



CARE 2004 Report

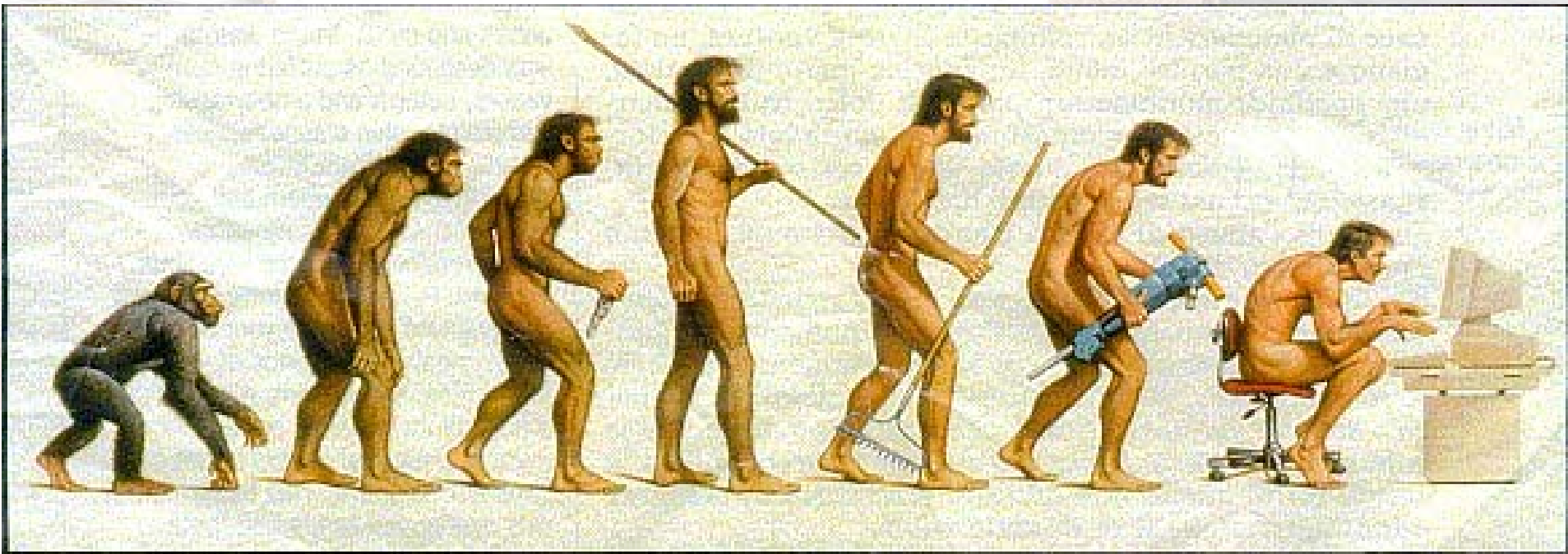
We are dreamers!

All people dream; but not equally. Those who dream by night in the dusty recesses of their minds wake in the day to find it vanity. But the dreamers of the day are dangerous people, for they may act on their dream with open eyes to make it possible.

J. E. Lawrence

Change (or Evolution)

- Keep in mind, “the system *fiercely* resists change, and also troublemakers.”



Somewhere, something went terribly wrong

2004 Annual Report is Released

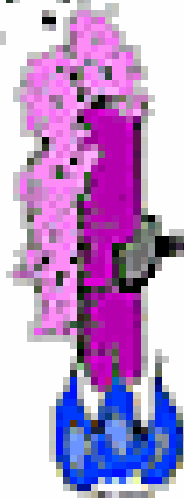
CARPET AMERICAN RECOVERY EFFORT
Annual Report 2004



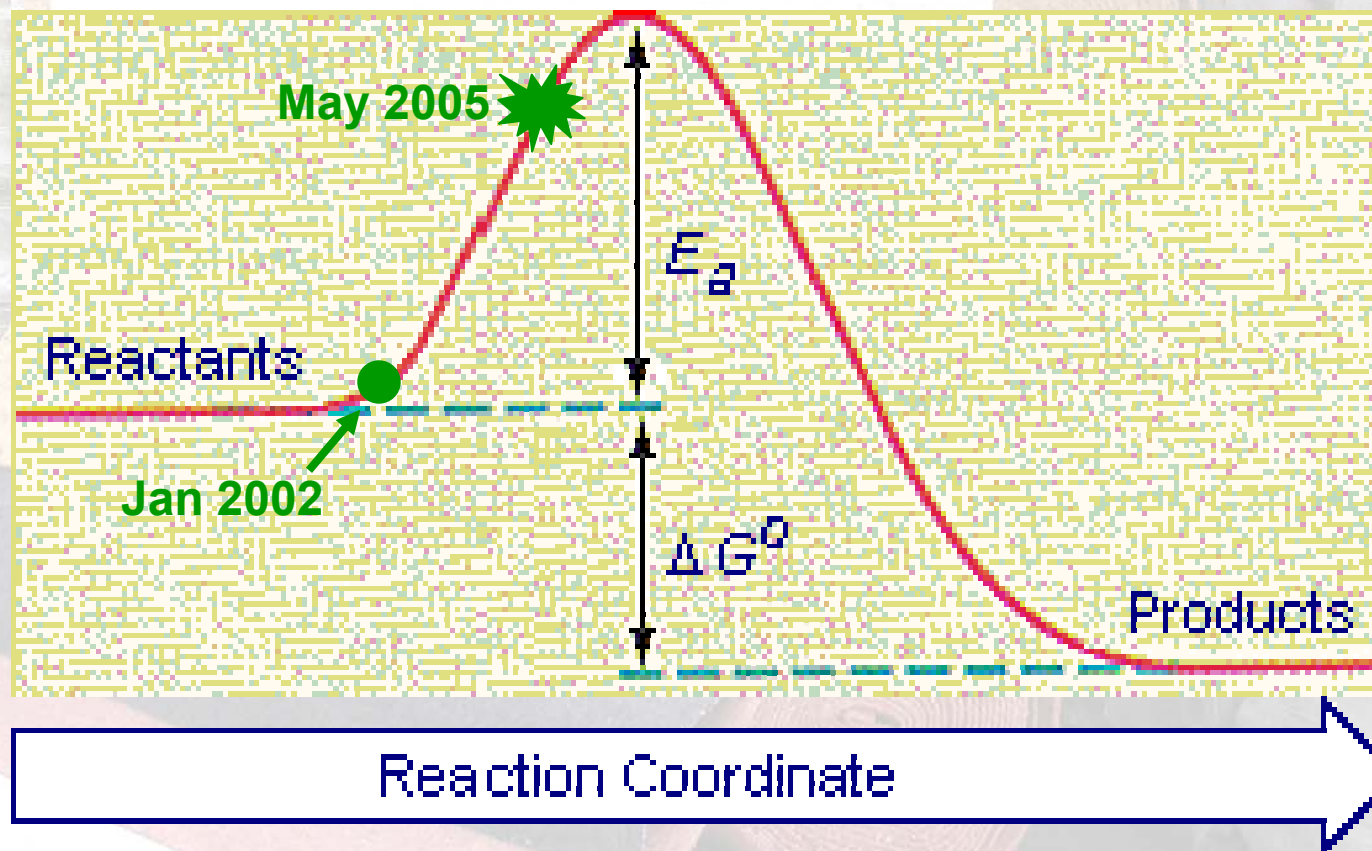
CARE
www.carpetrecovery.org

Critical Observations

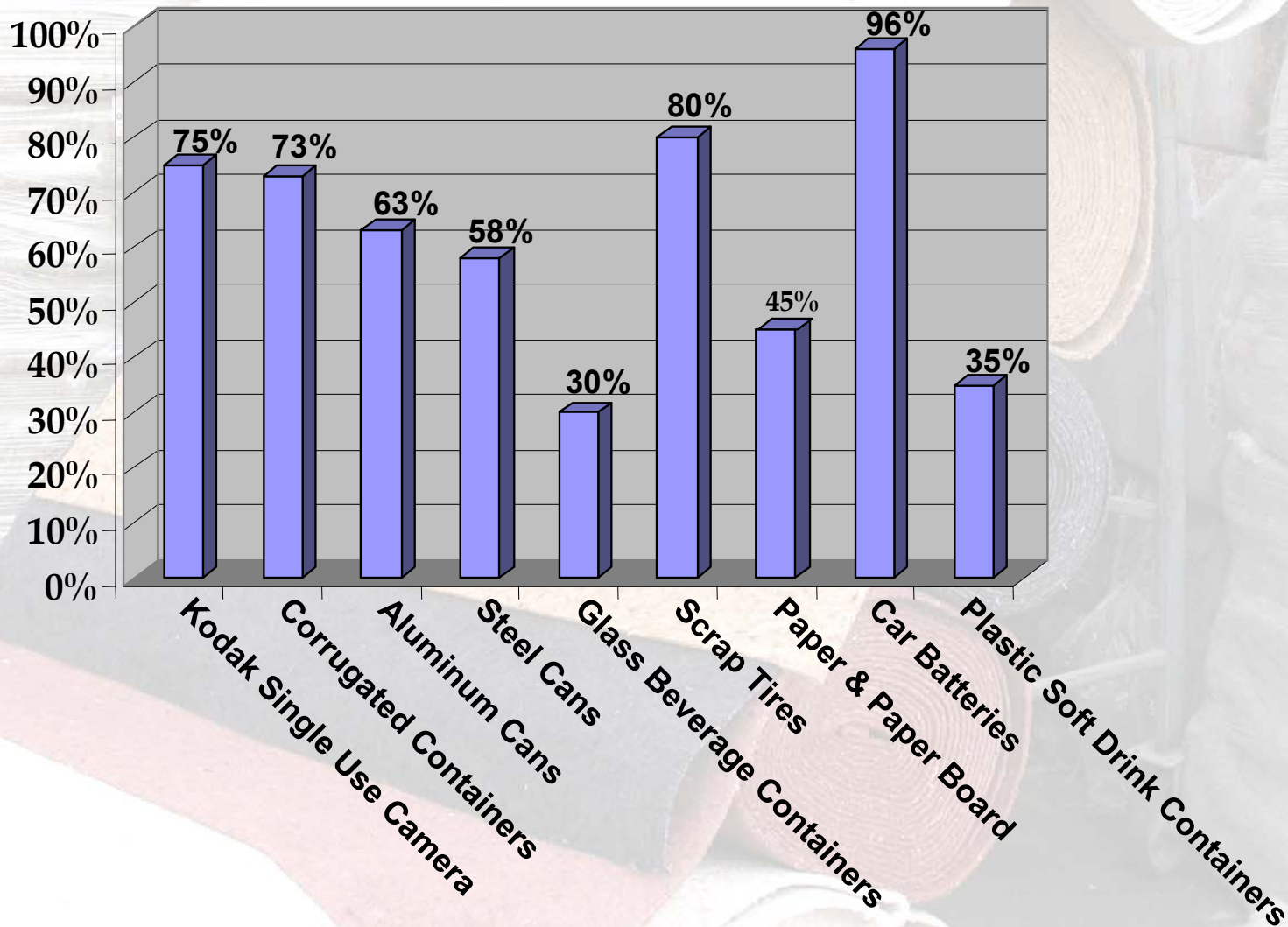
- **Executive Summary**
- **Survey Results**
- **Low Response Rate**
- **Undercounting Concern**
- **EPA Response Low**
- **States Response Low**
- **Macroeconomic Impacts**
- **Future Diversion Analysis**
- **New Opportunities**
- **Mill Program Updates**



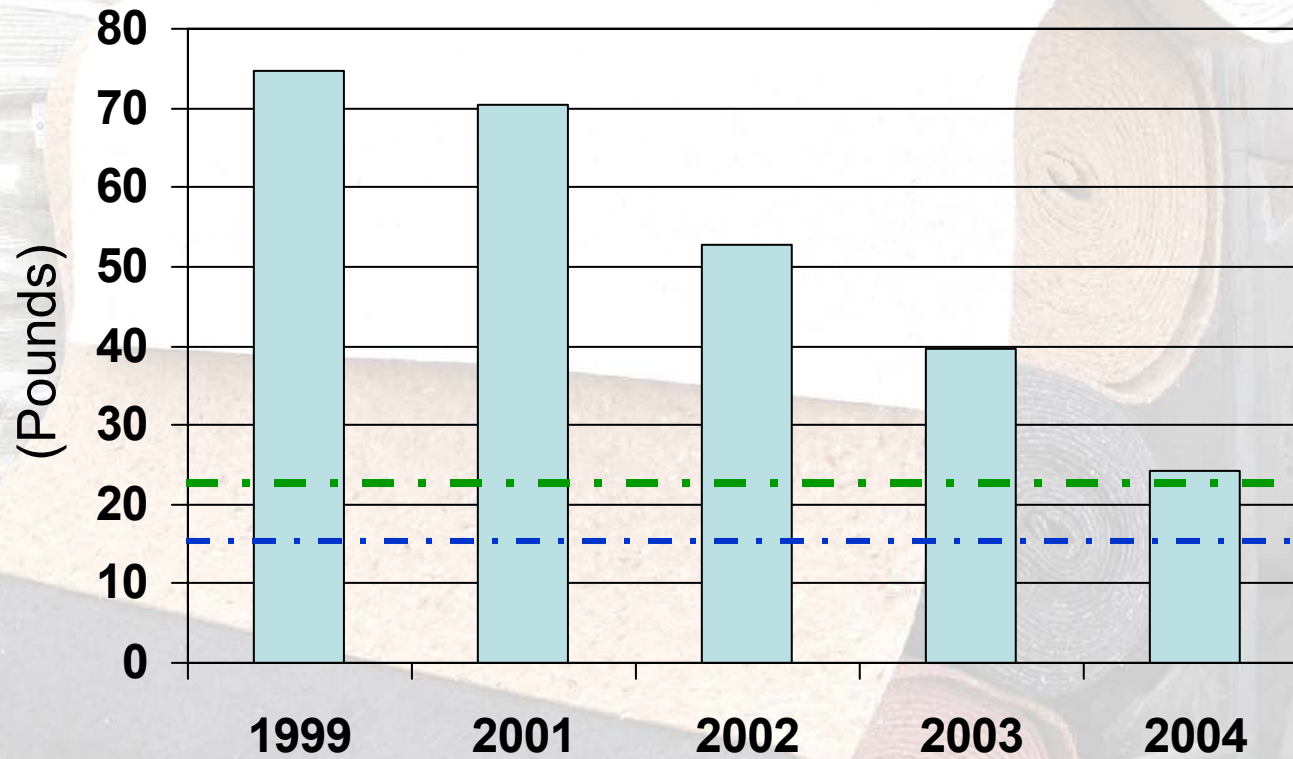
Activation Energy (Barrier)



Benchmarking

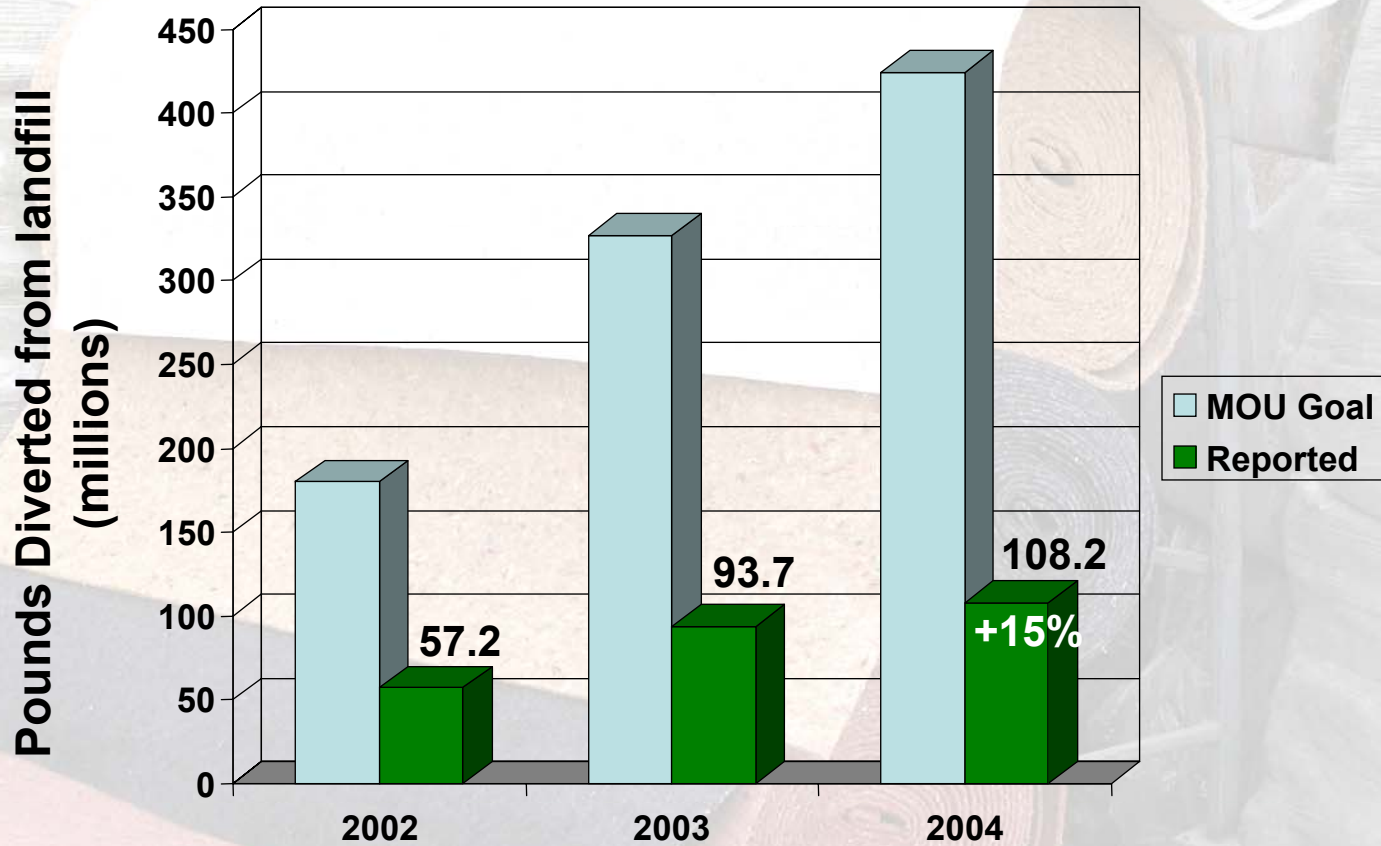


Toyota's Average Landfill Waste per Vehicle Produced

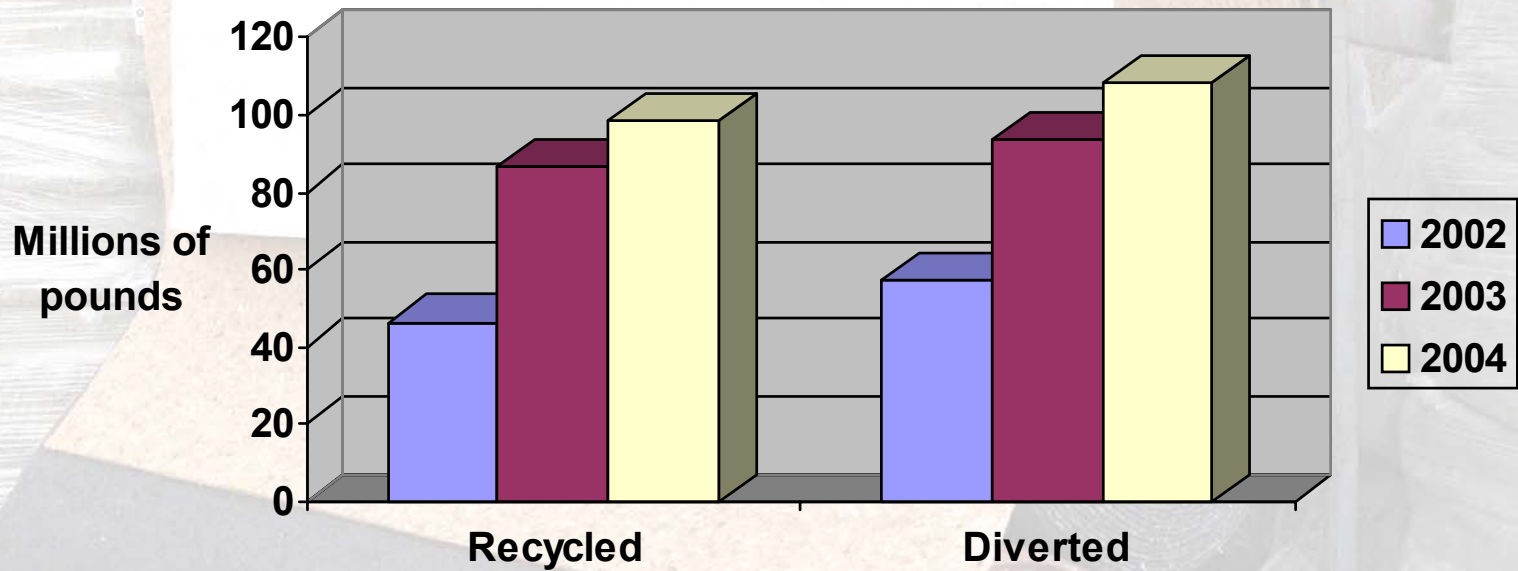


Original FY 2006 goal: 22 pounds
New FY 2006 goal: 15.4 pounds

Growth in Landfill Diversion



2004 Numbers



Are we undercounting?

Lessons Learned

The background of the slide is a photograph of a wooden surface covered with several rolls of fabric or mats in various colors, including white, tan, brown, and red. The rolls are stacked and partially unrolled, creating a textured, layered appearance.

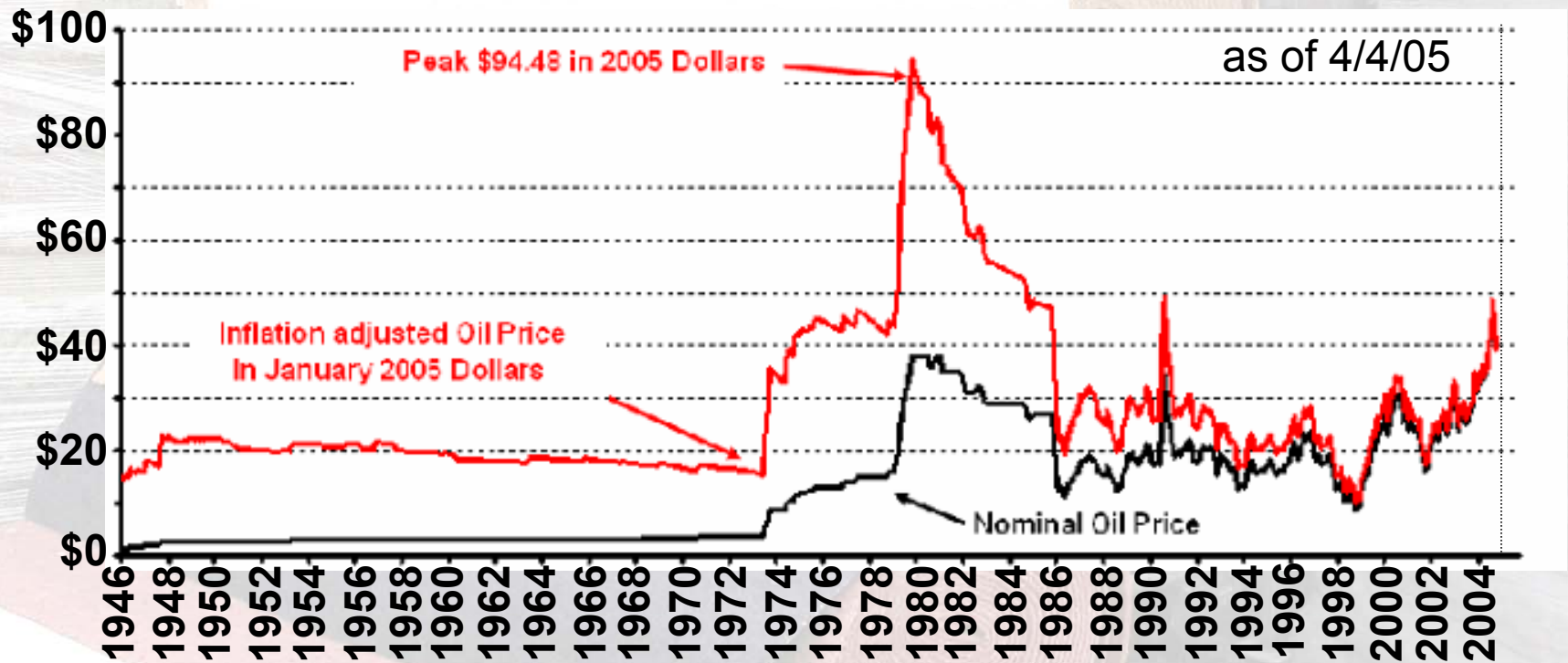
Don't be discouraged by a failure. It can be a positive experience. Failure is, in a sense, the highway to success, in as much as every discovery of what is false leads us to seek earnestly after what is true, and every fresh experience points out some form of error which we shall afterwards carefully avoid.

John Keats

Macroeconomic Factors

- Crude oil prices
- PI feedstock decreasing
- PI prices rising
- China factor
 - Raw materials
 - Basic infrastructure
- Money to be made!

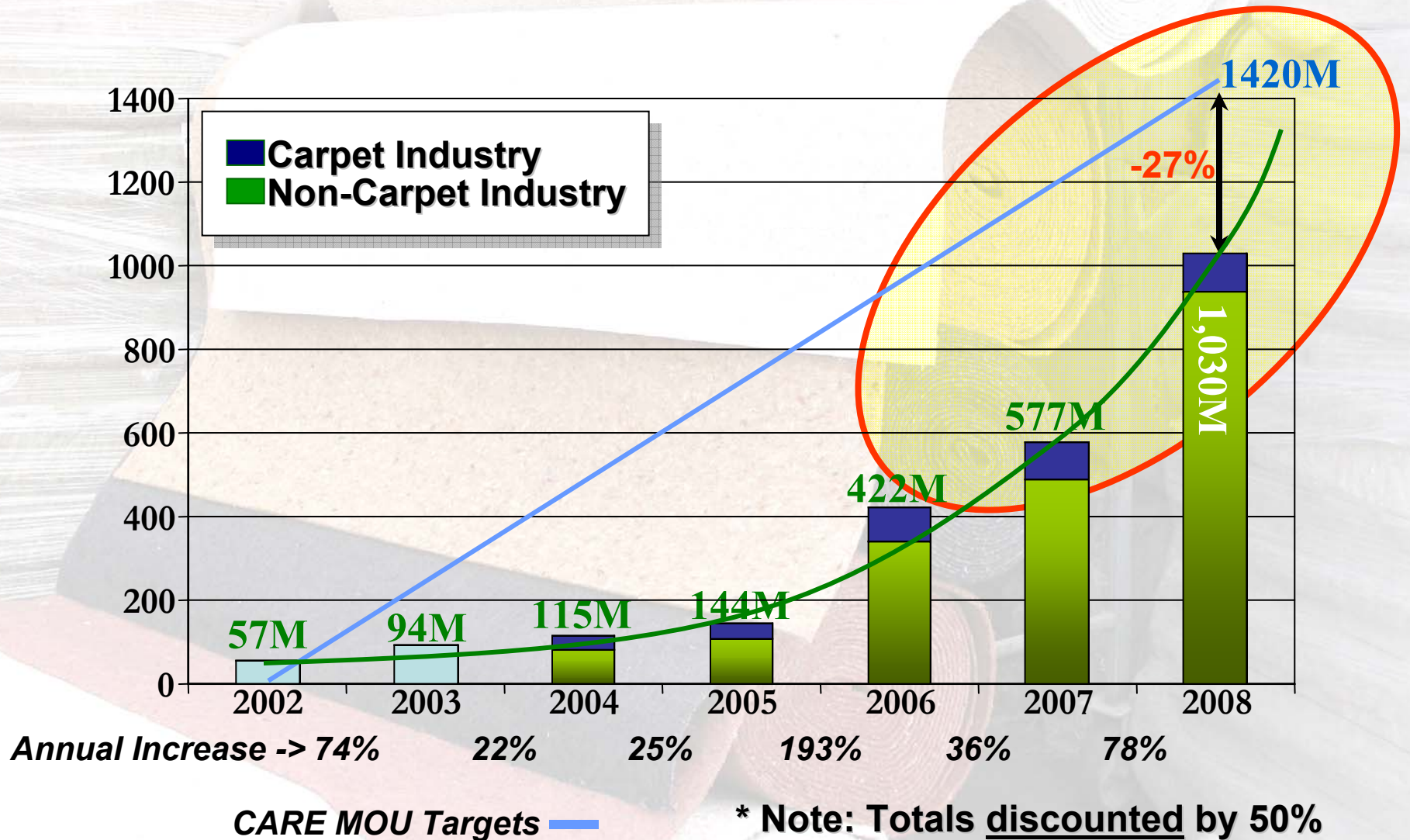
Inflation Adjusted Crude Oil Prices 1945-2005



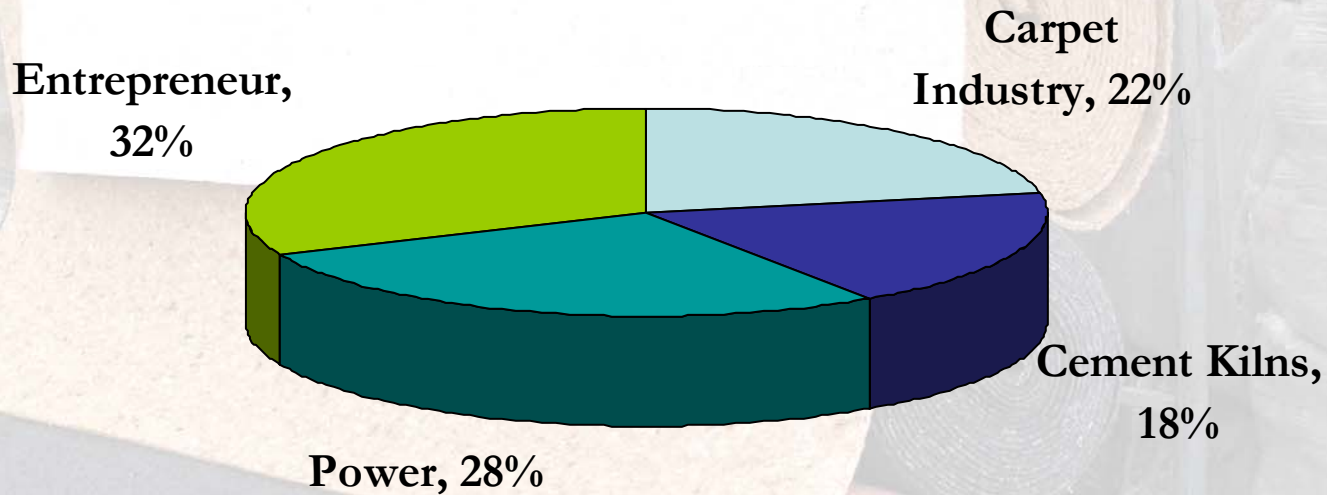
A photograph of a warehouse or storage area filled with rolls of fabric and carpeting. The rolls are stacked on metal shelving units. The colors of the fabric range from light beige and cream to dark grey and reddish-brown. The lighting is bright, creating a clean and organized appearance. The text "What does the future hold?" is overlaid in a green, cursive font across the center of the image.

What does the future hold?

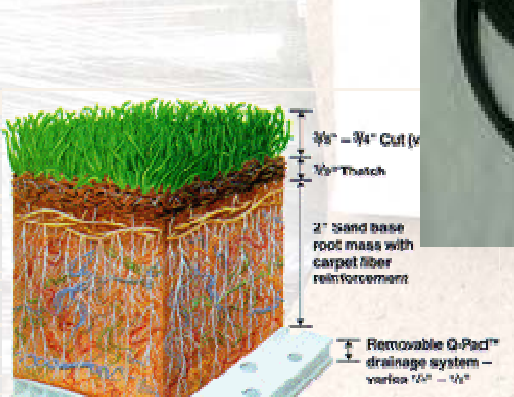
Projected Diversion* vs. CARE Goals



Diversion Breakdown - 2006



Opportunities



Success

Success is perseverance for one more minute.



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The dawn of a new industry!

