What a difference a year makes. At the start of 2021, travel restrictions were still in place, the administration was changing, COVID vaccines weren’t readily available and we didn’t know when we would be able to get to “normal” again.

Fast-forward to December, and we’ve been able to have in-person meetings again (including a successful convention in Louisville), we have a full schedule of events lined up for 2022 and members are busier than ever.

This Year in Review highlights the major accomplishments of 2021: from member engagement to events to education to our newest initiatives.
MEMBERSHIP

IAPD currently has more than 130 volunteer members serving on the board of directors, committees, CIGS, councils and task forces.
The IAPD Convention is a very well organized, professional event. It is a must for anyone in the performance plastics industry looking to build a network within the industry to grow business opportunities. It is also a fantastic resource to know what is going on within the plastic market as it relates to logistics, raw materials, supply, etc.”

– 2021 Convention Attendee
IAPD UNIVERSITY TRAINING CENTER

- 13 SAFETY TRAINING COURSES
- 7 IAPD CERTIFICATE PROGRAMS
- 189 STUDENTS ENROLLED IN A CERTIFICATE PROGRAM IN 2021
- 14% OF IAPD MEMBERS USE THE IAPD UNIVERSITY TRAINING CENTER

- 10 LIVE WEBINARS IN 2021
- 309 ON-DEMAND WEBINARS DOWNLOADS
- 90 AVERAGE LIVE WEBINAR REGISTRATIONS

IAPD WEBINARS

PERFORMANCE PLASTICS PODCAST

- 4,089 STUDENTS HAVE ENROLLED SINCE LAUNCH OF IAPD UNIVERSITY.
- IAPD’s Performance Plastics Podcast launched in fall 2021.
- 6 PODCASTS RECORDED IN 2021
- 100 AVERAGE DOWNLOADS PER EPISODE
IAPD WEBSITE & SOCIAL MEDIA

IAPD WEBSITE BY THE NUMBERS

- **35,063** Average monthly page views
- **3,744** Average monthly new users
- **2:10** Average monthly session duration

TRAFFIC SOURCES
- 64% Direct traffic
- 23% Search engines
- 10% Referring sites
- 3% Social media
- 10% Referring sites

SOCIAL MEDIA

2021 saw IAPD increase in engagement and followers across all active social media platforms.

- **LinkedIn**: ↑ 8.2% followers, 8 average monthly comments, 34 average monthly shares
- **Twitter**: ↑ 10% followers, 24 average monthly retweets
- **Facebook**: ↑ 8.1% followers
- **YouTube**: ↑ 18% followers

PERFORMANCE PLASTICS APP

- ↑ 9.6% users
- + 244 new users
- 60% Apple downloads
- 40% Android downloads

2021 IAPD YEAR IN REVIEW
IAPD MAGAZINE

PERFORMANCE PLASTICS DIGITAL PUBLICATION

- 6 issues per year
- 2,695 average monthly page views
- 26.76% page view increase since 2020
- 682 average monthly new users
- 2:48 average monthly session duration

Traffic Sources:
- 58% direct traffic
- 20% search engines
- 20% social media
- 2% referring sites

Page view increase since 2020: 6
WORKFORCE DEVELOPMENT: SKILLED TRADES

For its first deliverable, the IAPD Workforce Development Task Force for Skilled Trades developed a checklist of best practices designed to help IAPD members find and recruit employees for the skilled trades within their companies. The checklist includes tips for what hiring managers can do to help with the talent acquisition process, what the human resources professionals can do, tips for reevaluating your hiring process, retention tips, as well as some general best practices to help you find and keep talent. Click on the QR code to download the best practices list.

RECYCLING TASK FORCE

The IAPD Recycling Task Force formed to look at recycling from the supply chain perspective and find solutions for IAPD members and their customers. To get a baseline for where IAPD members are with their recycling practices, they sent a survey to distributor branches and learned that:

- 85% recycle their internally generated scrap
- 56% collect scrap from their customers
- 68% believe that recycling scrap gives them a competitive advantage

The task force is now working on an online resource to locate recyclers, plus collaborate with recycling associations to connect members with recyclers.

COMING SOON:

DIVERSITY, EQUITY AND INCLUSION TASK FORCE
OPPORTUNITIES FOR MEMBERS IN THE BIPARTISAN INFRASTRUCTURE FRAMEWORK:

- $110 BILLION FOR ROADS, BRIDGES, AND OTHER MAJOR PROJECTS
- $73 BILLION TO UPDATE THE NATION’S ELECTRICITY GRID
- $66 BILLION FOR PASSENGER AND FREIGHT RAIL
- $65 BILLION FOR BROADBAND INTERNET
- $55 BILLION FOR WATER INFRASTRUCTURE
- $15 BILLION FOR REMOVING LEAD PIPES
- $50 BILLION FOR CLIMATE RESILIENCY PROJECTS
- $39 BILLION FOR PUBLIC TRANSIT
- $25 BILLION FOR AIRPORTS
- $21 BILLION FOR ENVIRONMENTAL REMEDIATION PROJECTS
- $17 BILLION FOR PORTS AND WATERWAYS
- $11 BILLION FOR TRANSPORTATION SAFETY PROJECTS
- $7.5 BILLION FOR LOW EMISSIONS BUSES AND FERRIES
- $7.5 BILLION TO CONSTRUCT EV CHARGING STATIONS

IAPD SUCCESSFULLY HELD OFF ANTI-PLASTICS LEGISLATION, INCLUDING:

- Limiting the replacement of lead pipes to only iron or steel; in the final language, plastic piping is permitted.
- Three-year moratorium on expanded or new polymer manufacturing; IAPD successfully showed that these restrictions would negatively impact the production of critical components for alternative energy, electric vehicles, semiconductors and other industries that are part of the White House’s agenda.

PAC INFORMATION

- $24,130 in contributions collected from 47 members in 2021.
- $127,615 collected for the PAC since its start.
- $36,500 contributed to Members of Congress since 2016.
- 18 checks contributed to Members of Congress since 2016.
The International Association of Plastics Distribution represents companies throughout the performance plastics supply chain who are dedicated to distribution as the way to market. The association is your source for plastics distribution networking, training tools, education, information and insight. IAPD provides resources to help you empower your staff, market your materials and provide a unified voice for the industry.

**OUR STRATEGIC PILLARS**

- **GROW**
  Grow and advocate for the performance plastics industry

- **LEARN**
  Improve the knowledge, performance and capability of IAPD members

- **DISTRIBUTE**
  Make the distribution channel the path of choice

**IT’S MORE THAN A MEMBERSHIP – IT’S A PARTNERSHIP**

International Association of Plastics Distribution
6734 West 121st Street
Overland Park, KS 66209

Phone: (913) 345-1005
Email: iapd@iapd.org
www.iapd.org

www.iapd.org  •  iapd@iapd.org  •  (913) 345-1005