner advertisements in 2013, with changes in scheduling and scope and the addition of new media outlets. New this year was the implementation of tracking URLs to better assess campaign performance. With these tracking URLs TRC was able to use Google Analytics to see exactly how much traffic each advertisement drove to the TRC website.

TRC's web-based ads gained a cumulative total of more than 770,000 impressions and an average click-through rate (CTR) of 0.6%. An impression is a measure of the number of times an ad is displayed, and a CTR is the number of times a click is made on the advertisement divided by the total impressions. The chart below presents benchmark data from Google's Display Benchmarks tool on average CTR's in the U.S. by year. As seen below, the highest average CTR was 0.2%, so TRC's CTR performance well exceeded the national average.



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New advertising this year included:

- **ACHRNews.com**, a website that assists the decision-makers from all branches of the air HVAC industry including contractors, manufacturers, distributors, parts and supply wholesalers, and service companies. More than 296,000 HVACR professionals visit the website every month. TRC ran two different banner ads in November and December that resulted in 56,423 combined impressions and an average CTR of 0.2%. (Exhibit 7 & 8)
- **ACHR Newsletter**, a weekly email blast with 10,000 subscribers. TRC ran a banner ad for 4 issues in December with a total open rate of 13,546 and an average CTR of 0.3%. (Exhibit 8)
- **HVACRBusiness.com**: TRC ran a banner ad in July that resulted in 5,063 impressions and a CTR of 2.6%. (Exhibit 9)
- **le3media.com**: ACCA magazine's official website. TRC ran an animated banner ad June – December. Impressions and CTR not available from publication. (Exhibit 10)

Exhibit 7:



Exhibit 8:

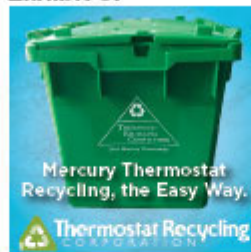


Exhibit 10 Frame 1:



Exhibit 9:



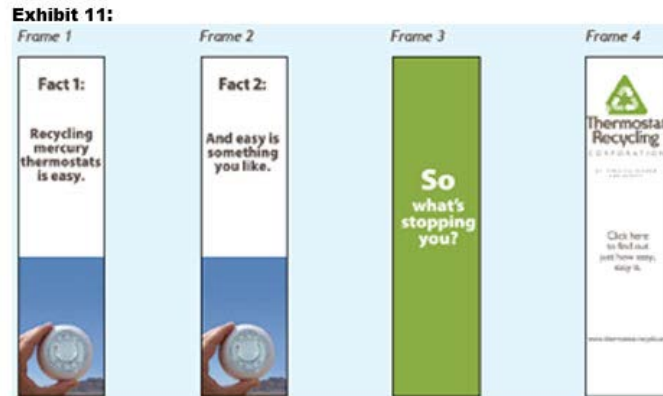
Exhibit 10 Frame 2:



TRC also continued web-based advertisements on the following HVAC industry websites below:

- **ContractingBusiness.com**, which averages 32,000 monthly visitors. TRC ran a rotating banner ad in March and May-July which resulted in 34,099 total impressions and an average CTR of .09%. (Exhibit 11)
- **HVAC-Talk.com**, an online forum that averages 310,000 monthly visitors. TRC ran a rotating banner ad in March and May-July which resulted in 592,037 total impressions and an average CTR of .05%. (Exhibit 11)

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Again, TRC's preference for this campaign in Iowa would have been state-specific sites, but have been unable to identify trade channel advertising opportunities specific to Iowa.

Google AdWords — In 2011 and 2012 TRC developed and deployed a Google AdWord campaign that geo-targeted contractors and consumers in states with mercury thermostat disposal bans, including Iowa. Advertisements appeared on Google search results pages (Exhibit 12) after an individual searched terms related to TRC's mission (E.g. thermostat replacement, contracting recycling regulations, mercury thermostat recycling, programmable thermostats, etc.).

Recognizing the value and effectiveness of the campaign, TRC implemented and expanded the Google AdWord campaign to run during the months of March, April, May, and June halting it during the summer months and running it again in October, November, and December.

The campaign yielded over 1.3 million impressions with an average CTR of 0.64% (a rate consistent with this type of campaign).

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Exhibit 12

[Got mercury thermostats?](#)

Recycle them. It's the law.

We make it easy.

thermostat-recycle.org

Recycling mercury
thermostats made
easy.

Staying in compliance
with state law made
easy.



Find the nearest recycling location to you. Enter your zip code to search.

Zip Code:

Search

Let's face it. It's important to do everything we can to keep our environment clean. No surprise there. And when it comes to recycling mercury thermostats you remove from a job site, it should be easy. Because the last thing you need in your day is one more hassle.

But the fact is recycling thermostats in your state is the law. And we're here to make it easy for you to recycle them.

Just search to find a drop-off location near you. Then drop it off and walk away. It's that simple.

We're the Thermostat Recycling Corporation and we're here to make things easier for you.

Trade Shows

TRC attended and exhibited at the following trade shows relevant to Iowa:

January 28 - 30: AHR Expo

Dallas, TX

AHR Expo is the largest national trade show for the HVACR industry. TRC staff exhibited and promoted the program to HVAC contractors, manufacturers and distributors. The show had a total registered attendance of over 51,224. Specifically, more than 4,500 attendees were from the North Central region of the U.S., including Iowa.

February 27 – March 1: The Indoor Environment & Energy Expo

Orlando, FL

Co-presented by ACCA, this expo is the largest marketplace for the indoor environmental and energy services contracting industry. TRC staff exhibited and promoted the program to attending HVAC contractors.

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March 17 – 19: HVACR Excellence Educators & Training Expo (New)

Las Vegas, NV

The nation's largest conference that is dedicated to providing professional development exclusively for HVACR educators and trainers. TRC staff exhibited for the first time and promoted the program to educators to include information on mercury thermostat recycling in their trainings.

March 4 – 5: Johnstone Supply Annual Membership Meeting

National Harbor, Maryland

Johnstone Supply is a cooperative wholesaler distributor of HVAC parts and equipment with 350 locations nationwide, including six in Iowa. Johnstone's Annual Membership meeting is invitation only and TRC was once again invited to attend and exhibit as part of an ongoing effort with Johnstone's corporate staff to encourage and expand the cooperative's members' participation in the program. The event is well attended by owners and senior staff and it was a unique opportunity to engage directly with key decision makers.

May 20: Environmental Industries Association Waste Expo (New)

New Orleans, LA

TRC participated in a panel presentation with fellow product stewardship programs PaintCare, CARE and Call2Recycle.

September 23 – 27: The North American Hazardous Materials Management Association National Conference (New)

St. Paul, Minnesota

This is an annual conference that highlights industry trends and provides sessions, roundtable discussions and training opportunities for HHW professionals and those in related fields. TRC staff presented "Marketing: How to Improve Outcomes with a Constrained Supply" during a session to educate the audience about marketing a recycling program. TRC also sponsored and exhibited at this conference.

December 7-10: Heating Air-conditioning and Refrigeration Distributors International (HARDI)

Phoenix, AZ

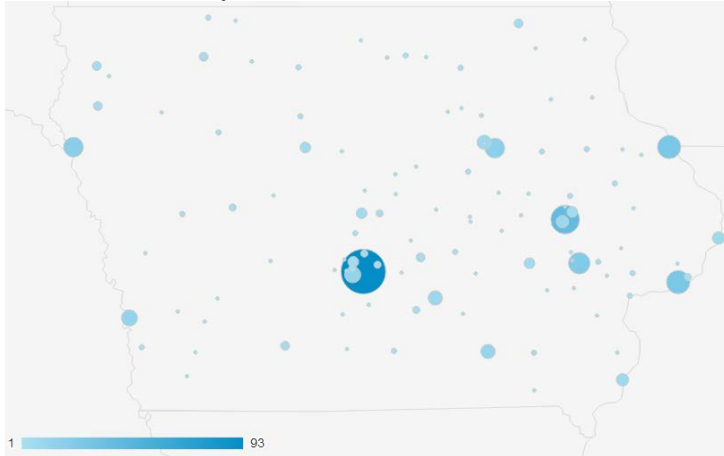
TRC exhibited and participated in the "Booth Program," which provides for 1-on-1 sessions with senior executive staff from HARDI member companies. This event targeted representatives of approximately 80% of the wholesale market for HVACR products. TRC also presented its annual "Big Man on the Planet Award."

Website/Social Media

Website traffic continued to grow in 2013 as TRC increased its total annual visitors by 85% compared to 2012. There was a 158% increase of visitors from Iowa to TRC's website and the state ranked 19th among the country in terms of its share of visitors to the site. The increase in traffic reflects the impact of paid trade channel advertising, Google AdWord campaign, and search engine optimization efforts.

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Exhibit 13: Map of TRC website Traffic in Iowa 2013



Earned Media

In 2013 TRC continued to enjoy positive and frequent coverage within the industry trade press, appearing more than 25 times through a variety of publications throughout the year. TRC issued a number of media releases and most were picked up generating additional exposure for the program.

Notably, TRC continued to receive coverage in industry leading publications such as *The Air Conditioning and Refrigeration News* (110,000 circulation), *HVACR Business* (circulation 30,000), and editorial pieces in *Distribution Center Magazine* (circulation 11,000) and *Indoor Environment & Energy Efficiency Magazine* (mailed to every ACCA member who specializes in residential, commercial, and industrial applications).

Other Program Activities

It is difficult to categorize and capture many of TRC's activities in a narrative based report. While paid placements and copy is easy to report, social media and other activities are more difficult to capture. Some examples of "miscellaneous" outreach include:

- In May TRC sent postcards to over 60 locations encouraging the location to return the TRC container if the location had not done so in the last 12 months. The postcard also encouraged the location to contact TRC if it needed assistance in preparing the bin for shipment or replacement shipping materials.
- Updates to TRC Search Utility on its website— TRC completed a major modification to its search utility on its public website in 2013. TRC is now filtering search results and excluding locations that do not return one or more of their bins within 14 months. This assists homeowners, contractors, and technicians in identifying convenient *active* collection sites. It also assists TRC in filtering out closed, consolidated or moved locations from search results. TRC has seen a noticeable decrease in complaints about site participation via email and phone following this change.

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- Training videos— TRC developed two brief training videos about the program. One was for HVAC contractors/technicians to demonstrate how easy it is to recycle thermostats. The second was to support our wholesale distributor partners to educate staff of the simplicity of the program and to assist with compliance with critical health and safety policies.

TRC created a YouTube page to host the videos (<http://www.youtube.com/user/ThermostatRecycling>) online at the end of April, 2013 and posted the one video on its homepage and the other on its safety page.

TRC has aggressively pushed the availability of the video. TRC burned copies of the video and marketed its availability of the video to HVAC educators, HVAC distributors, and others within the channel. TRC mailed copies to all Air Conditioning Contractors of America (ACCA) chapter leaders and posted information on its availability on the HVAC Educators Twitter group with over 1,000 members nationally.

The video for contractors was featured on ACHRNews.com from May-December, including one week on the homepage, and received 973 views from their website. ACHRNews enjoys over 296,000 website visits per month of which over 174,000 are unique browsers.

To date (3/27/14), the contractor video has been viewed over 1,700 times on YouTube, and the wholesaler video has been viewed over 300 times. In contrast, the California Department of Toxic Substances Control training video has been online since 9/27/11 and has only had 2,386 hits.

- Social Media— In 2013 TRC updated its social media strategy to focus on three main tactics:
 1. Inform – messaging about TRC’s program and news such as Big Man on Planet competition, new training videos, etc.
 2. Contribute – messaging about related industry news to contribute to trending conversations
 3. Engage – ask questions to encourage the community to actively participate in conversation

With this strategy and through more frequent updates and engagement, TRC’s Twitter account saw a 37% increase in number of followers in 2013, and its Facebook page enjoyed a 71% increase of page “Likes”.

- BMOP— TRC partnered with Heating Air-conditioning and Refrigeration Distributors International (HARDI) to launch the Big Man on Planet (BMOP) competition in 2013. This annual competition encourages HARDI members to promote TRC’s mercury thermostat collection program at their branches nationwide to see who can recover the most thermostats.

TRC mailed invitations to HVAC wholesale/distributor owners and principles throughout the nation to invite them to participate in the competition. In 2013, participation more than doubled and over 100lbs of mercury was recovered. Johnstone Supply was crowned the BMOP winner at HARDI’s annual conference. The presentation of the BMOP Cup created

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significant buzz at the show and the program was an unqualified success in 2013 (Exhibit 13).

Exhibit 13: DeWight Wallace, CEO Johnstone Supply with TRC Executive Director with BMOP Cup



Program Expenses

TRC is a national voluntary program that is also operating ten mandatory programs on behalf of its manufacturer members. As most promotional activities are run concurrently in multiple states, tracking and isolating expenses specifically to Iowa is not possible. Below is a summary of TRC's national program expenses for 2013. A copy of TRC's 2012 IRS Form 990 is also available for inspection.

Exhibit 14: 2013 Program Administrative Expenses

Program Component	2013 TRC Program	2012 TRC Program	Percent Change
TRC Staff and Administration	423,400	\$246,162	72%
Recycling Costs	317,874	\$335,613	-5%
Insurance	15,437	\$2,430	535%
Statutory Incentive Payments	23,955	\$47,166	-49%
New Collection Containers	21,936	\$27,495	-20%
Travel	32,608	\$25,994	25%
Legal	27,696	\$66,303	-58%
Direct Expense for Marketing & Outreach	177,743	\$169,840	5%
Total (expenses)	1,040,649	\$921,003	13%

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There was significant variance in many expense categories from 2012. Causes for changes include:

- TRC staff and administration increased by 72% in 2013. TRC added a full-time marketing staff person in January, effectively doubling TRC's staff. Additionally, TRC relocated its offices from the National Electrical Manufacturers Association (NEMA) in December 2012. TRC is now responsible for office lease expense that previously was provided at no cost by NEMA.
- Insurance Expense: There was no meaningful change. The variance reflects changes in how TRC accrued the expense in 2012/2013.
- Statutory incentive payments— Collections decreased by more than 30% in both Maine and Vermont.
- Travel: With the addition of staff, TRC attended more industry events in 2013 and was able to increase the frequency of collection location visits.
- Direct Expense for Marketing/Outreach: In 2012 TRC expended \$34,000 for marketing consulting. TRC shifted that expense in 2013 to a full-time staff person (new annual staff expense of approximately \$87,000) TRC. Funds previously allocated to marketing consulting were used to expand the scope of paid advertising, up-date TRC's website, develop training videos, and expand the scope of field work.

Recommendations/Next Steps

The most significant change to the program is the addition of one full-time staff person. TRC added an account representative position this year. This staffer's primary responsibility is to increase wholesale distributor participation in the program. In Iowa and other states with mandatory programs, our objective is to develop programs and resources that engage our collection partners to do more than the minimum required by law. This staff person will also spend considerable time in the field visiting wholesale branch locations to provide technical assistance in an effort to increase the visibility of the program.

In addition to staff changes TRC has firm plans for the following enhancements to the program:

- Website redesign: TRC launched an updated website in March. Changes include: updated search results to improve customer experience when searching for collection locations, a state map for easier navigation to specific state programs, a new blog and TRC program highlights section, better integration of participating wholesaler brands in the site, and search engine optimization. The redesign is also the first step towards optimizing the site for smart phones and tablets.
- Dump Bin Displays: TRC will develop a "wrap" of its collection container for use by wholesale distributors. The purpose is to raise the visibility of program at HVAC wholesale distributors.
- Update Direct Mail: Direct mail remains the primary means to directly communicate with Iowa contractors and technicians. TRC is currently reviewing its direct mail program. TRC anticipates significant changes which may include better targeting of mail (focusing on smaller "owner/operator" contractors with postcards, use "lumpy" mail to reach key

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contacts at larger “professional dealers”), email, changes in the size, timing and frequency of mailings.

- More frequent collection location contact: TRC plans on implementing rolling mailed reminders to Iowa collection locations that have not returned a bin within 12 months. TRC plans on starting this program by the end of March 2014.
- Implement Customer Relation Management (CRM) software: TRC plans on implementing CRM software. The software aligns with the addition of the account representative a position. TRC will more aggressively sell the program in 2014, targeting specific distributors and contractors in key markets. Additionally, the software will enable TRC to better document program activities.

TRC also plans on continued adjustments to its paid advertising strategy. With the addition of a full-time marketing person last year, TRC’s 2014 advertising campaign is well underway with many planned insertion orders completed. Moreover, TRC will be updating its online advertisements this year in an effort to increase click-through rates.

Some additional planned advertising and promotion (subject to change) include:

- Feature TRC program training video on ACHRNews.com on their “How-To” video section **(New)**
- Contracting Business Magazine dedicated Email blast to subscribers in states with disposal bans, including Iowa **(New)**
- Banner ad 3x in HVACR Business Magazine’s Enewsletter, a monthly newsletter that reaches more than 10,000 opt in readers each month **(New)**
- Expand frequency of Google Adwords/pay-to-click campaign and geo-target the campaign to specific state landing pages enabling TRC to incorporate state-specific messaging.
- Revamp the “Big Man on Planet Award” program to include an opportunity for more winners, with the goal of doubling the level of participation.
- Continue to exhibit at regional and key national industry events.

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APPENDIX A—Location and Collection Data

Collection Location Name	Business Type	Street 1	City	State	Zip	Count-Bins at Location	Date(s) of Bin(s)Receipt	Total Stats	Total Mercury
Adel Wholesalers Inc	Wholesalers	5414 KELLING STREET	DAVENPORT	IA	52806	3		0	0.00
AIR MANAGEMENT SUPPLY	Wholesalers	1820 E. SHERIDAN AVE.	DES MOINES	IA	50316	1		0	0.00
BLACK HILLS ENERGY	Contractor	1015 CEDAR CROSS ROAD	DUBUQUE	IA	52003	1		0	0.00
BLACK HILLS ENERGY	Contractor	1414 WEST BROADWAY	COUNCIL BLUFFS	IA	51501	1		0	0.00
Butler Co RCC	HHW Facility	25251 Hwy 3 East	Allison	IA	50602	1		0	0.00
Cass County Landfill & Recycling Center/RCC	HHW Facility	65928 Jackson Road	Atlantic	IA	50022	1		0	0.00
CEDAR FALLS UTILITIES	Contractor	1 UTILITY PARKWAY	CEDAR FALLS	IA	50613	1	07/18/2013	44	0.29
Cedar Rapids / Linn county Solid Waste Agency/RCC	HHW Facility	1954 County Home Road	Marion	IA	52302	2		0	0.00
Cedar Rapids Sheet Metal	Wholesalers	406 9th A SE	Cedar Rapids	IA	52401	2		0	0.00
Clinton County Sanitary Landfill/RCC	HHW Facility	4292 220th Street	Clinton	IA	52732	2		0	0.00
COMFORT PRODUCTS	Wholesalers	4101 N.W. 121 STREET	URBANDALE	IA	50323	1		0	0.00
COMFORT PRODUCTS	Wholesalers	5529 NORDIC DRIVE	CEDAR FALLS	IA	50613	1		0	0.00
Consolidated Supply	Wholesalers	600 Holcomb Ave	Des Moines	IA	50313	6		0	0.00
COUNCIL BLUFFS RECYCLING CENTER	HHW Facility	4441 GIFFORD ROAD	COUNCIL BLUFFS	IA	51501	2	01/10/2013	28	0.19
DAVENPORT TRANE PARTS CENTER	Wholesalers	109 WEST 55TH STREET	DAVENPORT	IA	52806	1		0	0.00
DENNIS SUPPLY CO	Wholesalers	300 W 7th St	SIOUX CITY	IA	51103	2	11/04/2013, 07/24/2013	199	1.67
DENNIS SUPPLY CO	Wholesalers	3326 NEBRASKA AVE	COUNCIL BLUFFS	IA	51501	2		0	0.00
DEY DISTRIBUTING	Wholesalers	3123 99TH STREET	URBANDALE	IA	50322	1		0	0.00
DEY DISTRIBUTING	Wholesalers	3727 UNIVERSITY AVE	WATERLOO	IA	50701	1		0	0.00
Dickinson RCC	HHW Facility	1924 240th St	Milford	IA	51351	2		0	0.00
Dubuque Metro Sanitary landfill/RCC	HHW Facility	925 Kerper Ct.	Dubuque	IA	52001	1		0	0.00
Dubuque Supply	Wholesalers	585 White ST / PO Box 117	Dubuque	IA	52004	1	02/05/2013, 09/16/2013	134	0.90

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FIRST SUPPLY	Wholesalers	4949 CHAVENELLE DR	DUBUQUE	IA	52002	1		0	0.00
Floyd-Mitchell-Chickasaw Solid Waste Mgmt Agency/RCC	HHW Facility	3354 330th St	Elma	IA	50628	1		0	0.00
Fremont Co RCC	HHW Facility	2879 250th St	Sidney	IA	51652	1		0	0.00
G JURGENSEN SCRAP DIVISION, LLC	Contractor	3155 290TH ST	FREDERICKSBURG	IA	50630	1		0	0.00
Great River Waste	HHW Facility	2092 303rd Ave	Ft. Madison	IA	52627	1		0	0.00
GUSTAVE A LARSON	Wholesalers	215 9TH STREET NW	CEDAR RAPIDS	IA	52405	1		0	0.00
GUSTAVE A LARSON	Wholesalers	2510 BELL AVENUE	DES MOINES	IA	50321	1		0	0.00
GUSTAVE A. LARSON CO	Wholesalers	802 SOUTH JEFFERSON	MASON CITY	IA	50401	3	03/18/2013	103	0.84
HALVORSON Trane	Wholesalers	2220 N.W. 108TH ST.	CLIVE	IA	50325	1		0	0.00
Hamilton co RCC	HHW Facility	2605 McMurry Ave	Webster City	IA	50595	1		0	0.00
Haz Chem center of South East Iowa/RCC	HHW Facility	13758 Washington Road	West Burlington	IA	52655	2		0	0.00
HEATING AND COOLING SUPPLY CO., INC	Wholesalers	105 BROADWAY	WATERLOO	IA	50703	4		0	0.00
Iowa City RCC	HHW Facility	3900 Hebl Ave SW	Iowa City	IA	52246	2		0	0.00
IOWA WHOLESALE SUPPLY	Wholesalers	14 S. 2ND AVE.	MARSHALLTOWN	IA	50158	1		0	0.00
JOHNSTONE SUPPLY # 230	Wholesalers	5040 BLAIRS FOREST WAY, SUITE A	CEDAR RAPIDS	IA	52402	1	04/24/2013	130	1.00
JOHNSTONE SUPPLY #155	Wholesalers	329 WEST 6TH STREET	WATERLOO	IA	50701	1	03/26/2013, 04/26/2013	192	1.41
JOHNSTONE SUPPLY CO	Wholesalers	11000 JUSTIN DR	URBANDALE	IA	50322	2	01/11/2013, 11/07/2013	223	3.24
JOHNSTONE SUPPLY CO	Wholesalers	1401 CUNNINGHAM DR.	SIOUX CITY	IA	51106	1	09/10/2013, 09/20/2013, 11/18/2013	293	2.67
JOHNSTONE SUPPLY CO	Wholesalers	329 W 6th St.	Waterloo	IA	50701	2	11/04/2013	124	0.85
JOHNSTONE SUPPLY CO	Wholesalers	3700 MISSISSIPPI AVE.	DAVENPORT	IA	52807	1		0	0.00
JOHNSTONE SUPPLY CO	Wholesalers	5001 N BRADY STREET	DAVENPORT	IA	52806	1	01/07/2013	102	0.71
JOHNSTONE SUPPLY CO	Wholesalers	711-14th St	Bettendorf	IA	52722	1		0	0.00
KELLY SUPPLY COMPANY	Wholesalers	1502 17TH AVENUE EAST	OSKALOOSA	IA	52577	1	06/04/2013	94	1.93
Kretschmer Tredway Co.	Wholesalers	220 E 9th St	Dubuque	IA	52001	1		0	0.00

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Landfill of North Iowa/RCC	HHW Facility	15942 Killdeer Ave	Clear Lake	IA	50428	1	01/30/2013	15	0.13
Lennox Industries Inc.	Wholesalers	1402 EAST MAIN STREET	MARSHALLTOWN	IA	50158	2		0	0.00
Lennox Industries Inc.	Wholesalers	4301 - 121ST STREET	URBANDALE	IA	50323	2		0	0.00
Mahaska Co RCC	HHW Facility	2979 Hwy 63	Oskaloosa	IA	52577	2		0	0.00
Metro Waste Authority/RCC	HHW Facility	1105 Prairie Drive SW	Bondurant	IA	50035	1	07/17/2013	47	0.33
Nelson and Hagy	Wholesalers	622 Ansborough Ave	Waterloo	IA	50701	1		0	0.00
NICHOLS CONTROLS & SUPPLY, INC.	Wholesalers	1721 DEAN AVE	DES MOINES	IA	50316	2	04/03/2013, 07/29/2013, 12/11/2013	312	2.55
NW Iowa Area Solid Waste Agency/RCC	HHW Facility	4540 360th Street	Sheldon	IA	51201	2		0	0.00
OTTUMA/RAPELLO RRC	HHW Facility	2415 EMMA ST.	OTTUMWA	IA	52501	1		0	0.00
PCB Solid Waste Agency/RCC	HHW Facility	1805 Linden Street	Cherokee	IA	51012	3		0	0.00
PLUMB SUPPLY COMPANY	Wholesalers	1622 NE 51ST AVE	DES MOINES	IA	50313	1		0	0.00
PLUMB SUPPLY COMPANY	Wholesalers	208 SE 9TH ST	PELLA	IA	50219	1		0	0.00
PLUMB SUPPLY COMPANY	Wholesalers	225 E PRENTISS	IOWA CITY	IA	52240	2		0	0.00
PLUMB SUPPLY COMPANY	Wholesalers	2408 E LINCOLN WAY	AMES	IA	50010	1	06/06/2013	2	0.02
PLUMB SUPPLY COMPANY	Wholesalers	45 19TH ST S.W.	MASON CITY	IA	50401	5		0	0.00
PLUMB SUPPLY COMPANY	Wholesalers	4700 "J" ST. S.W.	CEDAR RAPIDS	IA	52404	2		0	0.00
PLUMB SUPPLY COMPANY	Wholesalers	801-B IOWA AVE WEST	MARSHALLTOWN	IA	50158	1		0	0.00
PLUMB SUPPLY COMPANY	Wholesalers	920 FRONTIER RD	WAUKEE	IA	50263	1		0	0.00
PLUMBERS SUPPLY CO.	Wholesalers	72 COMMERCIAL DRIVE	IOWA CITY	IA	52246	1	01/24/2013	157	0.97
PLUMBING & HEATING WHOLESALE	Wholesalers	1005 DACE STREET	SIOUX CITY	IA	51101	1		0	0.00
PLUMBING & HEATING WHOLESALE	Wholesalers	1212 HEINE AVE	CARROL	IA	51401	1		0	0.00
PLUMBING & HEATING WHOLESALE	Wholesalers	1410 N. MAIN AVE NE	SIOUX CENTER	IA	51250	1	06/06/2013	23	0.14
PLUMBING & HEATING WHOLESALE	Wholesalers	HWY 18 & 71, 4135 4TH AVE W.	SPENCER	IA	51301	1		0	0.00
Prairie Solid Waste Agency/RCC	HHW Facility	1774 Lark Ave	Creston	IA	50801	2		0	0.00

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Rathbun Area Solid Waste Commission/RCC	HHW Facility	3020 McCarty Street	Centerville	IA	52544	2		0	0.00
REPUBLIC COMPANY	Wholesalers	737 CHARLOTTE STREET	DAVENPORT	IA	52803	8	03/14/2013, 03/15/2013, 03/15/2013, 04/04/2013	224	1.72
Scott Co RCC	HHW Facility	11555 110th Ave	DAVENPORT	IA	52804	1		0	0.00
SEMCO RCC	HHW Facility	29997 Hwy 78	Richland	IA	52585	2		0	0.00
Sioux City RCC	HHW Facility	5820 28th Street	Sioux City	IA	51104	2		0	0.00
SIOUX CITY WINAIR CO	Wholesalers	1115 5TH ST.	SIOUX CITY	IA	51101	1	04/25/2013, 02/24/2014	180	1.59
UNITED REFRIGERATION	Wholesalers	515 8TH AVE. S.E.	CEDAR RAPIDS	IA	52401	1	12/18/2013	32	0.35
United Refrigeration #429	Wholesalers	927 8th Street	Des Moines	IA	50309	2		0	0.00
Wayne Dennis Supply	Wholesalers	319 New York Ave	Des Moines	IA	50313	3		0	0.00
Wayne Dennis Supply	Wholesalers	7500 UNIVERSITY AVE	CLOVE	IA	50325	1		0	0.00
WAYNE DENNIS SUPPLY CO	Wholesalers	2711 FORD ST	AMES	IA	50010	1	08/19/2013	81	1.04
WAYNE DENNIS SUPPLY CO	Wholesalers	3155 99TH ST	URBANDALE	IA	50322	1		0	0.00
WAYNE DENNIS SUPPLY CO	Wholesalers	319 NEW YORK AVE	DES MOINES	IA	50313	1	12/05/2013	79	0.57
WAYNE DENNIS SUPPLY CO	Wholesalers	721 ANSBOROUGH AVE	WATERLOO	IA	50701	1	10/03/2013	98	0.64
WEST BRANCH, IOWA,	Demo	1892 DELTA AVE.	WEST BRANCH	IA	52358	1		0	0.00
WINTERBUTTON SUPPLY	Wholesalers	540 ANSBOROUGH AVE	WATERLOO	IA	50701	1		0	0.00
Woodbury Co RCC	HHW Facility	2210 Ida Ave	Moville	IA	50139	1		0	0.00
WASTE COMMISSION OF SCOTT COUNTY	Placeholder	11555 110TH AVENUE	Davenport	IA	52804	1		0	0.00
Hayman's Westside Ace Hardware	Retailers	1716 W. 4th Street	Davenport	IA	52802	1		0	0.00
Northern Plains Regional Collection Center	HHW Facility	3101 W. 18th Street	Spencer	IA	51301	2		0	0.00
Hanson's Plumbing & Heating	Contractor	101 East 5th Street	Spencer	IA	51301	1		0	0.00
Dennis Company Inc.	Wholesalers	3016 Brady Street	Davenport	IA	52803	1		0	0.00
Dennis Company Inc.	Wholesalers	203 30th Street Drive SE	Cedar Rapids	IA	52403	1		0	0.00
Dennis Company Inc.	Wholesalers	1107 Jefferson Street	Burlington	IA	52601	1		0	0.00
Total Maintenance, Inc	Contractor	1017 State Street	Bettendorf	IA	52722	1	11/27/2013	122	0.80