ASSET2.0
The Investment Recovery Business Journal
A PUBLICATION OF THE INVESTMENT RECOVERY ASSOCIATION
VOL. 4, 2026
www.invrecovery.org



Strategic Storytelling:

Adding Value and Visibility to IR

Based on presentation by:
Kris Waters, CMIR
Director of Corporate Social Responsibility & Sustainability, PetSmart

2026 Investment Recovery POST SHOW ISSUE

Kris Waters is a CMIR and former President of the Association, who brings a wealth of knowledge and know-how from two decades at Cox Communications/Cox Enterprise. Kris currently leads Corporate Social Responsibility and Sustainability at PetSmart. Her conference presentation, *Numbers That Matter: Making Investment Recovery Impossible to Ignore,* focused on how IR professionals can elevate their impact by translating operational results into enterprise level value through strategic storytelling. *Page 5* ►



AI's New Role in Reverse Logistics

In the cover story, Khris Waters shared her strategy for successful storytelling to elevate IR's strategic importance to an organization. That story depends on AI-driven auditable and documented data for credibility and eventual b uy-in. Also at the conference, Trey Collson, CEO of Amplio, presented, *From Idle Asset to Value—How AI is Transforming the Reverse Logistics Journey.* He explained how AI is reshaping the way organizations evaluate surplus, appraise assets and make faster, more confident decisions enhancing the work of IR teams—not replacing them. *Page 11* ►

Become an automation champion.

SAY HELLO TO THE NEW IR WORKDAY.

One Simple Platform



VIRTUAL WAREHOUSE / LIVE AUCTIONS / OFFER & COUNTER-OFFER / SCRAP CONTRACTS & PICKUPS / REDEPLOYMENT / SUSTAINABILITY REPORTS

Finally a system that can match the way you do business.

Become an automation champion — transform your workday by streamlining in-house processes. Reduce inventory levels and liquidate surplus with higher returns using one simple cloud platform. Reduce carrying costs and optimize cash flow with our proven enterprise investment recovery solution. Support sustainability initiatives and gain full visibility of capital assets with the web-based platform trusted by well-known investment recovery teams for over ten years. Call or email inquiries@epiqtech.com for a free demo!

EPIQ
IR SOFTWARE

866.316.EPIQ www.epiqtech.com/invrecovery



PRESIDENT'S MESSAGE

THE VALUE OF COMING TOGETHER

As I reflect on our recent Investment Recovery Association Conference & Trade Show in Glendale, Arizona, one word comes to mind; energized! What a wonderful opportunity to reconnect with friends, welcome new faces, and learn from the brightest minds in our profession.

Some of the greatest benefits of our conference come from the friendships and professional relationships we build along the way. Whether sharing ideas over dinner or exploring the trade show floor, these connections continue to enrich us long after the conference ends. My sincere thanks to our attendees, presenters, exhibitors, sponsors, Board of Directors and everyone who helped make Glendale such a memorable experience.

A personal highlight for me was Jeff Shaver's presentation on Salt River Project's (SRP) use of AI-enabled cameras to improve scrap container monitoring and logistics. This is an area I've been eager to explore at Santee Cooper, and hearing about SRP's work was truly inspiring.

This issue's featured articles reinforce that same spirit of learning and innovation. In Strategic Storytelling: Adding Value and Visibility to IR, Kris Waters focused on how we must customize IR's value message in ways that resonate with different decisionmakers. From financial recovery and cost avoidance to sustainability and risk reduction, Investment Recovery delivers benefits far beyond selling surplus assets.

Our second feature, AI's New Role in Reverse Logistics, highlights Trey Collson's fascinating look at how AI is transforming asset recovery. From evaluating thousands of surplus items in minutes to improving valuation and market intelligence, the possibilities are exciting. Yet what stood out most to me was the reminder that technology, regardless of how advanced it becomes, cannot replace the experience, relationships, and professional judgment of knowledgeable IR professionals. AI may help us work faster and smarter, but it's our expertise that gives those tools direction and purpose.

That spirit of collaboration is what continues to set our association apart. We bring together people who understand where our profession has been, recognize where it is today, and are eager to help shape where it's going tomorrow. And while Glendale may now be in our rearview mirror, we're certainly not slowing down! Planning is already underway for our 2027 Conference & Trade Show in Norfolk, Virginia. If Glendale reminded us of anything, it's that when this community comes together, great things happen.

Thank you again for making Glendale such a rewarding experience. I look forward to everything we'll accomplish together in the coming year and to seeing many of you in Norfolk!

—George Rheubottom
Investment Recovery Association President
and Manager of Investment Recovery Santee Cooper

WE BUY GENERATORS

FREE AND FAST VALUATIONS!

Immediate payment. Nationwide. Just send us a picture with kW rating (over 200 kW), voltage, engine mfg., and hours of operation–we'll send you an offer within 24 hours.



WE ALSO BUY SURPLUS GAS COMPRESSORS, CYLINDERS, ENGINES, GAS TURBINES.

Call 925-935-5700, or email, mark@powerandcompression.com

powerandcompression.com

POWER & COMPRESSION SALES, INC.

TRANSFORMER RECLAMATION



At Jerry's Electric, our customers know that nothing matters more than the quality of our services. With 65 acre/138,000 sq. ft. of office, lab, remanufacturing, and reclamation facilities, we are uniquely qualified to meet the needs of your transformer projects. Est. 1976, and proud to support our men and women in uniform.

- **Surplus Purchasing**
- **PCB Free Facility**
- **In-field Decommissioning**
- **Lab Services**
- **Transformer Sales & Repair**

JERRY'S ELECTRIC, INC.

Call 800-843-9834 for all your transformer needs.

www.JerrysElectric.com

Strategic Storytelling: Adding Value and Visibility to IR



Presented by Kris Waters, CMIR, Director of Corporate Social Responsibility & Sustainability, PetSmart

Kris Waters is no stranger to the Association and the IR sector. As a Certified Manager of Investment Recovery and former President of the Association she brings a wealth of knowledge and know-how from two decades of experience from Cox Communications and Cox Enterprise. During that tenure, she built and scaled IR and sustainability programs that ultimately delivered over $400 million to the bottom line and helped the organization achieve zero waste to landfill without "funny math."

Now leading Corporate Social Responsibility and Sustainability at PetSmart, she has shifted from telecom and utilities to retail - a change that required tucking away her operator hat and focusing on strategy, storytelling and building a different sustainability program from the ground up. That transition from vastly different industries was certainly a challenge. But here's the secret to her success - the language required to secure funding, resources and executive support remained consistent.

It's a secret she's happy to pass along.

Kris shared a compelling perspective on how IR professionals can elevate their impact by translating operational results into enterprise-level value through strategic storytelling. She offered a clear, practical roadmap for making IR value visible enterprise-wide. Her expertise centers on one theme; the data doesn't change by audience, but the entry point does and from there - your story has both credibility and relevance.

IR's visibility problem—the elephant in the room

It can't be overstated that IR professionals already generate significant value. The challenge is not the work itself, but how that work is perceived across an organization. Different departments have different needs and priorities. For example, finance sees proceeds, operations see equipment moved, sustainability sees waste and emissions reductions and compliance sees evidence and risk mitigation. So, the real problem is that each of those functions sees only a portion of

> Continued from previous page

the value that it's adding. The result? The executive decision-makers rarely see the full picture.

This fragmentation makes it harder for IR teams to secure resources, expand programs or influence strategic decisions—even when their contributions are impressive and substantial.

Think of those blind men describing an elephant — each 'sees' only the part they can touch.

The IR discipline, however, is consistent regardless of whether the asset is a transformer, a packaging line or a server. The core questions never change: What is the next best use? How do we protect value? How do we control risk? How do we document the benefit?

The real trick, she argued, is telling the story in a way that resonates with each audience.

Activity metrics are not storytelling metrics

IR pros can sometimes get lost in the activity reporting as a measure of their productivity. And while that's valuable and important for managing your resources within your team and among your vendor partners, it doesn't tell the complete value story. Many IR teams rely heavily on activity-based KPIs - units processed, loads moved and auctions completed. While these are essential for internal management, they do not communicate enterprise value.

She urged professionals to shift toward external-facing KPIs that align with leadership priorities focusing on net revenue, cost avoidance, reuse value, risk reduction, environmental impact (materials and emissions) and EPR compliance and contributions. These metrics connect IR work directly to capital allocation, margin improvement, resilience, and license to operate - terms executives use to make decisions.

Strategic storytelling: Starts with entry points

Kris outlined a practical, easy-to-implement communication strategy that speaks the language of your audience. The facts don't change by audience, but the entry point does. Lead with what they are accountable for as entry points into your story. This is translation, not spin. For example:

- CEO: enterprise value, resilience, license to operate
- Finance: margin, capital efficiency, net revenue
- Compliance: control, evidence, reliability
- Sustainability: materials, emissions, auditable data

She encouraged IR leaders to hold key stakeholder meetings in their value language at least biannually, like operational planning or quarterly business review (QBR) processes. Those are great opportunities to showcase your value in the ways that matter most to your audiences. Bonus points if you can bring it into an existing forum, so you leverage the credibility of an established stage. Once you enter through their doorway, you can connect the rest of the IR value story behind it.

More internal audiences…more entry points

Finance: Finance always believes the number that it can reproduce. So usually that's going to be net proceeds, avoided cost and recovery rates. Gross sales figures may look impressive, but credibility comes from net proceeds. Cultivate strong relationships with finance partners and ensure cost-avoidance baselines are well documented.

Procurement and Operations: Early visibility is crucial. If IR is not ready to redeploy an asset when procurement is preparing an RFP, the opportunity disappears.

Sustainability: Reducing waste through reuse has a much higher emissions and waste benefit than even responsible recycling. IR teams should share both financial and environmental impacts, especially as packaging-related Extended Producer Responsibility (EPR) fees escalate across states.

Kris further highlighted how different industries prioritize different lead metrics. Their sector-specific entry points would include the following - all framed by the IR discipline:

Healthcare: continuity and controlled disposal

Tech & Telecom: data privacy and residual value

Utilities: reliability and field availability

Oil & Gas: disciplined claim boundaries and closure economics

And the most important activity of the year?

Stakeholder mapping! Waters stressed that IR leaders must invest time in understanding stakeholder goals, pain points and decision criteria. Mapping these perspectives

—much like negotiating a contract —helps IR teams tailor their KPIs, storytelling and requests for resources. Today, sustainability is heavily scrutinized, and some skeptical audiences may respond best to messages framed around waste less/buy less, reuse more and reduce liability. Sustainability can be a favorable outcome even if it isn't a priority to the decisionmakers you're addressing.



It's bigger than you think—the whole value enchilada

Kris reminded the audience that IR value is far more comprehensive than simple resale. A complete value equation includes:

- Net revenue
- Cost avoidance
- Reuse value
- Extended Producer Responsibility (EPR) compliance
- Risk reduction
- Material and emissions impact

Extended Producer Responsibility: IR opportunity alert

Complex EPR regulations are expanding rapidly and increasing cost centers for packaging, textiles, batteries and plastics. Several states have already implemented EPR laws with materials being categorized differently across states. IR teams have a great opportunity to play a critical role by:

- Capturing secondary/tertiary packaging reuse data
- Supporting sustainability and compliance teams with auditable evidence
- Advocating for reusable packaging solutions that reduce fees/ material costs
- Reducing/reusing to deliver stronger regulatory and emissions benefits than recycling alone, making IR a strategic partner in EPR compliance.

Avoided emissions vs. inventory emissions

She cautioned IR leaders to avoid overstating environmental impact. Corporate greenhouse gas inventories follow strict boundaries under the Greenhouse Gas Protocol (GHGP). Avoided emissions from reuse or recycling do not automatically reduce Scope 1, 2, or 3 inventories, and should be reported separately from a corporate inventory. Reuse can still lower inventory emissions indirectly, for example through fewer purchased goods (Scope 3 Category 1) or less waste generated (Scope 3 Category 5). IR needs to:

- Understand how sustainability teams calculate emissions
- Align on what counts toward corporate targets
- Provide auditable, transaction-level evidence (weight tickets, chain-of-custody records, vendor documentation)

One IR project—multiple outcomes

During Waters' time at Cox Communications, they faced a supply constraint on CableCARDs, required for set-top boxes under FCC rules in effect from 2007 to 2020. Her team saw an opportunity; harvest reusable cards from retired units. The results?

- $20 million saved
- 500,000 assets reused
- 25,000 pounds avoided landfill
- 248 metric tons of CO_2 avoided emissions

This single project extended asset life, protected capital budgets, reduced environmental impact and strengthened supply resilience. It also unlocked additional funding for the IR program providing proof that well-told IR stories drive investment.

Moreover, IR leaders should move beyond activity

> Continued from previous page

metrics ("we recycled 800 tons") and toward business consequences such as dollars recovered/avoided and risks/emissions reduced.

"Coolest jobs in the world"

Kris reminded the attendees that they – and every IR professional – has one of the coolest jobs in the world. Whether working in healthcare, government, manufacturing, mining, retail or telecom, IR teams uniquely contribute value to a company. You don't just manage surplus - you unlock hidden value, protect your organization and help build a more sustainable world. Every day, your work turns challenges into opportunities and waste into worth. Few roles deliver such a powerful combination of financial impact, environmental stewardship and operational excellence. Just consider some of the many 'cool ways' your role supports your organization: IR can:

- strengthen local and national economies
- reduce waste and emissions
- improve operational efficiency
- enhanced corporate resilience
- document clear, measurable/auditable wins
- contribute to the circular economy
- become the organization's expert on hidden value
- create a healthier planet for future generations

Now, how cool is all of that?

SAVE THE DATE for the 2027 IRA Conference & Trade Show show in Norfolk, VA.

SEPTEMBER 26-29, 2027

WE DO BEARINGS.

WE BUY

We specialize in the purchase of surplus bearing inventories worldwide. We are interested in all sizes, types, and quantities. Our experienced purchasing department will competitively price your inventory list, or meet at your facility to review and price your surplus. As always, we pay all freight and travel expenses. Call, email, or fax Royal to realize an immediate return on your excess inventory!
buyback@royalbearing.com

WE SELL

As a wholesale distributor, we sell through a vast network of bearing and industrial supply companies worldwide. Our inventory consists of over 250,000 line items including bearings and mounted units of all types and sizes. We stock many out-of-production bearings, along with a world class inventory of in-production bearings. Contact Royal for any of your wholesale bearing needs!
sales@royalbearing.com

Portland, Oregon
17719 NE Sandy Blvd
Portland, Oregon 97230

Livonia, Michigan
11900 Globe Street
Livonia, MI 48150

Local **1.503.231.0992**
Fax **1.503.231.1190**

www.royalbearing.com



Royal™ Bearing Inc.

CALL US TOLL FREE **1-800-279-0992**



Trade show attendees and exhibitors share smiles and ideas as they connect face to face, explore new possibilities, and discover solutions to help their IR organizations thrive.

YOU MADE IT HAPPEN!

'26 Conference & Trade Show
STRONGER TOGETHER

To our valued attendees, sponsors, exhibitors, and speakers: THANK YOU!

*The success of the 2026 IRA Conference & Trade Show belongs to you. Thank you for bringing **STRONGER TOGETHER** to life! We appreciate your dedication to investment recovery and to each other. See you next year in Norfolk, VA!*

In addition to the sessions covered in this issue, the 2026 sessions showed what's possible when IR professionals share what works—from practical AI applications to stronger ways to demonstrate value.



*Research economist **Sean Ewen** of Arizona State University's Seidman Research Institute reviews what the broader economic trends mean for IR organizations.*



*Scrap value depends on more than the price of steel or aluminum. **Bradley McCauley** of Argus Media explains the market forces influencing metal recovery.*



***Ilia Gogichaishvili**, CEO of DynaPrice, explores how better asset data can help investment recovery contribute to decisions across the organization.*



***Alicia Marseille**, Rob & Melani Walton Sustainability Solution Service and **Beth Forsburg**, Goodwill of Central and Northern AZ, share their experience developing a plastics microfactory.*







Stronger together, face to face. The trade-show floor was full of familiar faces and new introductions, with members and exhibitors catching up, talking shop and helping each other work through real challenges.

From Retired Assets to Real Returns

R2v3-Certified | Results-Oriented | Ready to Serve



When your surplus becomes our mission, value follows.

C2 Management

Test & Repair
Data Sanitization
Decommissioning
Electronics Recycling
Sales & Remarketing
Buyouts & Liquidations
IT, Lab, Medical, Test, Industrial

(888) 993-2248
info@tryc2.com
www.c2management.com

FEATURE STORY



AI's New Role in Reverse Logistics:

How "Smarter Kids" Are Transforming Asset Recovery



Trey Collson, CEO of Amplio

In the cover story, Kris Waters shared her strategy for successful storytelling to elevate IR's strategic importance to an organization. And that story depends on auditable and documented data for credibility and eventual buy-in. And in today's lightening quick business world, access to that data needs to be virtually instantaneous.

That's the perfect introduction to why and how AI is elevating IR in organizations everywhere – all the way up to the boardroom.

Crystal clear message

In reverse logistics, AI is moving us from novelty to necessity in just a few years, and at whiplash speed. Trey Collson is CEO of Amplio, a solutions provider for industrial surplus. He presented, "From Idle Asset to Value – How AI is Transforming the Reverse Logistics Journey," offering a practitioner level look at how AI is reshaping the way organizations evaluate surplus, appraise assets and make faster, more confident decisions. His message was crystal clear: AI is not here to replace IR professionals—it's here to make their work more strategic, more human and more valuable. Oh…and one more thing; the 2026 AI 'kids' are smarter and better than before.

500 "smart kids"—from narrow to general intelligence

Collson started with a fun, yet mind-blowing example. His team was asked to evaluate 10,000 spare parts—a task that would normally take weeks or even months. He used AI agents or jokingly referred to as hiring "500 very smart kids" to appraise the list. Shockingly enough, it only took seven minutes… and only cost $24.

This is the new reality; tasks once requiring large teams, long timelines and significant budget can now be completed in minutes with high accuracy. He noted that in his prior role back in 2017, they built a single model to predict inconsistent ocean-freight ETAs requiring huge amounts of capital, time, development and expertise.

Today, off the shelf AI models can perform millions of tasks, require no custom training, and cost less than a junior employee's monthly salary.

This change from customized, single-purpose models to general-purpose intelligence has unlocked new efficiency opportunities for IR teams.

2026: When the "kids" got smarter

Earlier AI agents could perform tasks but often stalled or gave questionable quality. As Collson stated, they would recognize that they needed a lunch break… and gave up halfway. In 2026, we welcomed the new breed of smarter kids on the block.

In 2026, agents can now:

- Work collaboratively
- Split large workloads

- Review each other's outputs
- Converge on a single, validated answer

So, this level of teamwork allows IR professionals to deploy hundreds of agents simultaneously, each performing a narrow, high quality task. Let's go back to that 10,000 SKU example with the "smarter kids"

- Split the list
- Appraised each item
- Reviewed each other's work
- Produced a unified valuation with:
- Provided value ranges and confidence scores
- Recommended sales channels

He stated that this was not just automation—it's scalable expertise. But so far, we've focused on spare parts and SKUs, what about equipment? He stated that it works the same way but requires slightly more knowledge to shape the output correctly. This is where human oversight and context are even more important.

Can the smartest kid appraise your equipment?

Good question. AI is powerful, but IR expertise is irreplaceable and Collson cited a great example why. Agents were tasked to evaluate a discontinued item. AI output found 38 listings with an initial suggested retail value between $95 and $115. But IR professionals knew that the market was flooded with counterfeit and refurbished units.

After adding new filters that excluded used/refurbished units and sellers without a verified track record—the agents redid their assignment with:

- 14 verified listings
- All new, original packaging
- Median price: $320

So the smartest kid in the room lacks 'street smarts' and that only comes with well-earned, human experience.

IR market oversight can't be overstated

He believes that the best companies utilizing AI don't view it as a way to replace people—but to empower them to do more in their roles. IR teams hold remarketing knowledge that models cannot infer:

- **Sold prices vs. asking prices:** People can ask for any amount of money in the secondary market… it doesn't mean that's the liquidity point. It also doesn't mean that any inventory has ever been sold at that price.
- **Condition and provenance:** Counterfeit risk, refurbishment quality and chain of custody history are human documented essentials.
- **Who is buying right now:** You have amazing relationships with your customers. You know who is buying, who is selling and when. That comes from human interaction and relationship building.
- **Market absorption rates:** Flooding the market with surplus inventory can decrease prices. AI cannot predict this. That's information only you can analyze.
- **Timing and strategy:** Only IR teams can do tasks like release schedules and channel selection that still require input.

AI allows professionals to focus on negotiation, strategy, relationship building and risk management instead of time-consuming repetitive tasks.

He cautioned against treating AI agents like unsupervised interns. You're not going to just hand them over the keys and head off to the golf course. AI requires onboarding, guardrails, and oversight—just like junior staff.

Why AI cannot replace IR professionals

ASSET 2.0 dug deeper (thanks to Microsoft CoPilot) on the unique value that only expert oversight and human interaction can provide.

- **AI cannot walk a facility or inspect assets in person:** IR requires human senses—to judge equipment condition. AI can analyze photos, but it cannot detect subtle wear, vibration, heat or safety risks the way a trained professional can.
- **AI cannot negotiate or build trust with buyers and vendors:** IR is a relationship business. AI cannot read tone, sense hesitation, build rapport or push back when someone lowballs a price. Human negotiation skills directly increase recovery value.
- **AI cannot read the 'vibe' of company politics or internal dynamics:** IR professionals navigate personalities, turf battles, budget timing and "who really owns this asset."
- **AI cannot make judgment calls in gray areas:** IR often deals with incomplete data, borderline safety issues and ambiguous regulations.
- **AI cannot handle unique assets:** IR frequently deals with prototypes, custom equipment, obsolete machinery, and mixed lots. AI works best with patterns; IR deals with exceptions.
- **AI cannot manage on site logistics or physical operations:** Loading, rigging, palletizing, verifying PPE, checking for leaks, supervising contractors—these require human presence.

- **AI cannot verify ethical or compliant disposal in the real world:** AI can flag risks, but it cannot walk a recycler's facility, inspect processes or confirm proper data destruction. Human scrutiny is essential for environmental safety and regulatory compliance.
- **AI cannot handle emotionally sensitive situations:** IR professionals often work during layoffs, plant closures, emergencies or high stress transitions. AI cannot provide empathy, reassurance or human support during difficult moments.
- **AI cannot advocate for IR or persuade leadership:** AI can generate reports, but it cannot explain subtleties, defend decisions or build credibility with executives. IR leaders elevate the function through communication, confidence and expertise.
- **AI cannot replace human intuition, experience and creativity:** IR is full of surprises—odd assets, last minute changes and unexpected opportunities. Human intuition often finds value where data never would. AI can assist, but it cannot innovate the way experienced IR professionals do.

What this means for IR pros

AI helps IR professionals work faster, make better decisions, reduce waste, increase revenue and prove their value. It does all this without replacing the human judgment that makes IR successful. And so, if we think about identifying, appraising and remarketing, these agents are allowing us to do our jobs significantly cheaper and faster.

We can go into warehouse, take a picture of each SKU like we have done historically. Then AI can capture the data and the information from that picture to create the catalog and a description for each. What's more, it's pulling in information that was missed when the picture was taken. Next, AI evaluates and appraises each SKU and it's then ready to remarket and match to potential buyers. And wait – there's more!

Additionally, AI is now capable of:

- Rapid SKU level valuation
- Multi-agent collaboration
- Market wide price analysis
- Counterfeit filtering
- Confidence scoring
- Channel recommendations
- Automated data verification

The future is not AI vs. IR—it is AI powered IR.

The takeaway for IR leaders

AI has matured from a single task tool into a multi-agent workforce capable of transforming reverse logistics. The organizations that win will be those that:

- Pair AI's speed with human judgment
- Use agents to eliminate low value work
- Apply domain expertise to guide models
- Maintain control over provenance, pricing and risk
- Treat AI as a team member—not a replacement

Conclusion:

Collson's message to the IR community is both practical and optimistic; your jobs are getting more interesting, not less. AI is here to accelerate your expertise, not 'upstage' it. And with AI advancing with new and more powerful agents, look for even smarter kids to add more value to IR as an industry—and to your role. ■

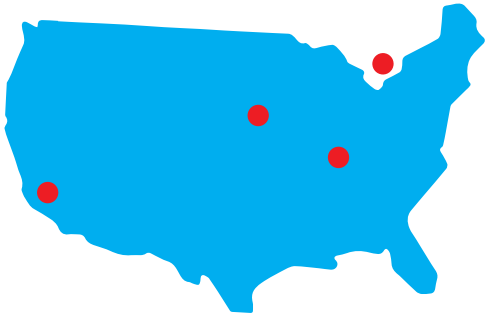
Additional resources: Microsoft CoPilot: 2026: AI in investment recovery and reverse logistics

MRO
SURPLUS SOLUTIONS

We Want Your Surplus MRO!!

Do you have an obsolete MRO and Spare Parts on your shelves?
If you do, we want to make you an offer!!

With facilities and staff located in California, Iowa, Tennessee, and Toronto, we can get to your site quick to work with you.



For more information please visit our website
www.mrosurplussolutions.com
Let us help turn those no longer needed items into cash!

300 S. Lewis Rd. Ste. G
Camarillo, CA 93012

Phone: 805.531.0052
Fax: 805.531.0060
purchasing@mrosurplussolutions.com

WHAT'S HAPPENIN'

News of the Investment Recovery Association







DAVID WARREN EARNS CMIR DESIGNATION

CMIR stands for Certified Manager of Investment Recovery. It means you have achieved the highest level of professional standards, knowledge and expertise in IR. CMIR candidates go through a challenging study and exam process and this year at the Fall Conference, we congratulated **David Warren, Southern Company** for earning the prestigious CMIR designation.

BENCHMARKING: TURNING DATA INTO PRODUCTIVE CONVERSATIONS

Geoff Zwemke of CAPS Research shared findings from the IRA performance benchmark study and demonstrated a new way for members to explore the results.

From redeployment and staffing to digital capability and sustainability reporting, Geoff offered a starting point for conversations with your team and leadership.

One takeaway: clean, accessible data makes those conversations more meaningful.



RECOGNIZING YEARS OF OUTSTANDING SERVICE

Mark Hutson, CMIR, recognizes George Rheubottom for his year as President. George's energy and commitment to the Association and its members have been an inspiration.



KELLY FAIRCHILD WINS ELECTION FOR BOARD POSITION

From the conference committee to the board, Kelly Fairchild of Venture Metals + continues her commitment to the association as our newest Associate Director.



RECOGNIZING YEARS OF OUTSTANDING SERVICE

George Rheubottom congratulates Caleb Rutledge for his 4 years of dedicated service on the IRA's Board of Directors, honoring his commitment and lasting contributions to the IR community.



FRESH PERSPECTIVES. SHARED PURPOSE. THE NEW IRA BOARD MEETS FOR THE FIRST TIME.

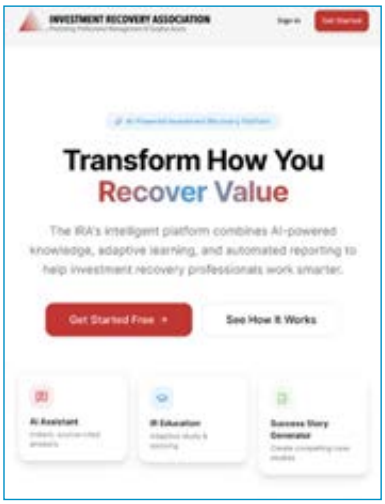
Our Board of Directors is ready to build on the past year's progress and bring fresh energy to the year ahead. This year, we welcome Kelly Fairchild of Venture Metals + as our new Associate Director, adding another valuable perspective to the team. Together, our returning directors and newest member will help guide thoughtful growth, expand opportunities for members and shape another awesome conference. We look forward to the ideas, conversations and connections this board will help bring to life.







INTRODUCING IRA'S NEW IR WEBAPP—THREE POWERFUL TOOLS TO HELP YOU EXPLORE, LEARN, AND SHARE EVERYTHING IR.



Chat with IRA 2 for instant answers on IR practices, CMIR certification, benchmarking, industry trends, and association updates. Use IR Training to strengthen your skills and build your team's knowledge. Explore Success Stories to quickly and easily share your own achievements with colleagues and senior management.

Visit http://app.invrecovery.org and try it yourself. Be sure to use the email address associated with your IRA membership to access it.

A BIG THANK YOU TO OUR 2026 CONFERENCE SPONSORS!

You helped make the connections, conversations and memories possible.

A-LINE · Amplio · AMS Group Asset Management Solutions · C2 Management · EPS Environmental Protection Services · GovAuction.com · JJ Kane Auctions · Maddox Industrial Transformer · PARC Power Asset Recovery Corporation · Sweed Machinery | Innovation | Solutions · T&R Electric Supply Company Incorporated · TCI · Sunbelt Solomon Unparalleled Power Solutions · Utility Pole Solutions

FOLLOW US ON LINKEDIN.

Keep connected to the IR member community and the broader IR industry. If you don't follow the Investment Recovery Association already, please go to www.linkedin.com/company/invrecovery. Click the "follow" button, and join in on the conversation.

INVESTMENT RECOVERY ASSOCIATION
OFFICERS/BOARD OF DIRECTORS



President
George Rheubottom
Santee Cooper



Vice-President
Megan Behm, CMIR
National Grid



Secretary/Treasurer and Associate Director
Tina Chrisafis
Con Edison Company of New York



Director
Nathan Washington
The Boeing Company



Director
Martin Rodriguez
ExxonMobil



Associate Director
Kelly Fairchild
Venture Metals +



Associate Director
Jason Stone
Maddox Transformers

ASSET 2.0: The Investment Recovery Business Journal is published by the Investment Recovery Association.

www.InvRecovery.org

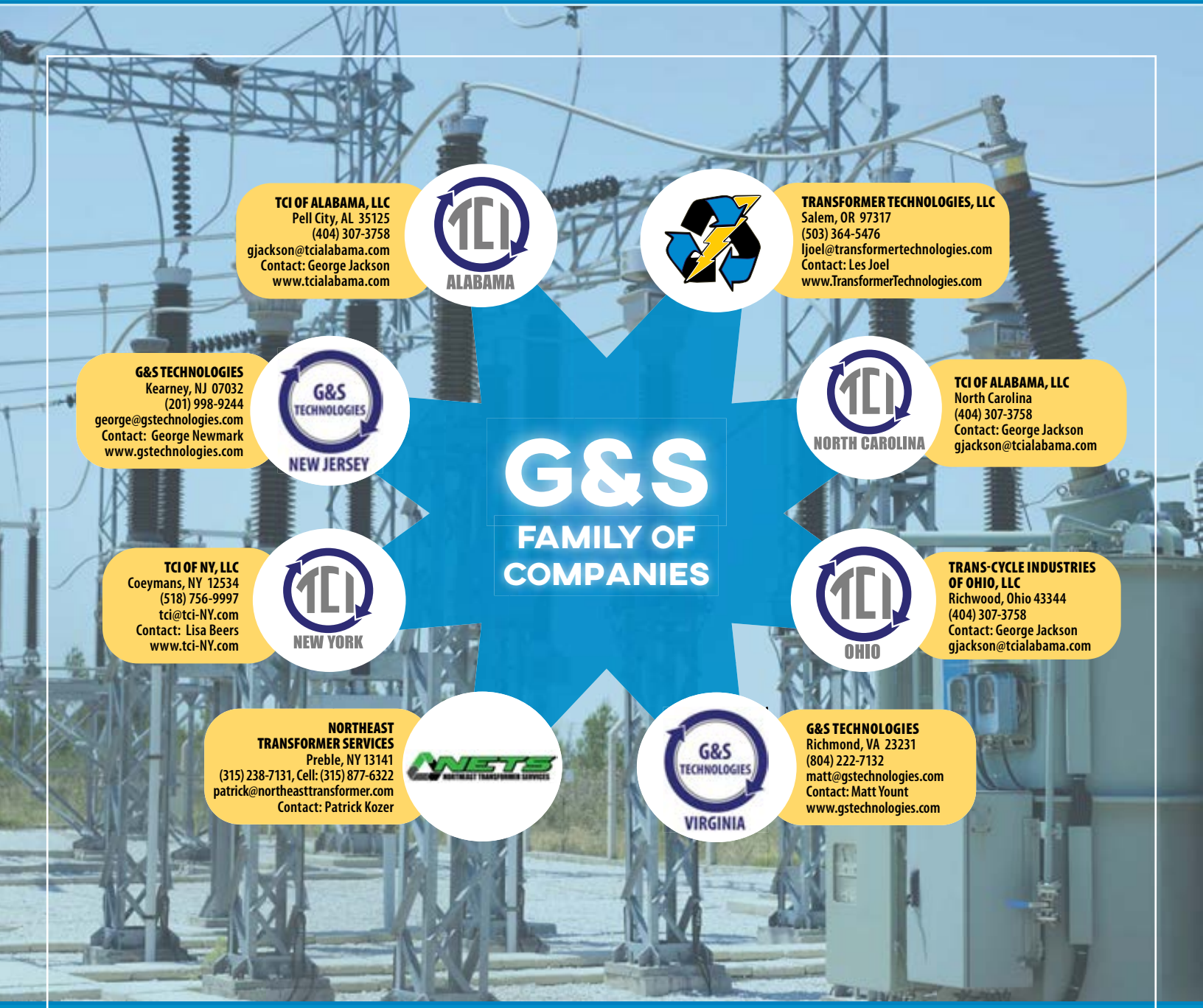


Jane Male, CAE
Executive Director
10100 N. Ambassador Dr., #310
Kansas City, MO 64153
816.561.5323
email

The ideas presented in this publication do not necessarily represent the official position of the Investment Recovery Association. Techniques, concepts or approaches discussed here may not apply to your situation.

©2026. All rights reserved.

Printed on recycled paper using soy-based inks.



TCI OF ALABAMA, LLC
Pell City, AL 35125
(404) 307-3758
gjackson@tcialabama.com
Contact: George Jackson
www.tcialabama.com

TRANSFORMER TECHNOLOGIES, LLC
Salem, OR 97317
(503) 364-5476
ljoel@transformertechnologies.com
Contact: Les Joel
www.TransformerTechnologies.com

G&S TECHNOLOGIES
Kearney, NJ 07032
(201) 998-9244
george@gstechnologies.com
Contact: George Newmark
www.gstechnologies.com

TCI OF ALABAMA, LLC
North Carolina
(404) 307-3758
Contact: George Jackson
gjackson@tcialabama.com

TCI OF NY, LLC
Coeymans, NY 12534
(518) 756-9997
tci@tci-NY.com
Contact: Lisa Beers
www.tci-NY.com

TRANS-CYCLE INDUSTRIES OF OHIO, LLC
Richwood, Ohio 43344
(404) 307-3758
Contact: George Jackson
gjackson@tcialabama.com

NORTHEAST TRANSFORMER SERVICES
Preble, NY 13141
(315) 238-7131, Cell: (315) 877-6322
patrick@northeasttransformer.com
Contact: Patrick Kozer

G&S TECHNOLOGIES
Richmond, VA 23231
(804) 222-7132
matt@gstechnologies.com
Contact: Matt Yount
www.gstechnologies.com

TRANSFORMING ENVIRONMENTAL PROBLEMS INTO PROFIT

Take advantage of the experience and capabilities of eight independently owned companies aligned to provide environmentally-safe disposal of oil filled electrical equipment. Expert, efficient and environmentally responsible service provides peace of mind and a fair return on assets.