

VIA EMAIL and U.S. Mail

March 27, 2015

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 2014 Annual Report

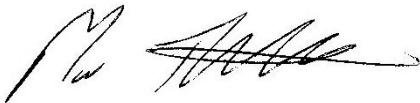
Dear Ms. Stiner:

Attached is TRC's annual collection report for calendar year 2014. 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 the program. 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 2014 Activities

Exhibit 1: 2014 Iowa Collections by Brand

<u>Brand Holder</u>	<u>Thermostats</u>	<u>Count Switches</u>	<u>Pounds Mercury</u>
Bard	3	3	0
Burnham Holdings	2	2	0
Carrier	62	111	1
Empire Comfort Systems	1	1	0
General Electric Corporation	7	18	0
Goodman Global	14	18	0
Grainger	7	9	0
Honeywell	2,005	2,390	15
Invensys	13	13	0
ITT Corporation	7	9	0
Lennox	212	295	2
Lux Products	21	22	0
Marley-Wylain Company	2	2	0
McQuay International	108	291	2
Nordyne Corporation	15	18	0
Rheem	13	17	0
Sears Holdings	13	16	0
Trane	40	75	0
White Rogers	299	315	2
York/Johnson Controls	17	39	0
----- Non-Member Brands -----			
AMERICAN STABILIS	1	1	0
Fredrich	1	2	0
Singer	3	4	0
ROBERTS GORDON	1	1	0
COMFORT ZONE	4	4	0
Green Colonial	2	2	0
MUELLER CLIMATROL	1	1	0
STEWART WARNER	1	1	0
GENERAL TIME CORP	1	2	0
ARKLA	1	1	0
MARVAIR	2	4	0
Superior	1	1	0
aeco	1	1	0
----- NOM (Manufacturer not Identifiable) -----			
NOM	3	3	0
Loose Bulbs	-	257	2
TOTAL	2,884	3,949	24

TRC recovered the equivalent of 3,071 mercury thermostats from 2,884 whole mercury thermostats plus 257 thermostat mercury switches. Since collections began in 1998 TRC has recovered over 34,000 mercury thermostats from Iowa collection locations.

Collections decreased by 5% compared to 2013.

TRC recovered approximately less than 1% of thermostats from HVAC contractors, 12% from HHW locations, and 87% 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

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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 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

TRC utilized direct mail, targeting both collection locations and HVAC contractors/technicians.

Collection Locations

- To encourage collection point participation and to stimulate timely return of TRC collection containers, TRC periodically mailed postcards (Exhibit 2) to collection points that had not returned a TRC container within the last 12 months (in accordance with Iowa's Universal Waste Regulations). TRC increased the frequency of these mailings in 2014 and reminders were dropped in April (63), June (66) and December (67).

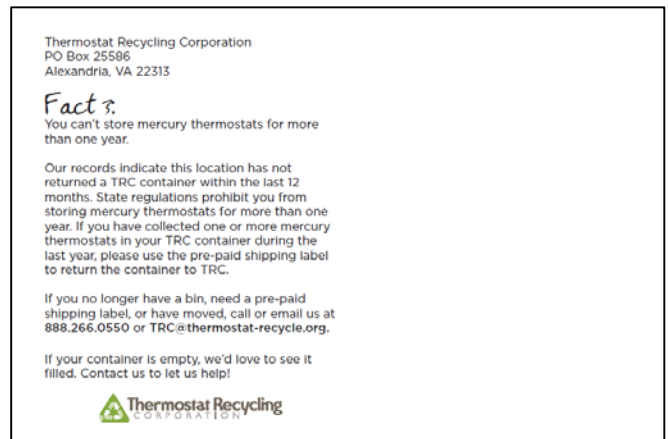
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Additionally, TRC revised the postcard art in September (Exhibit 3). The revised art file now includes an image of the TRC recycling container and updated guidance on how to return the bin or request new materials. Revisions to the postcard art improved the response rate of these mailings.

Exhibit 2: Postcard Used in April and June



Exhibit 3: New Postcard Used in December



HVAC Contractors/Technicians—

- TRC developed an oversized 9x6 full-color postcard targeting larger contractors with more than 10 employees. TRC mailed this postcard twice in July to 202 contacts in Iowa and repeated the mailing two more times in August.

The postcard reminded HVAC contractors of their legal obligation to recycle mercury thermostats. The postcard also included a link to an online survey for an opportunity to win a 42" flat screen TV for completing the survey (Exhibit 4).

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TRC received no requests for free recycling containers from Iowa contractors or survey responses.

Exhibit 4: 9x6 Summer Postcard



- Mouse Pad Mailing—TRC developed a branded mouse pad to direct mail by itself with no envelope to garner a higher open rate (Exhibit 5). This was sent in October to 114 HVAC contracting business companies in Iowa with more than 10 employees. The mouse pad included a sticker with a limited-time offer to sign up for a free TRC recycling container. It served as an awareness piece and TRC received one request for containers from an Iowa contractor.

Exhibit 5: Mouse Pad Mailing



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Advertising

TRC's primary target remains HVAC contractors/technicians and HVAC wholesale distributors. For the contractors/technicians segment, TRC focuses on residential and light commercial contractors. The second segment is HVAC wholesale distributor locations, as they remain the most convenient location for the majority of Iowa-based technicians/contractors to purchase replacement thermostats and recycle waste mercury thermostats.

Homeowners remain a secondary market 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 activities by concentrating on the channel segment that conducts the vast majority of repeat thermostat replacements.

TRC's 2014 advertising campaign continued to focus mostly on "easy and free" and "It's the law" messaging (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 brand/program awareness and 2) increase program participation by raising awareness of specific legal obligations to recycle and the ease of recycling.

Print-based advertising — TRC again emphasized frequency in its 2014 advertising campaign and expanded the scope of the advertising campaign. Local trade channel options remain limited and past general consumer advertising in other states has led to no demonstrable increases in collections.

New advertising included:

- **Johnstone Supply Flyer**, a printed version of their online catalogue that is mailed to more than 300,000 HVAC contractors nationwide. The flyer featured a TRC advertisement in their August and December issues (Exhibit 6). Johnstone Supply has six locations in Iowa. Johnstone Supply provided these placements at no-cost to TRC.

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

- ***Distribution Center Magazine***, the exclusive publication of Heating, Air Conditioning & Refrigeration Distributors International (HARDI) with more than 11,000 bi-monthly subscribers. TRC ran a full-color 1/4 page ad in May and December promoting the Big Man on Planet competition. (Exhibit 7)

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- **HVACR Business Magazine**, a national publication with approximately 34,000 qualified subscribers. TRC ran a 2-color 1/4 page ad January – March. (Exhibit 8)

Exhibit 6: Johnstone Supply Flyer Ad



Exhibit 7: Distribution Center Ad



Exhibit 8: HVACR Business Magazine Ad

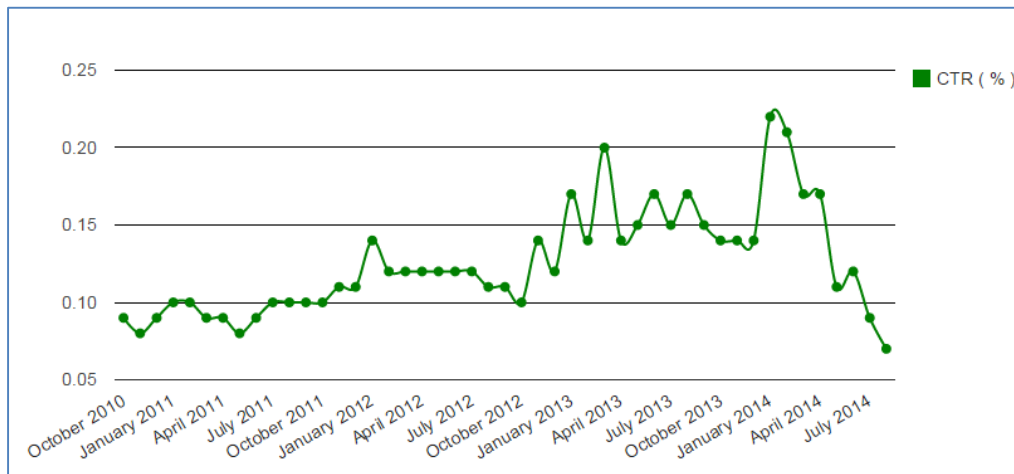


Web-based advertising — TRC continued the use of rotating banner advertisements in 2014, with changes in scheduling and scope and the addition of new outlets.

TRC's web-based ads gained a cumulative total of more than 906,000 impressions, and email ads were sent to more than 19,000 subscribers. 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. Exhibit 9 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 exceeded the national average.

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Exhibit 9: Google's Display Benchmarks Tool



New advertising in 2014 included:

- **HVACR Business “Ahead of the Curve” Enewsletter**, a monthly newsletter that reaches approximately 9,000 opt in readers each month. TRC ran a rotating banner ad in February, March and April. (Exhibit 10)
- **ACHR News How-To Video**, TRC’s program training video was featured in the “how to” section of ACHRNews.com in July. The video received 148 views. The video was also featured on their YouTube page for the remainder of the year where it received an additional 352 views.
- **Contracting Business Magazine dedicated Email blast**, sent twice to 5,989 subscribers in states with disposal bans and to 193 subscribers in Iowa (Exhibit 11). The July mailing received 944 opens and a 16% CTR, and the September mailing received 775 opens and a 13% CTR, which the publisher indicated was a high open rate for them.

Exhibit 10: HVACR Business Enewsletter Ad

The banner ad is divided into two horizontal sections. The top section has a blue background and features an image of three mercury thermostats on the left. To the right of the image, the text reads "Recycling mercury thermostats has never been easier." in white. The bottom section has a white background and features the Thermostat Recycling Corporation logo on the left, which includes a green recycling symbol and the text "Thermostat Recycling CORPORATION" and "an industry-funded non-profit". To the right of the logo, the text reads "To order recycling bins, call us at 888.266.0550." in blue.

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Exhibit 11: Contracting Business Magazine Dedicated Email Blast

**Thermostat Recycling**
CORPORATION



Thermostat-Recycle.org
TRC@Thermostat-Recycle.org
1-888-266-0550

an industry-funded non-profit

Are You Breaking the Law?



TRC Offers Free Recycling Container

Your state prohibits the disposal of all mercury thermostats in solid waste*. Many states go further by requiring all HVAC contractors to recycle every mercury thermostat removed from service — prohibiting them to leave them at the customer's premise. Violations can result in fines up to \$25,000 per day, depending on your state.

Thermostat Recycling Corporation (TRC) offers a program to help HVAC contractors comply with the law. As a non-profit, TRC provides mercury thermostat recycling containers to your local HVAC wholesalers to collect them at no cost to you.

If you are an HVAC wholesale distributor or contracting business with seven or more technicians, you may participate directly in TRC's program by ordering a collection container. Sign up by 10/31 and enter **Promo Code CBEMAIL** to receive a free recycling container that holds approximately 100 mercury thermostats and contains all necessary materials to return the container to TRC at no cost to you.

Visit www.thermostat-recycle.org to learn more about how easy it is to take advantage of the program.

*Disposal bans apply in the following states: CA, CT, FL, IA, IL, ME, MA, MN, NY, NH, OR, PA, RI, and VT.

[Sign Up](#)

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

- **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 181,000 HVACR professionals visit the website every month, totaling more than 218,000 monthly website visits. TRC ran a banner ad January – March and October – December that resulted in 165,904 combined impressions and an average CTR of 0.1%. (Exhibit 12)
- **ACHR Newsletter**, a weekly email blast with more than 12,000 subscribers. TRC ran a banner ad for 4 issues in March with a total open rate of 11,740 and a CTR of 0.4%. (Exhibit 13)
- **HVACRBusiness.com**: TRC ran a banner ad in July that resulted in 6,638 impressions and a CTR of 0.32%. (Exhibit 14)

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- **HVAC-Talk.com**, an online forum that averages 310,000 monthly visitors. TRC ran a rotating banner ad February – March and September – October which resulted in 283,397 total impressions and an average CTR of .06%. (Exhibit 15)

Exhibit 12: ACHRNews.com Ad



Exhibit 13: ACHR Newsletter Ad

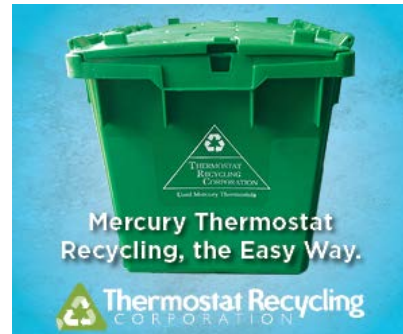
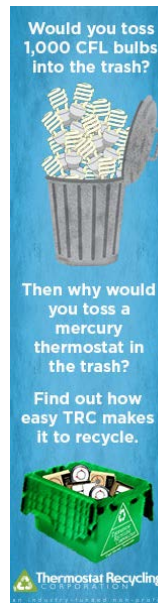


Exhibit 14: HVAC Business.com



Exhibit 15: HVAC-Talk.com



Google AdWords — Since 2011 TRC has deployed a Google AdWord campaign that geo-targets contractors/technicians and consumers (homeowners) in states with mercury thermostat disposal bans, including Iowa. Advertisements appear on Google search results pages after an individual

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searches terms related to TRC's mission (E.g. thermostat replacement, contracting recycling regulations, mercury thermostat recycling, programmable thermostats, etc.).

TRC continued this campaign in 2014 with enhancements to Iowa's landing page that included a direct link to the Iowa's state laws page (Exhibit 16). TRC launched the campaign in March, coinciding with the launch of the updated website, and ran it through the calendar year.

This is TRC's preferred option to reach consumers because of the campaign's extensive and targeted reach.

The Iowa campaign yielded 236,235 impressions with an average CTR of 0.24%.

Exhibit 16: Google AdWords Landing Page

The screenshot shows the TRC Corporation website's landing page for Iowa Mercury Thermostat Recycling. The header includes the TRC logo, the tagline "an industry-funded non-profit", and a "Find A Collection Site Near You" section with a zip code input field and a "Submit" button. A navigation bar contains links: "Find a Site", "Sign Up", "State Recycling Programs", "Resources", "About", "News", "Blog", and "Contact Us". Social media icons for Facebook, LinkedIn, Twitter, and YouTube are also present. The main content area features the title "Iowa Mercury Thermostat Recycling" and a photograph of various thermostats. To the right of the photo, the text reads: "Recycling mercury thermostats made easy. Compliance with state law made even easier." Below this, it says "Find the nearest recycling location to you." and includes another zip code input field with a "Submit" button. A link "Find out more about Iowa's mercury thermostat laws and collection programs." is provided. The footer contains a paragraph explaining the importance of recycling mercury thermostats, a note about the ease of the process, and a link to the state laws page.

Thermostat Recycling CORPORATION
an industry-funded non-profit

Find A Collection Site Near You
Enter Zip Code Submit

Find a Site Sign Up State Recycling Programs Resources About News Blog Contact Us

f in Twitter YouTube

Iowa Mercury Thermostat Recycling

Recycling mercury thermostats made easy.
Compliance with state law made even easier.

Find the nearest recycling location to you.

Enter Zip Code Submit

[Find out more about Iowa's mercury thermostat laws and collection programs.](#)

It's important to do everything we can to protect our environment. So when it comes to replacing a thermostat, it should be easy to recycle the old mercury one. Because the last thing you need in your day is a hassle to do the right thing.

The fact is, disposing of mercury thermostats in the trash is against the law in your state. Luckily, we make it easy for you to recycle them.

Just enter your zip code in the search tool above to find a Thermostat Recycling Corporation collection location near you. Then drop it off for free and you're done. That's it – it's that simple.

[We're an industry-funded non-profit here to help prevent mercury pollution.](#)

TRC's Website

In March, TRC launched an updated website with enhanced functionality. Updates include:

- **Find a Site page:** updated to direct people to active collection sites within the program that have returned a TRC bin within 14 months. This assists homeowners and

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contractors/technicians in identifying convenient collection sites who are actively participating in the program. It also assists TRC in filtering out closed, consolidated or moved locations from search results. A new feedback form allows visitors to inform TRC if a site isn't collecting to ensure TRC has the most accurate data. This was the second most visited page on TRC's website after the homepage.

- **State Recycling Programs:** features a clickable map of the United States to easily view different state laws and regulations. This supports easier navigation and lists state-specific information about mercury thermostat disposal. This was the 3rd most visited page.
- **Become a Collection Site:** now supports an online application to become a collection site, and PDF versions are still available as well. It was the fourth most visited page and accounted for more than 70 bin sign-ups throughout the year.
- **Collection Partners:** a new section that lists collection partner locations that have committed to offering TRC's mercury thermostat collection program at all of their locations within the continental U.S. This highlights information about each company and directs visitors to their websites to find out more. This gives TRC a new marketing value-add to participating companies to increase traffic to their websites.
- **Blog:** provides updates about TRC travels to trade shows, HVAC industry commentary, tips, etc.
- **Highlights:** shows select program accomplishments and offers factoids, testimonials and more.
- **Contact Us:** a new online form to submit an inquiry directly to TRC. This was added to offer better communication with the TRC team and to assist with answering questions in a timely manner.
- **Veolia:** a partnership to assist visitors in recycling mercury-containing products other than thermostats.

Website traffic continued to grow in 2014. TRC increased its total annual visitors by 50% compared to 2013. There was a 41% increase of visitors from Iowa to TRC's website and the state ranked 18th among the country in terms of its share of visitors to the site. The increase in traffic reflects the new redesign/enhancements, impact of paid trade channel advertising, Google AdWord campaign, and search engine optimization efforts.

Earned Media

In 2014 TRC continued to enjoy positive and frequent coverage within the industry trade press, appearing more than 25 times through a variety of publications. TRC issued a number of media releases and most were picked up generating additional exposure for the program.

Notably, TRC continued to receive coverage and editorial pieces in industry leading publications such as *The Air Conditioning and Refrigeration News* (110,000 circulation), *Distribution Center Magazine* (circulation 11,000), *Indoor Environment & Energy Efficiency Magazine* (mailed to every

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ACCA member who specializes in residential, commercial, and industrial applications), and *RSES Journal* (239,640 Web visitors).

Trade Shows, Conferences & Presentations

TRC attended and/or exhibited at the following trade shows:

January 21 – 23: AHRI Expo

New York City, NY

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 42,887 from 1,942 companies. Specifically, just over 6,406 were from the Midwest.

March 3 – 5: Johnstone Supply Member Meeting

Nashville, TN

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.

March 17 – 19: The Indoor Environment & Energy Expo

Nashville, TN

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.

March 31 – April 2: HVACR Excellence Educators & Training Expo

Las Vegas, NV

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

April 28 – May 1: ACI National Home Performance Show (New)

Detroit, MI

Affordable Comfort, Inc. (ACI) is the leading educational resource for the home performance industry. ACI trade shows feature product manufacturers and distributors, educational institutions, utilities, nonprofits, government agencies, industry media, trade associations, energy consultants, and more. TRC staff exhibited at this show for the first time.

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August 4 – 6: Association for Energy Service Providers (AESP) Summer Conference (New) *San Francisco, CA*

AESP is the premier organization for professionals in the energy efficiency industry. Over 300 industry professionals attend the event including utility professionals and industry advisors/implementers. TRC staff exhibited at this show for the first time.

September 17 – 18: International Facility Management Association (IFMA) World Workplace Conference & Expo 2014 (New) *New Orleans, LA*

Held annually, IFMA's World Workplace meets the educational and networking needs of professionals who support the built environment. IFMA promotes World Workplace year-round to more than 23,000 members in 85 countries; plus an additional 200,000 workplace professionals. TRC attended the show.

December 6-9: Heating Air-conditioning and Refrigeration Distributors International (HARDI) *San Antonio, TX*

TRC staff again 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."

Other Program Activities

Some examples of other program activities include:

- Outbound Calls to Collection Points — TRC staff made just over 20 proactive calls to collection locations that had not returned a bin in more than 12 months. Calls reminded locations of accumulation time limits and requested the return of bins containing one or more thermostats. TRC staff also offered shipping or promotional materials (Appendix A).
- Dump Bin Displays — In July TRC developed branded displays to showcase the TRC container at HVAC wholesale distributor collection locations (Exhibit 17) and enhance the visibility of the program at HVAC wholesale collection locations. These displays were provided at no-cost to select distributors nationwide, including several with locations in Iowa.
- After attending the Indoor Environment & Energy Expo, TRC obtained a list of attendees and sent a letter in April to remind them of TRC's program, including two in Iowa (Appendix B). The letter also offered a free recycling container for larger contractors.
- BMOP — TRC partnered with Heating Air-conditioning and Refrigeration Distributors International (HARDI) for the third annual Big Man on Planet (BMOP) competition in 2014. In April TRC sent an invitation to 320 HARDI member Presidents/principals to encourage them to participate to see which distributor could recover the most thermostats (Exhibit 18). In 2014 TRC restructured the program to allow for multiple winners and included a \$500-\$1,000

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employee incentive to the top three branch locations. Participation increased 67% over 2013, with 21 distributors competing with more than 1,000 locations nationwide. The competition ran May 1st – October 31st and yielded 55,912 mercury thermostats nation-wide.

- Social Media — TRC's Twitter account saw a 15% increase in number of followers in 2014, and its Facebook page enjoyed a 21% increase of page "Likes".

Exhibit 17: Dump Bin Display



Exhibit 18: BMOP Invitation



Program Expenses

Below is a summary of TRC's national program expenses for 2014. A copy of TRC's 2013 IRS Form 990 is also available for inspection.

Exhibit 19: 2014 Program Administrative Expenses

Program Component	2013	2014	% Change
TRC Staff and Administration [†]	\$ 417,656	\$ 593,631	42%
Recycling Costs	\$ 317,874	\$ 356,043	12%
Incentive/Promotional Payments	\$ 23,955	\$ 47,712	99%
New Collection Containers	\$ 21,936	\$ 15,108	-31%
Travel	\$ 32,608	\$ 70,120	115%
Legal	\$ 27,696	\$ 40,373	46%
Direct Expense for Marketing & Outreach	\$ 194,761	\$ 289,347	49%
Total (expenses)	\$ 1,036,485	\$ 1,412,333	36%

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There was significant variance in many expense categories from 2013. Causes for changes include:

- TRC staff and administration increased by 42% in 2013. TRC added a full-time national account manager in January 2014 and one more full-time operations coordinator in September 2014, effectively adding three full-time positions since January 2013.
- Incentive/Promotional Payments: Incentive payments in Maine and Vermont continue to decline, but TRC ran a variety of promotional campaigns in 2014 leading to increased expense.
- Travel: The national account manager spends about 60% of his time on travel, primarily visiting collection locations and attending industry events.
- Direct Expense for Marketing/Outreach: Marketing expense increased by nearly 49%. This reflects increases in advertising, printing and the production/distribution costs of the bin display which cost over \$28,000.

Recommendations/Next Steps

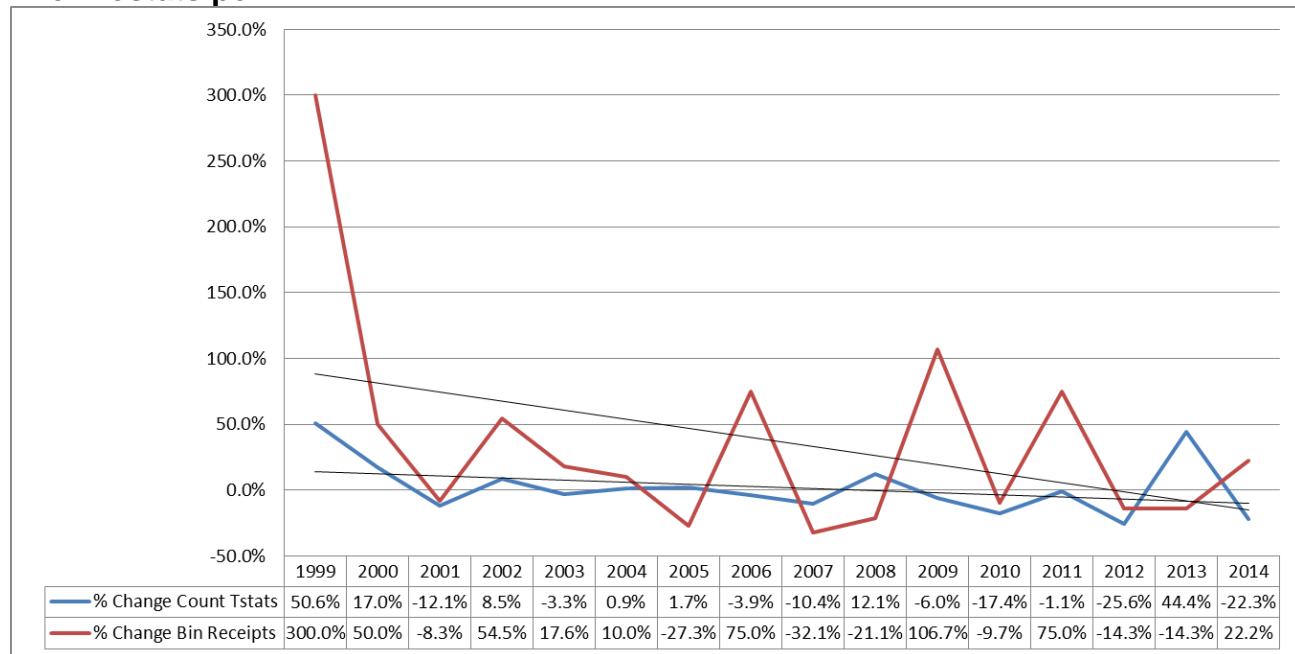
The most significant change to the program was the addition of two full-time staff in 2014. TRC added one more operations and marketing coordinator and a national account representative. TRC has added three FTE in the last 24 months. The additional staff has assisted the program with efforts to contact locations more frequently in 2014 and the increase in bin receipts in 2014 reflects these efforts.

TRC has also made a number changes that facilitate the better use of analytics to support decision making. TRC analyzed change in both bin returns and the average number of thermostats per bin returned over time. Exhibit 20 demonstrates in Iowa the average number of bins being returned has declined slightly since 2012, and the average number per shipment declined substantially in 2014. Despite receiving more returns, actual collections declined in 2014. This reflects a trend seen in multiple states—TRC is increasing participation in the program, but growth in participation has not been sufficient to overcome declines in the number of units recycled. TRC suggests continued declines in the inventory of mercury thermostats contribute to this trend.

TRC will continue to promote the program to HVAC wholesalers in 2014. Increased wholesaler promotion of the program is essential to increasing collections at this point. TRC also has plans for staff to visit Iowa collection locations in 2015.

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Exhibit 20: % Change in Number of bin Returns vs. % Change in Average Number of Thermostats per Bin



TRC also plans on continued adjustments to its paid advertising strategy with the 2015 campaign already underway with many planned insertion orders completed. Some additional planned advertising and promotion (subject to change) include:

- 1/4pg full-color ad in *HVACR Business Magazine* for 3 months
- 1/4pg full-color ad in *Distribution Center Magazine* for 2 months
- Banner ad on HVAC-Talk.com for 4 months
- *Contracting Business Magazine* dedicated Eblast
- Banner ad on *HVACR Business Magazine's* website for 3 months
- Banner ad in *HVACR Business Magazine's* Eblast for 3 months
- Banner ad in *Distribution Center Magazine's* Eblast for 3 months
- Banner ad on ACHRNews.com for 3 months
- Banner ad in ACHR News' Eblast for 8 weeks
- Banner ad in the AHR Expo wrap-up Enews
- Text ad in NATE's Enewsletter for 2 months
- Expand frequency of Google Adwords/pay-to-click campaign
- Continue to exhibit at regional and key national industry events
- TRC plans on continuing efforts to engage larger contractors and HVAC wholesale distributors

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Appendix A: Collection Location Phone Calls

Date of Call	Account Name	Billing City	Billing State
06/18/2014 11:47 AM	Air Management Supply-Des Moines	Des Moines	IA
10/01/2014 08:56 AM	Cedar Falls Utilities	Cedar Falls	IA
10/01/2014 08:58 AM	Cedar Falls Utilities	Cedar Falls	IA
10/01/2014 09:12 AM	Plumbing & Heating Wholesale-Sioux City	Sioux City	IA
10/01/2014 09:16 AM	Plumbing & Heating Wholesale-Sioux City	Sioux City	IA
10/01/2014 09:33 AM	Black Hills Energy	Dubuque	IA
10/01/2014 09:34 AM	Black Hills Energy	Dubuque	IA
10/01/2014 10:55 AM	Heating And Cooling Supply Co., Inc	Waterloo	IA
10/01/2014 10:56 AM	Heating And Cooling Supply Co., Inc	Waterloo	IA
10/01/2014 11:15 AM	Lennox Industries Inc.-Urbandale	Urbandale	IA
10/03/2014 12:05 PM	Haz Chem Center Of South East Iowa/Rcc	West Burlington	IA
10/03/2014 12:06 PM	Iowa Wholesale Supply	Marshalltown	IA
10/03/2014 12:07 PM	Iowa Wholesale Supply	Marshalltown	IA
10/03/2014 12:12 PM	Kelly Supply Company	Oskaloosa	IA
10/03/2014 12:13 PM	Kelly Supply Company	Oskaloosa	IA
10/03/2014 12:15 PM	Plumb Supply Company - Headquarters-Des Moines	Des Moines	IA
10/03/2014 12:16 PM	Plumb Supply Company - Headquarters-Des Moines	Des Moines	IA
10/03/2014 12:18 PM	Lennox Industries - Urbandale	Urbandale	IA
10/03/2014 12:20 PM	Lennox Industries Inc.-Marshalltown	Marshalltown	IA
12/12/2014 10:25 AM	Dubuque Supply	Dubuque	IA
12/23/2014 08:25 AM	Kretschmer Tredway Co.	Dubuque	IA
12/23/2014 08:58 AM	Wayne Dennis Supply	Des Moines	IA

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Appendix B: IE3 Post-Show Letter



1765 Duke Street | Alexandria, VA 22314 | thermostat-recycle.org

April 15, 2014



RE: IE3 ACCA Show in Nashville, TN March 17th – 20th

Hello Scott Studer,

I am writing this letter to personally reach out to you regarding the importance of recycling waste mercury thermostats. I received your information from the recent ACCA trade show in Nashville, TN.

Thermostat Recycling Corporation is an industry funded non-profit that provides free mercury thermostat recycling at over 2,000 HVAC supply houses nationwide.

Each mercury thermostat your technicians remove from service contains at *least 1,000 times more mercury* than a compact fluorescent light bulb and many states now regulate the disposal of mercury thermostats. HVAC contractors are the first, and sometimes last, point of contact before a mercury bearing thermostat is disposed of. As such, we strongly encourage you to spend a couple of minutes on website (www.thermostat-recycle.org) and familiarize yourself with the program.

To further incent your participation, for a limited time, TRC is offering free participation to ACCA members with more than seven technicians. To receive a free TRC recycling container and pre-paid shipping of your waste mercury thermostats contact TRC at 1-888-266-0550 and reference "ACCA 2014 Offer"

I look forward to hearing from you. If you have any questions at all, please feel free to reach out to me.

Sincerely,

A handwritten signature in black ink, appearing to read "Ryan L. Kiscaden".

Ryan L Kiscaden
Senior Account Executive
Mobile - 571-302-0877
ryan.kiscaden@thermostat-recycle.org

Attachment: Tri-fold brochure

Printed on 100% post-consumer waste.

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APPENDIX C: 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
Cedar Falls Utilities	Contractor	1 Utility Parkway	Cedar Falls	IA	50613	1		0	0.00
Plumbing & Heating Wholesale	Wholesalers	1005 Dace Street	Sioux City	IA	51101	1		0	0.00
Hanson'S Plumbing & Heating	Contractor	101 East 5Th Street	Spencer	IA	51301	1	03/13/2014	8	0.05
Black Hills Energy	Contractor	1015 Cedar Cross Road	Dubuque	IA	52003	1		0	0.00
Total Maintenance, Inc	Contractor	1017 State Street	Bettendorf	IA	52722	1		0	0.00
Heating And Cooling Supply Co	Wholesalers	105 Broadway	Waterloo	IA	50703	3	10/14/2014	3	0.42
Johnstone Supply	Wholesalers	11000 Justin Dr	Urbandale	IA	50322	2	07/08/2014	94	1.23
Metro Waste Authority/Rcc	HHW Facility	1105 Prairie Drive S.W.	Bondurant	IA	50035	1	03/11/2014, 12/11/2014	70	0.47
Dennis Company Inc.	Wholesalers	1107 Jefferson Street	Burlington	IA	52601	1		0	0.00
Sioux City Winair Co	Wholesalers	1115 5Th St.	Sioux City	IA	51101	1	02/24/2014	93	0.82
Waste Commission Of Scott County	HHW Facility	11555 110Th Avenue	Davenport	IA	52804	1	02/26/2014, 04/10/2014	110	0.72
Plumbing & Heating Wholesale	Wholesalers	1212 Heine Ave	Carrol	IA	51401	1	04/23/2014	5	0.03
Haz Chem Center Of South East Iowa/Rcc	HHW Facility	13758 Washington Road	West Burlington	IA	52655	2		0	0.00
Iowa Wholesale Supply	Wholesalers	14 S. 2Nd Ave.	Marshalltown	IA	50158	1		0	0.00
Johnstone Supply	Wholesalers	1401 Cunningham Dr.	Sioux City	IA	51106	1	09/10/2014, 11/12/2014	155	1.63
Lennox Industries Inc.	Wholesalers	1402 East Main Street	Marshalltown	IA	50158	2		0	0.00
Plumbing & Heating Wholesale	Wholesalers	1410 N. Main Ave Ne	Sioux Center	IA	51250	1	10/17/2014	108	0.79
Black Hills Energy	Contractor	1414 West Broadway	Council Bluffs	IA	51501	1		0	0.00
Kelly Supply Company	Wholesalers	1502 17Th	Oskaloosa	IA	52577	1		0	0.00

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		Avenue East							
Landfill Of North Iowa/Rcc	HHW Facility	15942 Killdeer Ave	Clear Lake	IA	50428	1	03/13/2014	4	0.03
Plumb Supply Company	Wholesalers	1622 Ne 51St Ave	Des Moines	IA	50313	1		0	0.00
Hayman'S Westside Ace Hardware	Retailers	1716 W. 4Th Street	Davenport	IA	52802	1		0	0.00
Nichols Controls & Supply, Inc.	Wholesalers	1721 Dean Ave	Des Moines	IA	50316	2	05/15/2014, 11/11/2014, 11/25/2014	382	2.63
Prairie Solid Waste Agency/Rcc	HHW Facility	1774 Lark Ave	Creston	IA	50801	2		0	0.00
Pcb Solid Waste Agency/Rcc	HHW Facility	1805 Linden Street	Cherokee	IA	51012	3		0	0.00
Air Management Supply	Wholesalers	1820 E. Sheridan Ave.	Des Moines	IA	50316	1	07/02/2014	14	0.17
West Branch, Iowa,	Demo	1892 Delta Ave.	West Branch	IA	52358	1		0	0.00
Dickinson Rcc-No Bin	HHW Facility	1924 240Th St	Milford	IA	51351	2		0	0.00
Cedar Rapids / Linn County Solid Waste Agency/Rcc	HHW Facility	1954 County Home Road	Marion	IA	52302	2		0	0.00
Dennis Company Inc.	Wholesalers	203 30Th Street Drive Se	Cedar Rapids	IA	52403	1		0	0.00
Plumb Supply Company	Wholesalers	208 Se 9Th St	Pella	IA	50219	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	01/30/2014, 11/13/2014	41	0.27
Kretschmer Tredway Co.	Wholesalers	220 E 9Th St	Dubuque	IA	52001	1		0	0.00
Woodbury Co Rcc	HHW Facility	2210 Ida Ave	Moville	IA	50139	1		0	0.00
Halvorson Trane	Wholesalers	2220 N.W. 108Th St.	Clive	IA	50325	1		0	0.00
Plumb Supply Company	Wholesalers	225 E Prentiss	Iowa City	IA	52240	2	12/19/2014	9	0.06
Plumb Supply Company	Wholesalers	2408 E Lincoln Way	Ames	IA	50010	1		0	0.00
Ottuma/Rapello Rrc	HHW Facility	2415 Emma St.	Ottumwa	IA	52501	1		0	0.00
Gustave A Larson	Wholesalers	2510 Bell	Des Moines	IA	50321	1	12/30/2014	1	0.01

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		Avenue							
Butler Co Rcc	HHW Facility	25251 Hwy 3 East	Allison	IA	50602	1	12/30/2014	8	0.05
Hamilton Co Rcc	HHW Facility	2605 Mcmurry Ave	Webster City	IA	50595	1		0	0.00
Johnstone Supply	Wholesalers	2701 Ford Street	Ames	IA	50010	1		0	0.00
Wayne Dennis Supply Co	Wholesalers	2711 Ford St	Ames	IA	50010	1		0	0.00
Fremont Co Rcc	HHW Facility	2879 250Th St	Sidney	IA	51652	1		0	0.00
Mahaska Co Rcc	HHW Facility	2979 Hwy 63	Oskaloosa	IA	52577	2		0	0.00
Semco Rcc	HHW Facility	29997 Hwy 78	Richland	IA	52585	2		0	0.00
Dennis Supply Co	Wholesalers	300 W 7Th St.	Sioux City	IA	51103	1	10/08/2014	112	0.91
Dennis Company Inc.	Wholesalers	3016 Brady Street	Davenport	IA	52803	1		0	0.00
Rathbun Area Solid Waste Commission/Rcc	HHW Facility	3020 Mccarty Street	Centerville	IA	52544	2	03/04/2014	45	0.42
Heating And Cooling Supply Co	Wholesalers	3100 Delaware Avenue	Des Moines	IA	50313	1	05/05/2014	21	0.15
Northern Plains Regional Collection Center	HHW Facility	3101 W. 18Th Street	Spencer	IA	51301	2		0	0.00
First Supply	Wholesalers	3110 Prairie Valley Ct. Sw	Cedar Rapids	IA	52404	1		0	0.00
Dey Distributing	Wholesalers	3123 99Th Street	Urbandale	IA	50322	1		0	0.00
Monona Co. Rcc	HHW Facility	31342 Hwy 37	Turin	IA	51040	1		0	0.00
G Jurgensen Scrap Division, Llc	Contractor	3155 290Th St	Fredericksburg	IA	50630	1		0	0.00
Wayne Dennis Supply Co	Wholesalers	3155 99Th St	Urbandale	IA	50322	1		0	0.00
Wayne Dennis Supply Co	Wholesalers	319 New York Avenue	Des Moines	IA	50313	1		0	0.00
Johnstone Supply	Wholesalers	329 West 6Th Street	Waterloo	IA	50701	2		0	0.00
Dennis Supply Co	Wholesalers	3326 Nebraska Ave	Council Bluffs	IA	51501	2	11/17/2014	87	0.64
Floyd-Mitchell-Chickasaw Solid Waste Mgmt Agency/Rcc	HHW Facility	3354 330Th St	Elma	IA	50628	1		0	0.00
Plymouth Co. Swa Rcc	HHW Facility	34898 150Th	Lemars	IA	51031	1		0	0.00

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		Street							
Johnstone Supply	Wholesalers	3700 Mississippi Ave.	Davenport	IA	52807	1		0	0.00
Dey Distributing	Wholesalers	3727 University Ave	Waterloo	IA	50701	1	05/07/2014	6	0.04
Iowa City Rcc	HHW Facility	3900 Hebl Ave. S.W.	Iowa City	IA	52246	1	08/20/2014	96	0.65
Farrell'S Heating & Air Conditioning Inc.	Contractor	405 W. 6Th Street	Sioux City	IA	51103	1		0	0.00
Cedar Rapids Sheet Metal	Wholesalers	406 9Th A Se	Cedar Rapids	IA	52401	2	04/28/2014	113	0.76
Comfort Products	Wholesalers	4101 N.W. 121 Street	Urbandale	IA	50323	1		0	0.00
Cfm Distributors, Inc.	Wholesalers	4137 109Th Street	Urbandale	IA	50322	1		0	0.00
Clinton County Sanitary Landfill/Rcc	HHW Facility	4292 220Th Street	Clinton	IA	52732	2		0	0.00
Lennox Industries Inc.	Wholesalers	4301 - 121St Street	Urbandale	IA	50323	2		0	0.00
Council Bluffs Recycling Center	HHW Facility	4441 Gifford Road	Council Bluffs	IA	51501	1	12/29/2014	21	0.13
Plumb Supply Company	Wholesalers	45 19Th St S.W.	Mason City	IA	50401	5		0	0.00
Nw Iowa Area Solid Waste Agency/Rcc	HHW Facility	4540 360Th Street	Sheldon	IA	51201	2		0	0.00
Plumb Supply Company	Wholesalers	4700 "J" St. S.W.	Cedar Rapids	IA	52404	2		0	0.00
Trane Parts	Wholesalers	4801 Grand Avenue	Davenport	IA	52807	1		0	0.00
First Supply	Wholesalers	4949 Chavenelle Dr	Dubuque	IA	52002	1	06/06/2014	26	0.16
Johnstone Supply	Wholesalers	5001 N Brady Street	Davenport	IA	52806	1	04/09/2014, 08/27/2014, 09/12/2014, 11/08/2014	502	3.61
United Refrigeration	Wholesalers	515 8Th Ave. S.E.	Cedar Rapids	IA	52401	1		0	0.00
Adel Wholesalers Inc	Wholesalers	5414 Kelling Street	Davenport	IA	52806	3		0	0.00
Comfort Products	Wholesalers	5529 Nordic	Cedar Falls	IA	50613	1		0	0.00

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		Drive							
Sioux City Rcc	HHW Facility	5820 28Th Street	Sioux City	IA	51104	2		0	0.00
Dubuque Supply	Wholesalers	585 White St / Po Box 117	Dubuque	IA	52001	2	12/29/2014	92	0.59
Consolidated Supply	Wholesalers	600 Holcomb Ave	Des Moines	IA	50313	5		0	0.00
Nelson And Hagy	Wholesalers	622 Ansborough Ave	Waterloo	IA	50701	1		0	0.00
Cass County Landfill & Recycling Center/Rcc	HHW Facility	65928 Jackson Road	Atlantic	IA	50022	1		0	0.00
Plumb Supply Company	Wholesalers	72 Commercial Drive	Iowa City	IA	52246	1	02/08/2014	124	0.84
Wayne Dennis Supply Co	Wholesalers	721 Ansborough Ave	Waterloo	IA	50701	1		0	0.00
Republic Company	Wholesalers	737 Charlotte Street	Davenport	IA	52803	8	03/27/2014, 10/15/2014, 10/15/2014, 10/15/2014	289	3.31
Plumb Supply Company	Wholesalers	801-B Iowa Ave West	Marshalltown	IA	50158	1		0	0.00
Gustave A Larson	Wholesalers	802 South Jefferson	Mason City	IA	50401	1	04/25/2014, 11/08/2014, 11/08/2014	245	2.92
R.E. Michel	Wholesalers	8645 Northwest Boulevard	Davenport	IA	52806	1		0	0.00
Plumb Supply Company	Wholesalers	920 Frontier Rd	Waukee	IA	50263	1		0	0.00
Dubuque Metro Sanitary Landfill/Rcc	HHW Facility	925 Kerper Ct.	Dubuque	IA	52001	1		0	0.00
United Refrigeration	Wholesalers	927 8Th Street	Des Moines	IA	50309	1		0	0.00
Plumbing & Heating Wholesale	Wholesalers	Hwy 18 & 71, 4135 4Th Ave W.	Spencer	IA	51301	1		0	0.00