

SCHEDULE AND PROGRAM



CALIFORNIA RESOURCE RECOVERY ASSOCIATION

35TH ANNUAL CONFERENCE & TRADESHOW

JULY 31-AUGUST 3, 2011

LOEWS CORONADO BAY RESORT, SAN DIEGO, CA

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CRRA PRESIDENT'S WELCOME

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Julie Muir
CRRA President

Hello Everyone,

The California Resource Recovery Association's 35th Annual Conference and Training in Coronado is in less than a month! Thank you for joining us at this fantastic conference that will include sessions on the latest issues, programs, methods, ideas in the waste reduction, reuse, recycling, and composting field, cutting edge equipment and services in the exhibit hall, and plenty of time to network with people working in all facets of the industry from policy development to end user. It will surely advance your career, improve your business or program, and expand your opportunities!

CBS News will be there on Monday to record and interview our keynote speaker, Captain Charles Moore, founder of the Algalita Marine Research Foundation. The conference has not been held in San Diego area since 1998, so we are looking forward to visiting local programs and facilities on the tours on Wednesday including a trip on the Algalita vessel! The real challenge will be to pick between sessions that are discussing issues that we deal with everyday, from the philosophical to the operational. We will all need to process this information together during the networking events at the end of the day. I count on the CRRA Conference to provide me with opportunities to learn and be inspired about programs and products that help my community reach higher levels of waste reduction and material reuse, while also providing time to network with colleagues who might just happen to have an idea I am looking for to move my project forward. I look forward to seeing you in one of the sessions, exhibit hall or networking events!

Thank you to our Conference Co-Chairs, Richard Anthony and Laura Anthony and Program Chair, Bob Nelson and to all of the pre-conference volunteers who have helped to shape the conference. Your time, energy, and experience are much appreciated. We thank our members, exhibitors and especially our sponsors for supporting CRRA. Come, ride the zero waste wave to sustainability with us at CRRA's 35th!

Resourcefully,

Julie Muir, President

CONFERENCE CHAIRS' WELCOME



*Laura Anthony
Zero Waste San Diego*



*Richard Anthony
Richard Anthony
Associates*

The CRRA Conference is one of those events that bring individuals from all over the state and even the world together to learn, network and have fun. We are excited to welcome you to cool San Diego, California, and enjoy a region that inspires change, innovation with an all year Southern California laid back summer time climate.

Opening our event up on Monday with a Marine theme (on the Bay and by the Beach in Coronado), Captain Moore will address the common issue of our oceans and proper resource management.

International zero waste delegates from Brazil, Italy, Spain, Philippines, New Zealand, Canada and Sweden will add a global feel to our conference as we address our problems and solutions. Neal Hastie from BC will address EPR in Canada on Tuesday and Dr. Paul Connett will call for global zero waste action on Wednesday.

At our closing cultural event Tuesday night, our presentation "Some like it Rot" will live up to all expectations.

Our tours will take you to the current best practices in recycling and composting in San Diego.

The conference theme Zero Waste: Ride the Wave to Sustainability suggests that CRRA is providing an opportunity for attendees to catch the wave and a chance for everyone to ride. Local surfers will tell you to catch and ride a wave you have to go with the flow.

When you leave the conference, we hope you will have gained the tools and ideas needed for the planning and implementation of sustainability programs in your community. Thank you for coming to San Diego to attend the 2011 CRRA Conference,

Laura and Richard Anthony
2011 CRRA Conference Co-Chairs

FROM THE EXECUTIVE DIRECTOR



*Stephen M Bantillo
Executive Director*

Welcome to San Diego and CRRA's 35th Annual Conference!

Thank you all for joining us for another exciting CRRA conference and tradeshow. We appreciate the tremendous support we continue to receive from you—our members, sponsors, friends, and partners.

In these challenging economic times, the need for connecting jobs and recycling couldn't be more important. CRRA was successful this past year in partnering with Santa Monica College on a \$4.87 million Community Based Job Training grant from the US Department of Labor. Under this grant, CRRA is working with industry and college community partners from around the country to develop national standards and a curriculum for instruction to develop a work force of professionals in the solid waste and recycling industry. CRRA continues to lead in areas of product stewardship, waste prevention, composting, recycling, sustainability, and Zero Waste strategies, and you'll see that in this year's program.

On Monday we have an ocean pioneer, Captain John Moore of the Algalita Marine Research Foundation, who has made clear our connection to the ocean and the detrimental impact of wasteful practices. He will conduct a research tour at the mouth of the Tijuana River the Sunday before, so let's hope he can share some highlights with us. Our speaker on Tuesday is Neil Hastie. Neil comes to us from British Columbia, where his non-profit corporation, Encorp Pacific, leads Product Stewardship efforts, not only on beverage containers, but a multitude of materials. Wednesday brings us Dr. Paul Connett, who has been researching waste for three decades and has written and spoken extensively on its effect on human health. I hope you all have the opportunity to welcome these leaders who represent our conference theme "Zero Waste: Ride the Wave to Sustainability!"

CRRA continues to be engaged on the legislative front, supporting a variety of bills consistent with our mission and principles. We, in partnership with the California Product Stewardship Council, will recognize legislators at this year's Annual Awards Ceremony who have championed legislation we've supported. Please join us Tuesday as we recognize these legislators and California's outstanding achievers.

Your continued participation is appreciated and essential to the success of CRRA. Please join us at CRRA's Members Meeting on Monday, 4:45 pm – 5:45 pm.

Have a great conference!
Stephen M Bantillo, Executive Director

2010-2011

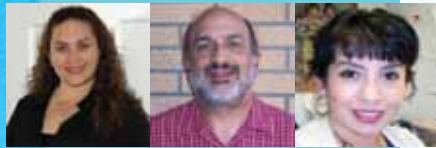
BOARD OF DIRECTORS, ADVISORS, STAFF



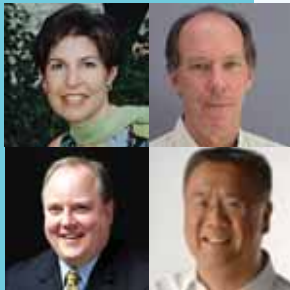
NORTHERN DISTRICT
David Krueger, City of San Ramon
Leslie Lukacs, L2 Environmental
Peter Slote, City of Oakland



CENTRAL DISTRICT
Julie Muir, PSSI-Stanford Recycling
Bob Nelson, City of Santa Cruz
Tracie Onstad Bills, Cascadia
Consulting Group



SOUTHERN DISTRICT
Laura Anthony, Zero Waste
San Diego
Richard Anthony, Richard Anthony
Associates
Olivia Sanchez, County of
San Bernardino



ADVISORS
Susan Collins, Container Recycling
Institute
John Davis, Mojave Desert and
Mountain Recycling Authority
Bob Hollis, The Mobius Network
LLC
Darryl Young, Summit Foundation



STAFF
Stephen Bantillo, Executive Director
Patty Morgan, Conference Manager
Judi Gregory, Certification Manager

CONFERENCE COMMITTEE

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Executive Committee - Laura Anthony, Zero Waste San Diego, and Rick Anthony, Richard Anthony Associates, Chairs; Patty Morgan, Morgan Systems Intl., Conference Manager; Julie Muir, PSSI; Bob Nelson, City of Santa Cruz; David Krueger, City of San Ramon; Stephen Bantillo, CRRA

Programming - Bob Nelson, City of Santa Cruz, Chair; Tracie Bills, Cascadia Consulting Group; Mark Gagliardi, City of Oakland; Roberta Miller, StopWaste.org; Leslie Lukacs, L2 Environmental; Rick Anthony, Richard Anthony Associates

Keynote Speakers - Leslie Lukacs, L2 Environmental, Chair; Heidi Sanborn, California Product Stewardship Council; Laura Silver, San Diego Earth-Works; Stephen Bantillo, CRRA

Awards & Awards Reception - Jacy Bolden, The JBC Groups, Chair; Jeff Lindenthal, Monterey Reg'l WMD; Leslie Lukacs, L2 Environmental; Betsey Meyer, Environmental Advisor; Shari Sehlhorst, SeaWorld

Exhibit Hall & Exhibitors Reception - Manuel Medrano, City of Chula Vista; Jeanette Zook

Greening the Conference - Roberta Miller, Stopwaste.Org, Chair; Julie Sands, City of San Diego; Nancy Strauss, 22nd DAA/Del Mar Fairgrounds; Ana Carvalho, City of San Diego; Sharon Deatrick, Urban Corps of San Diego County; Laura McKaughan, San Francisco Conservation Corps; Sarah Boltwana-Mesina, Inika Small Earth; Melissa Baxter, Nothing Wasted Consulting; Laura Anthony, Zero Waste San Diego

Welcoming, Networking and Entertainment Committee - Martie Solomon, City of Chula Vista, Chair; David DiDonato, City of Chula Vista; Larry Bane-gas; Ruth Abbe, HDR Engineering, Inc.; David Krueger, City of San Ramon; Doug Dorn; Olivia Sanchez, City of San Bernardino

Local Host/Tours- Laura Anthony, Zero Waste San Diego, Chair; Lynn France, City of Chula Vista; Joe Coppola, City of Chula Vista; William O'Toole, EcoNomics, Inc.

Press/Promotions - Heidi Sanborn, CPSC, Chair; Leslie Lukacs, L2 Environmental; Jennifer Ott; Stephen Bantillo, CRRA

Job Fair Committee - Judi Gregory, CRRA Certification Manager, Chair; Stephanie Barger, Earth Resource Foundation; AnnD Canavan, Hillcrest. GoesGreener

Sponsorship Committee - Julie Muir, PSSI; Cynthia Vant Hul, GHG Climate Team; Stephen Bantillo, CRRA

This year CRRA has taken great strides along with many partners to make this conference a Zero Waste Event.

CRRA and our Greening Committee are making efforts to reduce energy and water use, prevent pollution and minimize solid waste. Some initiatives include placing recycling bins in all common areas, and initiating food scrap composting for kitchen waste.

During the conference, guests may also recycle paper, cardboard, bottles and cans as well as organics at bins located throughout the hotel and in meeting rooms. Loews Coronado Bay Resort will also be reducing waste at mealtime through various activities which include using reusable dishware, glassware and silverware, pitchers rather than bottled water, and providing cloth rather than paper napkins.

Closing the Loop

We've made sure to close the recycling loop by purchasing recycled-content products - from our conference publications to the conference supplies, giveaways, plaques and awards.

Please recycle your name badge holder at the registration desk when you depart the conference.

Special thanks to Urban Corps of San Diego County for donating Clearstream and slim-Jim Containers, and to Zero Waste San Diego for donating Green Clear Stream Containers. Thank you also to Roberta Miller, StopWaste.org, for printing of the food, recycling and trash signs. In order to make recycling a success, please properly place your recyclables in the designated recycling bins.

Carbon Emission Offset Option

Conference registration includes a fee option to offset attendees' portion of the carbon dioxide (CO2) emissions being generated from travel to/from the conference and the electricity used for conference activities.

Reducing our Printed Materials

CRRA has continued to work to reduce the use of printed materials. This year's conference has been actively promoted through electronic media. CRRA has reduced its printed media by approximately 87% or 240,000 pages by eliminating paper registration brochures and saving almost 14 trees in the process. CRRA continues to process registrations completely on-line, nearly eliminating all need to use paper for management and tracking. Surveys for sessions and speakers are also all available on-line following the conference.

Loews Coronado Bay Resort and Local California Farms Supply a Sustainable Menu for our 35th Annual Conference - Once again the conference will serve locally grown foods including organic produce, sustainable poultry and seafood, local beer and wines. Our menus are heavily vegetarian and vegan themed to promote healthy eating, reduce the environmental impacts associated with conventional farming practices, and avoid the high energy inputs needed to raise animal protein. Our combined efforts will help support local and organic farming practices.

Thank you to Sierra Nevada Brewing Company, our Exclusive Beer Sponsor!



In December 2008, Sierra Nevada Brewing Co. completed what is now one of the largest privately owned solar installations in the country. It includes 2,288 Sunpower photovoltaic panels, each with a 225-watt capacity, and a total potential electricity output of 503 kW DC. A single axis sun tracking system allows the panels to follow the sun throughout the day, making the system 30% more efficient than a stationary system.

Environmental Impacts Related to Meats

Livestock such as chickens, pigs, cows (including dairy), etc. are responsible for 18 percent of greenhouse gas emissions measured in CO2 equivalent. The United Nations' scientists conclude that the eating of animals causes 40 percent more global warming emissions than all the planes, cars, trucks, and other forms of transportation combined. Livestock also contributes to over 8 percent of global human water usage. In addition, it is one of the main causes of deforestation whereby 70 percent of previously forested land in the Amazon is now occupied by pastures and feedcrops.

Livestock utilizes one-third of all fossil fuels produced in the United States, and the volume of waste that dairy cows produce on average is 20-40 times that of a human, causing widespread water pollution.

Enjoy the local, sustainable and organically grown menus that have

been created especially for you! For more information on vegan/vegetarian diets, visit the CRRA website.



ONSITE CONFERENCE INFORMATION

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ONSITE REGISTRATION

Registration begins at 8:00 am on Sunday, July 31, in the Registration Atrium on the first floor of Loews Coronado Bay Resort. For all attendees who are pre-paid, your conference materials, name badge, meal wristband and drink tickets will be included in your conference registration packet. If your payment has not been received prior to Sunday, you will be required to submit either a check or credit card payment, either of which will be promptly refunded if alternate payment is subsequently received by CRRA.

WEDNESDAY 8/3 MOBILE WORKSHOP/TOUR REGISTRATION

You may still register for Wednesday's Mobile Workshops/Tours on Sunday, July 31. Payment is required at time of registration. For a complete list of all tour options or to pre-register to ensure your spot, visit the website at https://www.regonline.com/2011CRRA_tours

ENTRANCE TO MEALS AND SOCIAL EVENTS

An attendance wristband or a guest banquet ticket is required for all meal functions, including Sunday's Welcome Reception, Monday's Exhibit Hall Reception, Tuesday's Awards Reception, and all lunches. Wristbands, along with three drink tickets per attendee, are included in your registration packet. **DO NOT LOSE YOUR MEAL WRISTBAND OR DRINK TICKETS** - if you lose them you will need to purchase a replacement at the registration desk. **MEAL WRISTBANDS ARE NON-TRANSFERRABLE**. If you have a guest that you wish to bring to one of the evening events, tickets are available at the Registration Desk, or check the website at <http://tinyurl.com/CRRA2011> for banquet ticket pricing and purchase.

NAME BADGE

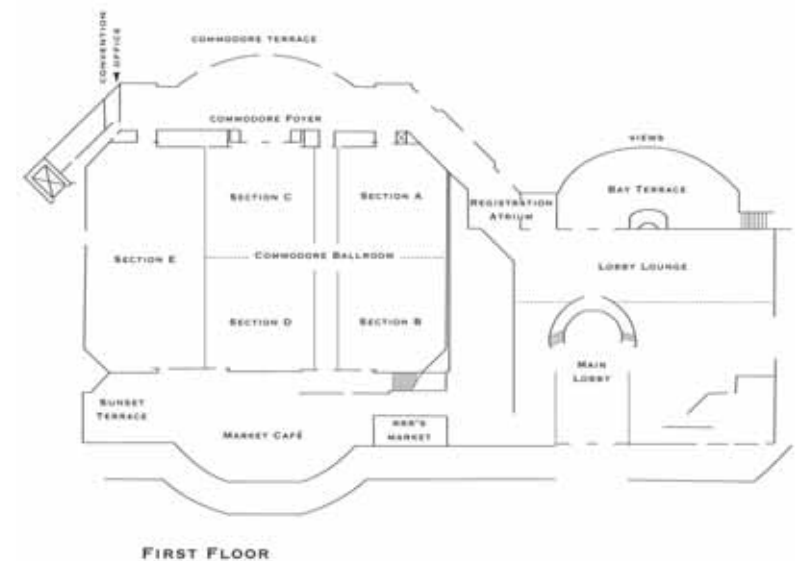
Please wear your name badge at all times - there is no admittance to the Exhibit Hall without a name badge or a special Exhibit Hall Visitors Pass.

CONFERENCE ATTIRE

Attire at all daytime program sessions is Business Casual. For the Poolside Welcome Reception and the Beach Party-Themed Exhibit Hall Reception, you may wish to dress more casually and enjoy the networking aspect of the conference fully. Please wear Business or Business Casual Attire to the Awards Reception.

LOEWS CORONADO BAY FLOORPLANS

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CONFERENCE SCHEDULE AT A GLANCE

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Sunday, July 31

8:00 am-6:00 pm	Registration Atrium	Registration Opens
9:00 am-4:30 pm	2nd Floor Meeting Rooms	Certification Classes
10:00 am-4:00 pm	Exhibitor Setup	Commodore CDE
2:30 pm-4:30 pm	Policy Roundtable	Cambria
3:00 pm-5:00 pm	California Sustainable Business Council Annual Meeting	Sovereign
6:00 pm-8:00 pm	Pool Terrace	Welcome Reception

Monday, August 1

8:00 am-8:45 am	Continental Breakfast	Commodore CDE
8:45 am-10:00 am	Opening Keynote	Constellation AB
10:00 am-10:30 am	Break	Commodore CDE
10:30 am-12:00 pm	Breakout Sessions	2nd Floor Meeting Rooms
12:00 pm-1:15 pm	Lunch	Commodore CDE
1:15 pm-2:45 pm	Breakout Sessions	2nd Floor Meeting Rooms
2:45 pm-3:15 pm	Break	Commodore CDE
3:15 pm-4:45 pm	Breakout Sessions	2nd Floor Meeting Rooms
4:45 pm-5:45 pm	Annual Members' Meeting	Constellation A
6:00 pm-8:00 pm	Exhibit Hall Reception	Commodore CDE

CONFERENCE SCHEDULE AT A GLANCE

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Tuesday, August 2

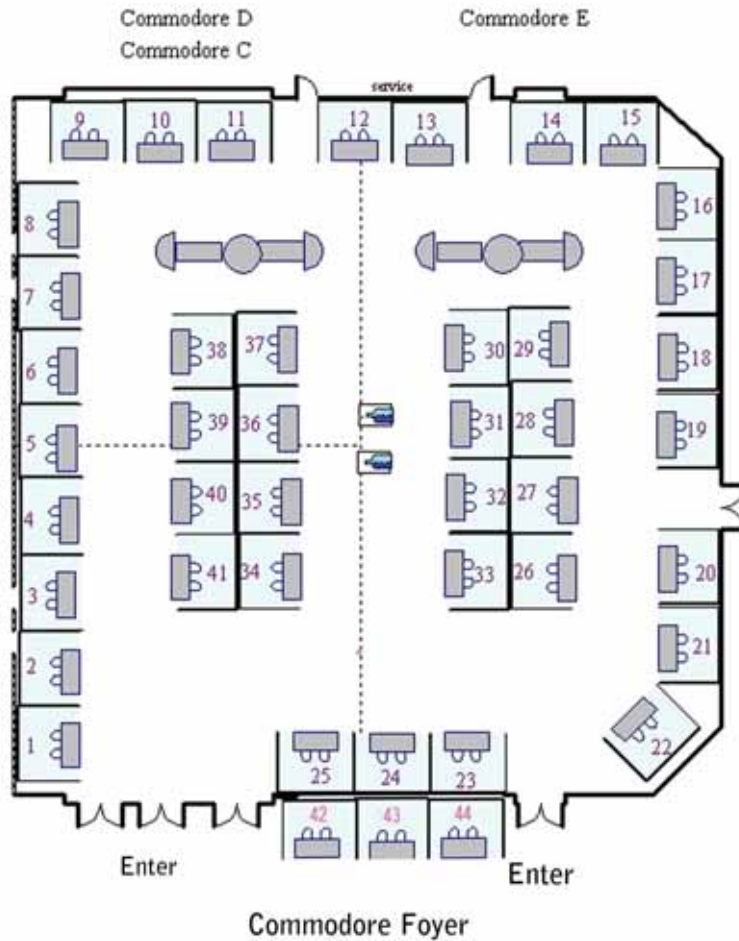
7:45 am-8:30 am	Continental Breakfast	Commodore CDE
8:30 am-9:45 am	Opening Keynote	Constellation AB
9:45 am-10:15 am	Break	Commodore CDE
10:15 am-11:45 am	Breakout Sessions Special Meetings	2nd Floor Meeting Rooms
11:45 am-1:15 pm	Lunch	Commodore CDE
1:00 pm-2:30 pm	Breakout Sessions Special Meetings	2nd Floor Meeting Rooms
2:00 pm	Exhibits Breakdown	Commodore CDE
2:00 pm-5:00 pm	Job Fair	Commodore AB
2:45 pm-4:15 pm	Breakout Sessions Special Meetings	2nd Floor Meeting Rooms
4:45 pm-6:30 pm	Annual Awards Reception	Constellation AB
8:30 pm-10:30 pm	NCRA Players	Constellation AB

Wednesday, August 3

7:45 am-8:30 am	Continental Breakfast	Bay Terrace
8:30 am-10:00 am	Breakout Sessions	2nd Floor Meeting Rooms
10:00 am-10:15 am	Break	Bay Terrace
10:15 am-11:45 am	Breakout Sessions	2nd Floor Meeting Rooms
11:45 am-1:15 pm	Closing Keynote Lunch	Constellation AB
1:15 pm -	Tours	Meet in Hotel Lobby
1:30 pm-5:30 pm	Certification Sessions	2nd Floor Meeting Rooms

TRADESHOW DIAGRAM

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EXHIBITOR LIST

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Booth	Company/Organization	Booth	Company/Organization
1	Bulk Handling Systems	22	EcoSafe Zero Waste
2	Eco Partners	23	Rehrig Pacific Company
3	Carton Council	24	HotRot Organic Solutions
4	Soft-Pak	25	BioBag
5	Waste Management	27	Envision Plastics
6	Triformis Corporation	28	EDCO
7	Olympic Wire and Equipment	29	Multi Bag Inc.
8	Green Halo	30	Cascadia Consulting Group
9	Petoskey Plastics	31	San Francisco Conservation Corps
10	San Diego EarthWorks	32	ESA
11	Local Search Association	33	Trex Company, Inc.
12	Community Recycling and Resource Recovery, Inc.	34	CP Manufacturing, Inc.
13	Otto Environmental Systems	35	Allan Company
14	Zimmer America Corp.	36	AT&T
15	CompoKeeper	37	PC Scale Tower, Inc.
16, 17	Titus Maintenance & Installation Services, Inc./ Pellenc ST	38	Sierra Club of Canada
		39	Bryan A Stirrat & Assoc/ Tetra Tech
18	Allied Waste/ Republic Services	40	Toter/Wastequip
		41	ECS Refining
19	Norseman Environmental Products	42	CRRA
		43	Keep America Beautiful
20	Van Dyk Baler/Lubo USA	44	California Product Stewardship Council
21	PALA EPA		

PROGRAM, SPEAKERS AND EVENTS SUNDAY, JULY 31

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Sunday, July 31

8:00 am-6:00 pm **Registration Opens** **Registration Atrium**

9:00 am-4:30 pm **Certification Sessions**

Room: Britannia

“Introduction to Recycling” Richard Gertman, Cascadia Consulting Group

Room: Aurora

“Introduction to Zero Waste” Richard Anthony, Richard Anthony Associates, and Gary Liss, Gary Liss & Associates.

9:30 am-3:00 pm **Certification Sessions**

Room: Reliance

“Clean Business & Triple Bottom Line (*Prereq req.) Michael Huls, Green Street Dream

Room: Lenore

“Commercial Food & Organics Recycling” Steven Sherman, Steven Sherman Consulting, and John Hanscom, ESA.

10:00 am-4:00 pm **Exhibitor Setup** **Commodore CDE**

2:30 pm-4:30 pm **Policy Roundtable** **Room: Cambria**

Join the annual roundtable discussion sponsored by the CRRRA Board of Directors’ Policy Committee. This non-panel discussion covers the issues of the day, including (but not limited to) the California Bottle Bill, organics policy, climate change issues and legislative updates.

3:00 pm-5:00 pm **Cal Sustainable Business Council Annual Meeting** **Room: Sovereign**

Cheri Chastain, Sierra Nevada Brewing Company; Brent Altomare, Groovy Like a Movie; Thomas Ackerman, Spirit Graphics and Printing, Inc.; Rory Bakke, The GreenBiz Group, Moderator.

What do movies, beer and cooking oil have in common? The greatest stories ever told...Three California sustainable businesses share their successes, lessons learned and commitment to the planet, people and their profits; why they selected sustainable business practices and how those decisions have impacted their business. This goes way beyond the trash can...

6:00 pm-8:00 pm **Welcome Reception** **Pool Terrace**

PROGRAM, SPEAKERS AND EVENTS SUNDAY, JULY 31

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Monday, August 1

8:00 am-8:45 am **Continental Breakfast** **Commodore CDE**

8:45 am-10:00 am

Opening Keynote

Constellation AB

Captain Charles J. Moore, Founder of the Algalita Marine Research Foundation



Captain Moore led the first expedition to study the abundance of plastic particles in the “Great Pacific Garbage Patch”, an area of the Pacific Ocean estimated to be the size of Texas filled with plastic waste - from massive “ghost nets” left behind by fishing activities to tiny plastic particles derived primarily from the

coasts of North America and Asia. This area has thousands of tons of plastic pollution, and all of it gradually photodegrades into smaller and smaller particles that concentrate surface pollutants and are eaten by and cause harm to plankton, fish, water fowl, marine mammals and potentially humans. Some of the plastics break down and release toxic chemical used in their manufacture; floating plastics are profoundly altering open ocean habitat, creating artificial tide pools and coral reefs at the surface of the deep sea.

10:00 am-10:30 am **Coffee Break** **Commodore CDE**

10:30 am-12:00 pm **Concurrent Sessions**

Room: Reliance

1. The Obligatory Plastic Update: “Update on the Bioplastics Project” Alain Descoins, Pellenc ST; “Things You Didn’t Know About PET Recycling” Susan Collins, Container Recycling Institute; “Plastic Recycling Opportunities: Closing the Loop” David Langer, L4 Strategies, Inc.; Leslie Lukacs, L2 Environmental, Moderator.

Think you know where the PET bottle goes when it’s recycled? Maybe not into what you think it does. How about China? Is that where all the plastic is going? And who knows what is happening with bioplastics? All these questions, and more, will be taken up by this knowledgeable panel of experts. Some of the highlights: PLA is being sorted at MRF’s with a portable unit that is used to determine the inroads that bioplastics are making.

PROGRAM, SPEAKERS AND EVENTS MONDAY, AUGUST 1

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Monday, August 1

10:30 am-12:00 pm

Concurrent Sessions

Room: Reliance

1. The Obligatory Plastic Update: (continued) Although a recent NAPCOR report paints a picture of increasing PET recycling rates, a closer look at the statistics may not be so promising. If your program collects plastics, you will benefit from the insights of a plastic broker that works both domestically and internationally. If you have questions about plastics, this is a must see session!

Room: Lenore

2. Put It in Writing - Contracts That Guarantee Results: "Monitoring Diversion: 10 Statistics for Your Zero Waste Report Card" Tracy Swanborn, HF&H Consultants, LLC; "San Diego City-Wide Refuse & Recycling Contract Management" Meghan Grodeon, City of San Diego; "Franchise Agreement Performance Incentives and Disincentives to Encourage Diversion" Cliff Feldman, RethinkWaste (SBWMA). Michelle Leonard, HDR Engineering, Moderator.

Do you contract for services and want to move to Zero Waste? This session will examine several techniques to insure that you get the services you request. Structuring contracts with both incentives and disincentives can help you gain diversion while reducing the contamination of materials. Both ReThink Waste and the City of San Diego will share their experiences in writing, and enforcing, contracts in both collection and facility operations. These contracts have been successful in reducing costs to both facilities and customers, while moving their organizations closer to Zero Waste. But what about quantification? Learn about a quick and easy "Report Card" with 10 statistics that help you easily analyze how well your programs are working. This Report Card won't lead to graduation, but it can alert you to trends, improvements and potential opportunities for your services.

Room: Aurora

3. Social Marketing? How the Tweet Do I Do That?: "Electronic Outreach: Creating a Communication Circuit" Cathleen Chavez-Morris, City of Los Angeles Bureau of Sanitation; "Social Networking: New Frontiers in Community Outreach and Advertising" Jeff Lindenthal, Monterey Regional WMD; "Social Marketing: Is the Bang Worth the Buck? Results of SERA's Broadlands Project" Juri Freeman, Skumatz Economic Research Associates. Bob Hollis, The Mobius Network, Moderator.

PROGRAM, SPEAKERS AND EVENTS MONDAY, AUGUST 1

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Monday, August 1

10:30 am-12:00 pm

Concurrent Sessions

Room: Aurora

3. Social Marketing? How the Tweet Do I Do That?: (continued) Social marketing seems to have taken over many aspects of our lives. Even if we don't personally Facebook or Twitter, someone around us is no doubt talking about it. Although these new medias can't fully replace our traditional outreach methodologies, they can add a dimension that will take your message virtually anywhere. Come and hear how the City of Los Angeles is fully integrating Facebook, Twitter, Google Maps and UStream into their outreach efforts as the public looks more toward online information. Want to focus your message directly to seniors, or university students? Learn how the Marina Waste Management District is using Web 2.0 to truly focus outreach efforts to the correct demographics. Many may still ask: "Is this really worth the effort?" A Skumatz Economic Research Associates study may have the answer. After reviewing hundreds of case studies and more than 20 years worth of literature on community-based social marketing (CBSM) and brings it down to the cost per ton, retention of the behavior and tonnage effects, and shows how the program's performance compares to other programs, including traditional outreach.

Room: Britannia

4. Putting Organics in the Pot: "Reducing Greenhouse Gases through Recycling and Composting" John Davis, Mojave Desert & Mountain Recycling Authority; "Conditions Necessary for a Successful Anaerobic Digestion Project" Matthew Cotton, Integrated Waste Management Consulting; "Introduction to Anaerobic Digestion" Nick Lapis, Californians Against Waste. Peter Slote, City of Oakland, Moderator.

Anaerobic digestion has been commercially viable since 1859, yet somehow it has become the trendy darling of CA recycling coordinators in 2010. While the industry holds some promise for California, we lack much of the needed infrastructure. Various technologies, siting, permitting, feedstocks, and making it pencil out economically are all areas that will be touched on by two different viewpoints. Finally, how does this fit into greenhouse gas reduction goals? Composting has finally been recognized as a viable reduction strategy in a newly released report by the EPA's Materials Management Workgroup. A review of this report will tie technologies to reduction strategies.

PROGRAM, SPEAKERS AND EVENTS MONDAY, AUGUST 1

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Monday, August 1

10:30 am-12:00 pm

Concurrent Sessions

Room: Cambria

5. Zero Waste Climate Protection Strategies for Local Jurisdictions:

"Effective Communication and Integration of Recycling Programs into Local Climate Action Plans" Monica Needoba, Edgar & Associates; "Zero Waste Toolkit for Climate Action Plans" Shannon Davis, US EPA Region 9; "Building Bridges Between Climate Change and Zero Waste – A Local Government Perspective" Lynn France, City of Chula Vista. Mark Gagliardi, City of Oakland, Moderator.

In the coming months and years, local jurisdictions will continue to develop and update Climate Action Plans outlining climate protection action steps, as well as develop methods to track results. Come learn about recent advances for incorporating into CAP's the significant climate protection benefits of Zero Waste policies and programs, and for measuring outcomes of these actions.

Room: Sovereign

6. Details in Food Residual Programs: "Compostable Tableware Product Testing at the Miramar Greenery" Renee Robertson, City of San Diego; "Food Waste Recycling in Schools - Lessons Learned in the Lunchroom" Lois Humphreys, Central Contra Costa Solid Waste Authority; "Composting and Recycling Front of the House" Robin Schidlowski, ESA and Hilary Near, San Francisco Environment. Mary Arman, City of Santa Cruz, Moderator.

Everyone talks about food residual composting as the next big thing. If you're not already doing it, it's on your radar. While San Francisco has been collecting organics for some time, their mandatory composting ordinance now targets the "front of the house" recovery. What are the challenges and best practices to getting a good feedstock from people away from home? And if that seems challenging, imagine having a program that relies on 8 to 10 year olds doing the education? That is exactly what the Central Contra Costa SWA school lunchroom program is doing. Although administration, teachers and custodians are all parts of this program, the kids are the key players here. Find out about the successes of this program, and how you can do it too! Finally, the City of San Diego Miramar Greenery attempts to answer a critical question: will compostable tableware really break down? A comprehensive study in their open window system looked at the degradability of these materials and the results of their study may surprise you.

PROGRAM, SPEAKERS AND EVENTS MONDAY, AUGUST 1

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Monday, August 1

12:00 pm-1:15 pm

Lunch with Exhibitors

Commodore CDE

1:15 pm-2:45 pm

Concurrent Sessions

Room: Reliance

7. Zero Waste Schools: "Real School Programs-Real School Results: Success Stories in the 4Rs" Mark Spencer, StopWaste.Org; "Zero Waste and Schools: Successful District-wide Adoption of Services" Wendy Hediger, City of Palo Alto; "Best Practices for Expanding a School Recycling Program" Eric Davis, Ontario-Montclair School District. Roberta Miller, StopWaste.Org, Moderator.

Does this sound familiar? The establishment of a school recycling program created and run by a volunteer recycling champion, leaving the programs to falter after the champion leaves the school or loses interest. How can we create programs that survive change? Santa Barbara Unified District enlisted partners in implementing a food scrap collection attempting to keep contamination rates low and turning custodial staff into program champions. See how they accomplished this goal. As the third largest waste generator in Palo Alto, the School District was a perfect target for the City's Zero Waste goals. Learn how they rolled out the new 3-sort system for recyclables, compostables and garbage, resulting in a diversion rate of nearly 60% and avoided disposal charges of more than \$200,000 in FY 2010-2011. Finally hear how the Ontario-Montclair School District set a goal to achieve a recycling rate of 60%. expanding their traditional recycling collection and adding the collection of milk cartons and Styrofoam trays. They offer a blueprint for gaining administrator support, dissolving employee resistance, and inspiring students to build an efficient and productive recycling program. This session is a must for those that struggle with institutional challenges while implementing school zero waste programs.

Room: Lenore

8. Tools for Reaching Zero Waste: "Hauling Contracts in a Zero Waste World" Clay Reigel, City of Palo Alto; "Oceanside's goals towards Zero Waste" Colleen Foster, City of Oceanside; "Bay Area Regional Recycling Database Collaboration" Lawrence Grodenska, San Francisco Environment Lin King, UC Berkeley, Moderator.

PROGRAM, SPEAKERS AND EVENTS MONDAY, AUGUST 1

23

Monday, August 1

1:15 pm-2:45 pm

Concurrent Sessions

Room: Lenore

8. Tools for Reaching Zero Waste: (continued) As cities struggle to increase diversion, many are stretching to attain a Zero Waste goal. What techniques are effective strategies in moving toward that goal? Three different ways of working to this ideal are examined in this session. Palo Alto adopted a Zero Waste goal in 2005 and has structured its' collection services to incorporate Zero Waste goals. This is the first procurement contract for collection in over 50 years and posed a challenge to staff and Council alike. Recently, Oceanside committed to a Zero Waste goal by 2020 and is currently working on a Zero Waste Plan that will help them reach that goal. Hear about how this work is progressing and learn about the challenges in creating and implementing this plan. Finally, while individual organizations may struggle to work in a seeming void, an innovative database may provide a regional solution in how to provide the informational connection between cuts across arbitrary geopolitical boundaries and bridges diversion activities between where you live and where you work.

Room: Aurora

9. Four Approaches to Outreach: "Why Many Public Education Campaigns Fail, and What We Can Learn from the Social Sciences to Fix Them" Stephen Groner, S. Groner Associates, Inc.; "Tools to Increase Participation in Local Recycling Programs" Sandra Keil, Earth911; "12 Agencies, 1 Message: CartSMART - Rolling Out State of the Art Curbside Program" Monica Devicenzi, RethinkWaste/SBWMA; "Kicking Bad Habits to the Curb: Reducing Curbside Recycling Contamination in San Bernardino City" Deborah Allen, City of San Bernardino. Julie Muir, Peninsula Sanitary Service/Stanford Recycling, Moderator.

What is an effective public education program? Three programs try to influence the public in different ways. Earth911 provides an electronic resource that catalogs over 130,000 sites and 650,000 listings in all 50 states and Canada. Find out how this former public-private partnership manages this huge storehouse of data and communicates the availability of recycling and proper disposal programs to the public. RethinkWaste in San Mateo County did one of the largest roll out of service in the nation including service changes before the actual roll out.

PROGRAM, SPEAKERS AND EVENTS MONDAY, AUGUST 1

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Monday, August 1

1:15 pm-2:45 pm

Concurrent Sessions

Room: Aurora

9. Four Approaches to Outreach: (continued) Find out how they successfully accomplished a multi-faceted media campaign throughout twelve different communities. The City of San Bernardino's curbside recycling collection program had struggled with high contamination rates. Find out how the tools they used to successfully bring down contamination levels. Did we say four approaches? While not a program, Stephen Groner takes a global look at outreach and what the academic world has to say about the sometimes vague notion of outreach communication and what works and what doesn't.

Room: Britannia

10. Avoiding Catastrophic Sustainability - A World Perspective on the Titanic's Recycled Content Deckchairs: William O'Toole, EcoNomics, Inc.; Leslie Lukacs, L2 Environmental.

Recycled content is good, but there are larger issues that need to be addressed and incorporated into our environmental work and woven into our visions of the immediate future. The purpose of this presentation is to focus on "Big Picture" sustainability issues and how they directly tie into the lives, work, and future of California recyclers. Our current global environmental situation is difficult to fully comprehend. As Hans M. Gregersen of the World Bank succinctly stated, "The challenge of managing the environments in which people live becomes more complex as human populations expand, demands on the natural resources increase, and new technologies are developed that let people - willingly or unknowingly - destroy their environment with less effort than in the past." We will bring personal experiences from Africa and South America to CRRA; illustrating the enormity of the issues in a manner that informs without overwhelming.

Room: Cambria

11. Consumption: Shannon Davis, U.S. EPA Region 9; John Davis, Mojave Desert & Mountain Recycling Authority; Chris Jones, UC Berkeley. Diana McKeen, City of Apple Valley, Moderator.

Worldwide materials consumption (products and services) exceed resource output by 1.5 times, and US consumption is nearly 3 times the world rate.

PROGRAM, SPEAKERS AND EVENTS MONDAY, AUGUST 1

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Monday, August 1

1:15 pm-2:45 pm

Concurrent Sessions

Room: Cambria

11. Consumption: (continued)

Also, products and services account for more than 40% of US greenhouse gas emissions. This session will present work of the West Coast Forum on Climate and Materials, which includes identifying ways that local government can develop and implement consumption, tools, and policies to reduce environmental impacts. These include determining the consumption footprint of a community and ways to communicate the message.

Room: Sovereign

12. What's Happening to Compost Facilities?: "Can Composting Survive?" Mary Whittlesey, San Luis Obispo County; "Compost Facility Advances in Vector Prevention and Air Emission Reduction" Kevin Barnes, City of Bakersfield; "A New Urban Forest Maintenance Procedure" Daniel Hathaway, Home Farm. Evan Edgar, Edgar & Associates, Inc., Moderator.

CalRecycle has a Strategic Initiative to recycle 50% of all organics by 2020, yet structural requirements and the involvement of other agencies often seem determined to work against this goal. After 12 years of operation, the Cold Canyon Composting operation has been forced to close due to a concerted effort by new residential neighbors. Despite the efforts and expense from many entities, regulations have forced their closure. Find out if this is the harbinger of the end of windrow composting. Likewise, the Central Valley Air District has maintained that no matter that these odors smell like pine or roses, they result in volatile organic compounds which eventually create smog. In order to preserve a regional composting facility, the City of Bakersfield embarked on a project to reduce the size of the facility from 60 open acres to 10 acres of covered bunkers. Learn whether this facility meets the project goals of state of the art emission reductions at a cost effective price tag. Or perhaps the land may know better than technology. Hear about a new take on an old technique: Urban Forest Maintenance Procedure. It is suggested that it is much cheaper and more practical to shred the brush and leave it in the neighborhood where it grew rather than haul it to a facility, thereby benefiting suburban yards, at a greatly reduced cost. Don't miss this session if you want a thought provoking look at where we are headed with organics and the facilities that process them.

2:45 pm-3:15 pm

Refreshment Break

Commodore CDE

PROGRAM, SPEAKERS AND EVENTS MONDAY, AUGUST 1

26

Monday, August 1

3:15 pm-4:45 pm

Concurrent Sessions

Room: Reliance

13. What I Did on My Summer Vacation: A Report From the Schools:

"California K-12 Schools Recycling Challenge" Christine Flowers, Keep California Beautiful; "Student Action Projects" Juliana Tegan, StopWaste.org; "Improving School Recycling From a Haulers Perspective: Marketing, Implementation, Education and Social Media Interaction" Rochelle Groh, Rainbow Disposal. Reena Brillot, City of San Jose, Moderator.

These are not your average bake sale fund raisers. Keep California Beautiful and Rainbow Disposal both implemented unique recycling fundraising programs that provide economic benefits for the schools and valuable educational opportunity for the kids. KCB approached this as a friendly competition and benchmarking tool for over 85 schools and four districts across California. Find out how this program helps, not only with the schools, but also increases participation in residential recycling programs. Rainbow Disposal credits the increase in participation, from 22 to 56 schools, to key marketing efforts. Learn how they used a blend of social and hands on outreach to create a fundraising opportunity for schools and cost savings program for school districts. Also, learn about how StopWaste.org brings fun and educational action projects into the classroom by engaging students with real environmental issues in their school and in community by putting the 4Rs (Reduce, Reuse, Recycle, Rot/Compost) into practice.

Room: Lenore

14. Show Me the Money! Getting Green from Going Green: "Federal Sustainability Initiatives: Cultural Change & Funding Opportunities" Timonie Hood, US EPA Region 9; "Zero Waste Funding at the Wholesale and Retail Levels" Bob Hilton, HF&H Consultants; "Active Management of Solid Waste Provides Maximum Diversion and Cost Benefit" Sue Beets, SBM Corp. Rory Bakke, GreenBiz Group, Moderator.

Can you stimulate the local economy keeping focus on Zero Waste, environmental stewardship, and fiscal responsibility? We'll examine that question in this session. Federal agencies are providing billions of dollars for Sustainable Communities, Green Jobs, Climaterials, and Rural Development programs that are supporting innovative waste reduction, reuse, and composting projects throughout the nation.

PROGRAM, SPEAKERS AND EVENTS MONDAY, AUGUST 1

27

Monday, August 1

3:15 pm-4:45 pm

Concurrent Sessions

Room: Aurora

15. What's Up With Commercial Recycling? "Business Recycling Technical Assistance" Tracie Bills, Cascadia Consulting Group; "A Tale of 3 Malls – What Works (and What Doesn't) for Implementing Recycling and Composting Programs at Large Malls" Trevor Blythe, EcoNomics Inc.; "How Local Government Can Find Cost Savings from Mandatory Commercial Recycling..." Rob Hilton, HF&H Consultants. Olivia Sanchez, County of San Bernardino, Moderator.

We all know that mandatory commercial recycling is coming sometime in the future. This session will examine commercial recycling that is already in full swing and successful for both the businesses involved and local government. Tracie Bills, of Cascadia Consulting Group, will walk you through details of recycling technical assistance provided for four cities, each having a unique twist to the assistance provided, while keeping in mind that business owners don't always have time to think of how to reduce their garbage and ensure everything that is needed is in place. Looking to large facilities, Trevor Blythe, from EcoNomics Inc, showcases three regional shopping malls in Orange County to that have implemented comprehensive recycling and composting programs. He will discuss the successes and shortcomings of 2 different types of organics diversion programs and how their efforts have met with varying degrees of success. And in anticipation of the state implementing mandatory commercial recycling, Rob Hilton, of HF&H Consultants, will present their cost of service modeling tool for CalRecycle's use in the development of economic considerations. Using the cost modeling tool, he will demonstrate that if communities establish more aggressive goals than are set by the state regulation there are potentially significant cost savings, not only for the large urban jurisdictions, but also for a variety of communities.

Room: Britannia

16. Where Do Feedstocks Go When They're Recycled? Examining Materials from the Industry Point of View: "Understanding Economic and Environmental Impacts on Containers in Single-Stream Collection Systems" Susan Collins, Container Recycling Institute; "Building Carton & Aseptic Package Recycling Access Nationwide" Tom Wright, Carton Council; "How Industry and Government are Working Together to Reduce Battery Waste" Sean Burchill, Call2Recycle. Lynn France, City of Chula Vista, Moderator.

PROGRAM, SPEAKERS AND EVENTS MONDAY, AUGUST 1

28

Monday, August 1

3:15 pm-4:45 pm

Concurrent Sessions

Room: Britannia

16. Where Do Feedstocks Go When They're Recycled? (continued) We outreach to the public, we pick up materials at the curb and we process them in our material recovery facilities. But unless the material is rejected, we rarely think about how the end user really wants the material to look. These three speakers think about that all the time, and in this session, they'll tell you why you should too. Susan Collins, of the Container Recycling Institute will share the results of their report on the impacts of single stream collection on the end markets for remanufacturing. The report finds that there are many negative downstream impacts of contaminated feedstock due to the mixing of materials through single-stream curbside collection, impacts that MRF operators should be aware and work to improve. With the growing consumer demand for environmentally friendly packaging and new government policies taking effect, the Carton Council is working to increase access to carton and aseptic packaging recycling, an effort that Tom Wright, of the Carton Council will discuss. The Carton Council is consistently identifying, developing support and providing resources for recycling at the city, regional and state level, an effort aimed at Federal Trade Commission packaging requirements where reaching the 60% (approximately 67 million households) target access number allows cartons to use the "Recycle" logo on their packaging. While many EPR programs are still in their infancy, battery recycling has reached adolescence in North America. Sean Burchill, of Call2Recycle, shows how governments and industry are learning to work together to create solutions for collecting items and ensuring safe recycling or disposal, but, as the program continues to grow and prepares to support legislation for household battery collections, new challenges are arising.

Room: Cambria

17. The Place for Zero Waste in Cap & Trade: AB 32, Carbon Markets, Offsets, and Beyond: "Opportunities for Carbon Revenue from Organics Diversion Projects" Joel Levin, Climate Action Reserve; "Biogenic Energy Park Project Development and Permitting", Evan Edgar, Edgar and Associates; "AB 32 Offsets And Verification", Cynthia Vant Hul, GHG Climate Team. Mark Gagliardi, City of Oakland, Moderator.

PROGRAM, SPEAKERS AND EVENTS MONDAY, AUGUST 1

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Monday, August 1

3:15 pm-4:45 pm

Concurrent Sessions

Room: Cambria

17. The Place for Zero Waste in Cap & Trade: (continued)

A lot has changed since the 2008 CRRA "Carbonopoly" conference Advanced Policy Roundtable session on "Keeping Score Through Offset Trading and Accounting Protocols".....or has it? The Chicago Climate Exchange is now defunct, the Climate Action Reserve has adopted carbon offset trading protocols for Composting and for Anaerobic Digestion, and the cap & trade element of the AB 32 Scoping Plan to implement California's landmark climate legislation is in legal limbo. Get the latest on what lies ahead for Zero Waste, given the mixed bag that Carbonopoly has become.

Room: Sovereign

18. Planning Your Organics Collection Programs: "Best Management Practices in Food Scraps Composting - A National Perspective" Juri Freeman, Skumatz Economic Research Associates Inc.; "Don't Mix Mixed Organics With Your Clean Green Plant Trimmings" Richard Gertman, Cascadia Consulting Group; "Harvesting Urban Organics" Judith Silver, ESA. Doug Hill, EcoSafe Zero Waste, Moderator.

If you don't already have a food scraps composting program, chances are you're somewhere in the planning stages for one. This session will explore strategies for adding additional organics collection opportunities. Juri Freeman, of Skumatz Economic Research Associates Inc. will present the findings of the research paper "Best Management Practices in Food Scraps Programs" that was just completed for EPA Region 5. Attendees will learn more about what is happening nationally and locally in regards to food scrap programs and regardless of where they are in terms of their own program (planning, pilot, or mature) will be able to take away valuable tips and best practices as gathered from hundreds of other programs around the US. Looking a little closer to home, Judith Silver, from ESA, will explore the various elements necessary to implement an urban organics program from the perspectives of both the participating businesses and the jurisdiction where the businesses reside, profiling programs such as the Central Contra Costa Solid Waste Authority Food Waste Program, San Francisco's organics diversion efforts, and numerous communities in Alameda County to identify what is needed for success.

PROGRAM, SPEAKERS AND EVENTS MONDAY, AUGUST 1-TUESDAY, AUGUST 2

30

Monday, August 1

3:15 pm-4:45 pm

Concurrent Sessions

Room: Sovereign

18. Planning Your Organics Collection Programs: (continued)

And finally, Richard Gertman, Cascadia Consulting Group offers some very practical advice in his discussion on the issue of adding food scrap collection to an existing plant trimming collection program. Since all of the recovered materials must be processed as if they were putrescible, costs of the program escalate, almost in conjunction with contamination. He will discuss the issues surrounding this as well as offer insight on cutting costs and options for the future.

4:45 pm-5:45 pm

Annual Members' Meeting Constellation AB

6:00 pm-8:00 pm

Exhibit Hall Reception Commodore CDE

Tuesday, August 2

7:45 am-8:30 am

Continental Breakfast Commodore CDE

8:30 am-9:45 am

**Keynote Presentation Constellation AB
Neil Hastie, President & CEO of Encorp Pacific (Canada)**



Encorp was founded in British Columbia in 1994 and is an industry-operated, not for profit, Product Stewardship Corporation acting on behalf of 1000+ brand owners of non-alcoholic and alcoholic beverages. As well, Encorp, as a service provider, manages the recycling of dairy containers on behalf of the Dairy Council of BC and end-of-life electronics on behalf of Electronics Stewardship Association of BC. Mr. Hastie has been in the retail industry for more than 35 years. During that period he has held senior operating positions with several multi outlet chains. He joined Encorp in 1998.

9:45 am-10:15 am

Coffee Break

Commodore CDE

PROGRAM, SPEAKERS AND EVENTS TUESDAY, AUGUST 2

31

Tuesday, August 2

10:15 am-11:45 am

Concurrent Sessions

Room: Lenore

19. International Dialogues: New Rules in Other Countries: JM Simon, Zero Waste Europe; Umo Lim, City of Manila; Rodrigo Sabatini, Zero Waste Brazil. Richard Anthony, Richard Anthony Associates, Moderator.

JM Simon from Spain follows the EU for GAIA and is a director of Zero Waste Europe and will cover new rules coming out of the EU and movements to change the rules in Catalan. Uno Lim is a City Council Member in Manila and has written zero waste rules for his city. Rodrigo Sabatini is Director of Zero Waste Brazil and will talk on Brazil's new \$2 Billion dollar funded law to manage resources.

Room: Aurora

20. Green Business Session: Best Practices for Industry Leaders: Jim Hanna, Starbucks; Ryan McMullen, Toyota; Jacqueline Drumheller, CHMM, Alaska Airlines; Erik Makinson, Advantage IQ. Tracie Bills, Cascadia Consulting Group, Moderator.

This session will present three green businesses who have achieved successful sustainability programs. Starbucks Coffee Company is driving industry change where it counts with every new store LEED certified and helping coffee farmers become carbon farmers, Toyota will share its approach to sustainability and how that leads the company to continuously reduce waste and improve recycling and Alaska Airline is minimizing their Environmental Footprint and will describe sustainability Initiatives within its company. To conclude the presentations, Advantage IQ will discuss tracking and reporting - the key to achieving sustainability goals. All have unique businesses striving to become sustainable and environmental stewards in their communities. Come listen to how they have implemented innovative green practices. You won't want to miss it!

Room: Britannia

21. Handcuffing Local Government - Propositions 13, 218 and 26:

"From Prop 13 to Prop 26: What a Long, Strange Trip" Mark Gagliardi, City of Oakland; "The Impacts of Proposition 26 on Government Fees and Solid Waste Charges" Dave DeBerry, City Attorney, City of Orange; "Berkeley Coping With Prop 218" Tania Levy, City of Berkeley. Laith Ezzet, HF&H Consultants, Moderator.

PROGRAM, SPEAKERS AND EVENTS TUESDAY, AUGUST 2

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Tuesday, August 2

10:15 am-11:45 am

Concurrent Sessions

Room: Britannia

21. Handcuffing Local Government: (continued)

With the passage of CA Prop 26 in November 2010, there is a renewed need to assess and understand the potential impacts of both Prop 218 and Prop 26 on rates and fees charged for solid waste, recycling, and composting services. Interpretations of the applicability of Prop 218 vary widely, and Prop 26 interpretations are in their earliest stages. While it is likely that both propositions will continue to play out in the courts for years to come, there may be implications on rate structures or other incentives intended to reduce waste disposal. Come learn more about this potentially far-reaching subject.

Room: Cambria

22. NCRA's Recycling Update Roadshow: "Movement to Limit Landfill Expansion" John Moore, Henn, Etzel & Moore Inc.; "New Media Update 2010" Portia Sinnot, MS+/LITE Initiatives; "How Waste Diversion Creates Jobs" Donnie Oliveira, San Francisco Conservation Corps; "Zoning Issues and Challenges in Siting Crucial Recycling Infrastructure" Mary Lou Van Deventer, Urban Ore, Inc.; "War on Small Scale Recyclers" Dr. Dan Knapp, Urban Ore, Inc.; "Plastic Recycling Myths" Todd Sutton, WasteSleuth.com; "Developing Standards for Certification of Recyclers" Gary Liss, Gary Liss Associates; "The Success of SF's Indigenous Lid-Flippers Project" Antonio Napoleon. Arthur Boone, NCRA President, Moderator.

Since 1996, the Northern California Recycling Association has been conducting their annual Recycling Update that brings the best of what's "new and different" to recyclers and industry professionals primarily based in Northern California. This year they are bringing their show on the road to the CRRRA Conference and featuring some of Northern California's best to speak on topics that will be insightful and useful for a statewide audience. Each speaker has 10-15 minutes to give their message but there will be extensive time given for questions.

10:30 am-11:30 am

Technical Councils and Organization Meetings

**Reuse Alliance Meeting & Roundtable
California Product Stewardship Council Annual Meeting**

**Reliance
Sovereign**

PROGRAM, SPEAKERS AND EVENTS
TUESDAY, AUGUST 2

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Tuesday, August 2

11:30 – 12:30 Technical Councils and Organization Meetings

K-12 Technical Council Annual Meeting Reliance
GIVE Annual Meeting Sovereign

11:45 am-1:15 pm Lunch with Exhibitors Commodore CDE

12:30 pm-1:30 pm Technical Councils and Organization Meetings

Construction and Demolition Technical Council Meeting Reliance
Local Agency Technical Council Meeting Sovereign

1:00 pm-2:30 pm Concurrent Sessions

Room: Lenore

23. International Dialogues: EPR in Other Countries: Rossano Ercolini, Zero Waste Italy; JM Simon, Zero Waste Europe; Pal Martensson, Zero Waste International Alliance; Umo Lim, City of Manila. Rick Anthony, Richard Anthony Associates, Moderator.

Rossano Ercolini Director of Zero Waste Italy will talk about their EPR campaign that focuses on products in the residual stream and then takes the zero waste message to the offending company. JM Simon from Spain follows the EPR rules in the EU and Uno Lim is a City Council Member in the City of Manila who has written EPR rules including a plastic bag ban. Pal Martensson is Director of the Resource Recovery Park in Gutberg Sweden will talk about take back in Sweden.

Room: Aurora

24. Local Small Businesses Driving EPR from the Bottom Up: Lorraine Segala, Amazon Environmental; Frank Ferral, Stockton Chamber of Commerce; Neil Hastie, Encorp Pacific. Heidi Sanborn, California Product Stewardship Council, Moderator.

Panelists from four different types of businesses that are actively supporting product stewardship discuss how they can make money and save money while “being green”. The session will also examine what local governments can do to work with businesses as they strive to be good stewards and create more jobs in recycling.

PROGRAM, SPEAKERS AND EVENTS
TUESDAY, AUGUST 2

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Tuesday, August 2

1:00 pm-2:30 pm Concurrent Sessions

Room: Britannia

25. Zero Waste Braintrust Download: Portia Sinnott, MS+/LITE Initiatives; Kevin Miller, City of Napa Public Works Department; Tim Dewey-Mattia, Napa Recycling and Waste Services. Ruth Abbe, HDR/BVA, Moderator.

The Zero Waste Brain Trust workshops convened in summer 2010 to brainstorm contracting practices that facilitate the transition to Zero Waste. Best practices were identified for standardizing approaches to procuring collection and processing services that are adequate for communities seeking to transition to Zero Waste. Most contracts, franchise agreements and rate structures fail to sufficiently incentivize service providers and generators. In fact, some contract payment and rate structures actually encourage and subsidize wasting. This presentation will identify models for Zero Waste system design and profile the City of Napa and Napa Recycling case study as a model public-private partnership.

Room: Cambria

26. Greening Large Venues: “Don’t Forget the Waste Audit” Eilyn Hae, Recycling by Nature; “Green Venues/Green Vision - San Jose’s Initiative for Best Practice Showcase Venues” Donna Thurmon, City of San Jose; “Surf, Turf and Green - The Del Mar Fairgrounds” Nancy Strauss, 22nd DAA/Del Mar Fairgrounds. Melissa Baxter, Nothing Wasted, Moderator.

Greening large venues all pose significant challenges when it comes to reducing waste. During this session you will hear from four talented and experienced individuals who come from both the private and government sectors to discuss how to reduce, reuse and improve green initiatives at airports, amusement parks, companies, convention centers and fair grounds.

1:30 – 2:30 Technical Councils and Organization Meetings
Recycler’s Global Warming Council Meeting Sovereign

2:00 pm - 6:00 pm Job Fair Commodore AB
“Creating Jobs for a Green Economy”

2:30 pm-3:30 pm Technical Councils and Organization Meetings
Joint CAW, CRRA & CPSC Meeting Sovereign
CCRC Annual Meeting Reliance

PROGRAM, SPEAKERS AND EVENTS TUESDAY, AUGUST 2

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Tuesday, August 2

2:45 pm-4:15 pm

Concurrent Sessions

Room: Lenore

27. Resource Recovery Parks in Other Countries: Pal Martensson, Zero Waste International Alliance; Rossano Ercolini, Zero Waste Italy; Rodrigo Sabatini, Zero Waste Brazil. Rick Anthony, Richard Anthony Associates, Moderator.

Pal Martensson is Director of the Resource Recovery Park in Gutberg Sweden, judged by many as the best example in the world. Rossano Ercolini Director of Zero Waste Italy will talk about cities in Italy that are at 90%. Rodrigo Sabatini CEO of Novociclo will share his resource recovery park vision for Brazil

Room: Aurora

28. Taking the Lead - Businesses Show Their Stuff "Making the Business Case for Composting" Cheri Chastain, Sierra Nevada Brewing Company; "A Systems Approach to Paper Cup Recycling" Jim Hanna, Starbucks; "Improving Environmental and Economic Performance Through Zero Waste Initiatives" Matt Krug, Yellowbook. Betsey Meyer, Environmental Advisor, Moderator.

What happens when a business wants to recycle and there is no infrastructure, or market, for the material? Rather than giving up, these forward thinking businesses took the problem head on and worked to create their own systems. Cheri Chastain, of Sierra Nevada Brewing Company, will share what they did when there was no outlet for composting food scraps in their area and they took composting matters into their own hands by installing an onsite in-vessel composting system – the first of its kind in the country! Learn why they made the investment, how the system works, and benefits for businesses to start engaging in waste reduction and composting, and how they have managed to achieve a 99.5% diversion rate through creative reduction, reuse, recycling, and composting efforts in their quest to become TRULY 100% zero waste. Using the recent implementations in Seattle and San Francisco as examples of a systems approach to paper cup recycling, Jim Hanna, from Starbucks, will discuss how collaboration throughout the recycling value chain, between generators, material suppliers, haulers, MRFs, regulators, and post-consumer recycled material users, generates opportunity for hard to recycle materials.

PROGRAM, SPEAKERS AND EVENTS TUESDAY, AUGUST 2

36

Tuesday, August 2

2:45 pm-4:15 pm

Concurrent Sessions

Room: Britannia

29. CORC Presents Hot Topics in Organics: "Compostable Plastics – Breaking Down the Story" Scott Smithline, Californians Against Waste; "Organics Move Beyond Waste" Evan Edgar, Edgar & Associates; "Next Time, Try Composting: Why the Puente Hills Landfill Closure May Continue to Stifle Organics Programs in Southern California" Matt Cotton, Integrated Waste Management Consulting. Renee Robertson, City of San Diego, Moderator.

The California Organics Recycling Council has organized sessions to bring you an overview of some of the key issues in organics management. CORC has selected key speakers including Scott Smithline from CAW and the Smithline Group, who will discuss how biobased plastics present opportunities to increase sustainability of food waste capture and diversion from landfill, but also challenges and uncertainty and for both consumers and end-of-life processors. Evan Edgar, of Edgar Associates, compares how the global economy has absorbed traditional recyclable materials, compost markets will necessarily remain a local solution as we seek to address greenhouse gas emissions. Matt Cotton, from Integrated Waste Management Consulting, analyzes how the closure of a large regional landfill will continue to stifle the expansion of needed Southern California organics facilities, and may prove devastating as demand grows for food scrap programs. Join our expert panelists exploring how to develop local compost markets, planning a food scraps program and discussing the carbon policies surrounding organics.

Room: Cambria

30. Greening Public Events: "Best Practices in Event Greening: Beyond Waste Diversion" Teresa Bradley, Revolutionary Green; "The Path to Zero Waste Special Events" Peter Cron, San Luis Obispo County IWMA; "Reduction and Recycling at Special Events and Large Venues" Julie Sands, City of San Diego; "EarthFair: Making the World's Largest Earth Day Celebration in Zero Waste" Laura Anthony, Zero Waste San Diego. Donna Thurmon, City of San Jose, Moderator.

PROGRAM, SPEAKERS AND EVENTS
TUESDAY, AUGUST 2

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Tuesday, August 2

2:45 pm-4:15 pm

Concurrent Sessions

Room: Cambria

30. Greening Public Events: (continued) Events can produce plenty of discards, but with careful planning events can reduce front-end impacts while decreasing them downstream. As cities and counties all over the state seek to reduce waste generation and disposal to meet state mandates, there is growing interest in diverting materials generated at public events and venues throughout the country. Get a wide perspective on greening public events and venues from experts who implement hands-on event waste reduction and diversion programs. Revolutionary Green develops custom zero waste plans. The SLO County IWMA takes a proactive approach to prioritizing recycling at special event venues, and the City of San Diego works with event organizers to gain win-wins for the environment and the community. Finally, San Diego's EarthFair in partnership with Zero Waste San Diego is striving to reach its goal of 100% diversion. This session will discuss best practices, lessons learned and solutions to developing successful and sustainable diversion programs at a variety of event and venue locations.

3:30 pm-4:30 pm

Technical Councils and Organization Meetings

**Household Hazardous Waste Technical Council Meeting
CPSC Board Meeting**

**Reliance
Sovereign**

4:45 pm-6:30 pm

Annual Awards Reception

Constellation AB

8:30 pm-10:30 pm

NCRA Players Show

Constellation AB

CRRRA and NCRA present the NCRA Players in "Some Like it Rot"! Step back in time and experience the rollicking 1920s when just about anything goes (just like today): dirty cops, clean-shaven heroes ("no fair guessing"), dirty newspapers, cans, bottles, love, jazz, blues. Larry Banegas and the Zero Waste Orchestra will headline an all-star cast.

****6:30 pm-8:00 pm** in the Sunset Room of the Market Café K - 12 TC will have a "no host" Topic Dinner to discuss items of interest to School Educator and Recyclers. Note: There is only room for 20 people so be sure sign up early at CRRRA Registration Desk

PROGRAM, SPEAKERS AND EVENTS
TUESDAY, AUGUST 2

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2011 CRRRA AWARD WINNERS

Recycler of the Year

Timonie Hood
US EPA Region IX

Outstanding Recycling Program

Southern California Edison-
Waste Not Program

**Outstanding "Closing the Loop"
Commitment**

Green Team San Joaquin

**Outstanding School Recycling
Program**

Central Contra Costa Solid Waste
Authority

**Outstanding HHW/U-E-Waste
Program**

Rethink Waste/SBWMA

Zero Waste Achievement Award

Kellogg Garden Products

**Dave Hardy Leadership in Organics
Award**

Inland Empire Compost Authority

CRRRA Service Award

Roberta Miller
StopWaste.Org

Pavitra Crimmel Reuse Award

Medshare

**Rick Best Environmental Advocacy
Award**

Captain Charles Moore
Algalita Research Foundation

"Next Generation" Recycler Award

Cathedral City Schools/SCRAPECD

2011 CPSC AWARD WINNERS

Green Arrow Award

Savory & Sweet Catering

Infinity Arrow Award

US Air Conditioning Distributors
Inc.

Bow & Arrow Award

Agricultural Container Recycling
Council

Golden Arrow Award

Opportunity Green

2011 Legislative Leadership Award for Producer Responsibility

Senator Christine Kehoe

PROGRAM, SPEAKERS AND EVENTS WEDNESDAY, AUGUST 3

39

Wednesday, August 3

7:45 am-8:30 am **Continental Breakfast** **Bay Terrace**

8:30 am-10:00 am **Concurrent Sessions**

Room: Reliance

31. Partnerships: "Partnerships: Industry, Government & NGO Partners Collaboratively Provide Recycling Opportunities in Public Spaces" Christine Flowers, Keep California Beautiful; Bill Schwartz, Creative Outdoor Advertising; "How Local Partnerships With Sustainability Groups Can Promote Zero Waste Goals" Tim Dewey-Mattia, Napa Recycling & Waste Services; "How Nonprofits and Government Can Work Together to Pass Strong Ordinances to Reduce Single-use Bags" Emily Utter, Emily Utter Consulting. Bob Hollis, The Mobius Network, Moderator.

We can't do everything by ourselves. Other organizations can do things that we can't, either faster or with a better funding source. That's why we should always be looking for partnerships to make our programs better. This session will examine several successful examples of partnering. Christine Flowers, from Keep California Beautiful will show how a collaborative effort to change the litter landscape through effective education and outreach and placement of recycling and trash receptacles in public spaces involved a partnership between non-profits, industry and state agencies resulted in increased recycling opportunities in several California coastal communities. To successfully organize support for Napa's new green building ordinance and climate action planning, Tim Dewey-Mattia, of Napa Recycling & Waste Services, tells how Napa Recycling and Sustainable Napa formally partnered to focus on zero waste outreach to the local hospitality industry, inform the public about zero waste initiatives, promote zero waste winery programs, and provide support for local zero waste policy development. The Clean Bay Project helped cities and counties adopt legislation that keeps some of the most prolific types of plastic litter out of our environment and out of the San Francisco Bay. Emily Utter, from Emily Utter Green Consulting, will discuss the role of advocacy organizations in passing local ordinances and state legislation on single-use bags and the advantages for city and county staff of working with Save The Bay and the Clean Bay Project.

PROGRAM, SPEAKERS AND EVENTS WEDNESDAY, AUGUST 3

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Wednesday, August 3

8:30 am-10:00 am **Concurrent Sessions**

Room: Lenore

32. Difficult to Recycle Materials: "Greener Chemical Products and Materials to Achieve Net Zero Waste" Raymond Paulson, Fleet Readiness Center South West North Island; "Examining Mandatory Retail Take-back Consumer Recycling Patterns" Patti Toews, San Luis Obispo County Waste Management Authority; "Reuse Saves Lives - Innovative Healthcare Waste Reduction Strategies" Chuck Haupt, MedShare. Bill Worrell, San Luis Obispo IWMA, Moderator.

Cans, bottles and paper? Check. Yard trimmings? You betcha! Medical waste, chemicals, paint? Whoa - hold on! Some materials are easy to recycle; others pose much more of a problem for collectors. This session will discuss some of these more difficult items that may show up in your community. Federal activities are required to procure items that contain greener chemical products and materials that utilize or when utilized generate less waste chemicals. Raymond Paulson, from the Fleet Readiness Center South West North Island, discusses some of the key engineering principles, standards and databases to determine how to evaluate and procure items to achieve the goal of net zero waste chemicals. Mandatory retail take back is a policy that offers greater public convenience and collection potential than other methods, Patty Toews, of San Luis Obispo County Integrated Waste Management Authority shares the results of a study that assess the impact of in-store recycling container placement on recycling levels. While California healthcare facilities are some of the top waste producers, Chuck Haupt, of MedShare discusses an innovative approach to reusing this "waste" to improve healthcare around the globe. Learn how healthcare facilities can "Go Green" while saving lives.

Room: Aurora

33. Sharing Reused Items - Three Models: "The Virtual Warehouse: A System for Sharing, Sharing Our System" Andrea Deleon, San Francisco Environmental; "A Model for a Successful Curbside Reuse Program" Lois Courchaine, Central Contra Costa Solid Waste Authority; "Last Chance Mercantile: Where Environmental Responsibility Meets Social Needs" Tim Flanagan, Monterey Regional Waste Management District. Peter Slotte, City of Oakland, Moderator.

PROGRAM, SPEAKERS AND EVENTS WEDNESDAY, AUGUST 3

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Wednesday, August 3

8:30 am-10:00 am

Concurrent Sessions

Room: Aurora

33. Sharing Reused Items - Three Models: (continued) Sharing is caring! This session examines the sharing of reused items, items that may have ended up in the landfill, but have now found a second life. San Francisco Environment created a Virtual Warehouse to better utilize surplus equipment and supplies throughout the city. The system is simple to use, has reduced staff time by half, eliminated paper waste and has increased transactions by 45%. Best of all it can be easily copied and modified to reflect your City's current surplus reuse system. The Central Contra Costa Solid Waste Authority is part of a regional effort to collect reusable items curbside, and distribute them among partner non-profit agencies. The program highlights the fact that public, non-profit and private organizations can work together cooperatively to help the disadvantaged and the environment too. The Last Chance Mercantile represents Monterey Regional Waste Management District's attempt to meet a critical social need by selling items donated prior to disposal and recovering salvageable items from the waste stream. As the Monterey Bay region encompasses a large number of hospitality, agricultural and agricultural related industries that employ a number of workers who live at or below the poverty level, this program can sometimes truly mean a "last chance" in these trying economic times.

Room: Britannia

34. Laying the Groundwork for Carpet Stewardship: Georgina Sikorski, Carpet Assistance Recovery Effort (CARE); Greg Keys, DFS Flooring; Ron Grietzer, Fibers, LA. Heidi Sanborn, California Product Stewardship Council, Moderator.

Assembly Bill 2398 (Perez), was signed into law on September 30, 2010, and ushers in a new phase of carpet recycling, one which is applauded and supported by many stakeholders in the carpet recycling world. This legislation is the first of its kind in the world and requires the support of all stakeholders for successful implementation. A panel of industry experts will discuss the background and key drivers for the legislation, its goals, and the next steps in implementation.

PROGRAM, SPEAKERS AND EVENTS WEDNESDAY, AUGUST 3

42

Wednesday, August 3

8:30 am-10:00 am

Concurrent Sessions

Room: Cambria

35. Multi-Family Programs: "Multi-Family Recycling Best Practices and Results in the County of San Diego" Michael Wonsidler, County of San Diego; "Partnering for Success: Making Multi-Family Recycling Work" Jenny Mitchell, Salinas Valley Waste Management District; "Multi-Family Recycling: Three Years After a Mandatory Recycling Ordinance" Ana Carvalho, City of San Diego Environmental Services Department. Julie Muir, Peninsula Sanitary Service/Stanford Recycling, Moderator.

In this session, you will learn what barriers have historically kept multi-family programs at low participation, high contamination, rates and what some organizations are doing to change that. The County of San Diego will share the results of their 2-year study from their grant-funded program. Although also grant funded, Salinas Valley Solid Waste Authority, partnered with numerous other regional organizations to provide increased recycling opportunities to 100 low-income multifamily facilities in the Monterey Bay Area. They will share the successes of this program including their strategy for consolidated purchasing of equipment and supplies to database and record management. In just three years, the City of San Diego program went from voluntary to mandatory participation. The process was a learning curve to City staff, property managers, haulers and residents and they will share both the success and challenges in this session.

Room: Sovereign

36. The Building Blocks of Reused Construction Materials: "Overcoming the Barriers of Using Recycled Asphalt Shingles (RAS) in Hot-Mix Asphalt (HMA)" Lee Buby, LEED Recycling, Inc.; "Habitat for Humanity ReStore Resale Outlets" Karen Thoms, Habitat for Humanity of Orange County ReStore Discount Home Improvement Centers; "Re-buildings!" Carol Ashley, Demo 2 Design. Meri Soll, StopWaste.Org, Moderator.

We know that our deconstruction programs produce valuable materials, ripe for reuse in other projects. Yet it seems that getting these materials into the right hands remains a challenge. Added to that is the reluctance of some agencies to accept these materials and the challenge seems even more daunting.

PROGRAM, SPEAKERS AND EVENTS WEDNESDAY, AUGUST 3

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Wednesday, August 3

8:30 am-10:00 am

Concurrent Sessions

Room: Sovereign

36. The Building Blocks of Reused Construction Materials: (continued)

In this session, Lee Buby, from LEED Recycling, Inc., discusses recycled asphalt shingles (RAS) as a hot-mix additive that can replace 20% of the asphalt binder used in a typical surface mix, at less than half the cost of virgin binder while producing a high-stability pavement. He poses this question: some states have nearly two decades of successful experience with RAS while the state of California is still only contemplating its use; what does it take to get California up to speed on using this valuable resource? Keeping good reusable materials out of the landfill and putting them back into the construction stream is what Karen Thomas, of the Habitat for Humanity of Orange County ReStore Discount Home Improvement Centers, does. She shares the successes of their 32 ReStore locations in California, that take donations of reusable home decorating and remodeling materials and sell them to the public generally over 50% off retail, and many of them offering deconstruction services, to boot. In addition, Carol Ashley, of Demo 2 Design offers step-by-step insight to avoid the many pitfalls encountered along the deconstruction to retail way, from acquiring material to marketing, selling, and re-building with previously cast-off functional items.

10:00 am-10:15 am

Break

Bay Terrace

10:15 am-11:45 am

Concurrent Sessions

Room: Reliance

37. Panel Discussion: Evaluating School Program Outcomes: Tronie

Rifkin, Out of Chaos Consulting; Chris Wied, City of Ventura; Nate Ivy, Alameda County Office of Education. Reena Brillot, City of San Jose, Moderator.

Can school waste reduction programs really change student behavior? How do you know you are actually getting sustainable results from your school outreach program? This session will review strategies that others have used to set goals, objectives and align contracts with expected outcomes. Panelists will present effective evaluation techniques that will help participants determine if they are getting desired results. They will also present the examples of several jurisdictions that developed school program evaluation tools that help schools measure the effectiveness of their green initiatives and incorporate evaluation findings into future plans.

PROGRAM, SPEAKERS AND EVENTS WEDNESDAY, AUGUST 3

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Wednesday, August 3

10:15 am-11:45 am

Concurrent Sessions

Room: Reliance

37. Panel Discussion: Evaluating School Program Outcomes: (continued)

Workshop participants will learn specific ways to go beyond the "feel good" approach to school program evaluation and objectively measure the results achieved by environmental outreach programs.

Room: Lenore

38. Manufacturer Responsibility: Can it be Controlled at the Local Level? "The History of Extended Producer Responsibility" Michele Gross-

man, Waste Management; "Strategies for Product Stewardship: What Makes Sense at the Local Level?" Lisa Skumatz, Skumatz Economic Research Associates (SERA); "EPR - The Good, The Bad and the Ugly" Bill Worrell, San Luis Obispo County IWMA. Charles Tenborg, Eco Solutions, Moderator.

Extended Producer Responsibility (EPR) policies attempt to make manufacturers responsible for the entire lifecycle of the products and packaging they produce. Clearly, the most effective way to implement this is at the federal or state level. But what happens when legislatures bog down and can't get it done, does it make sense to take this on at the local level? Michele Grossman, from Waste Management will provide a quick summary of EPR around the world, from the deposit refund systems (started in 1953 in the U.S.) to Germany's Ordinance on the Avoidance of Packaging Waste (established in 1991), OECD guidelines, and initiatives underway in the United States today. Moving to current strategies, Lisa Skumatz, of Skumatz Economic Research Associates, will discuss their inventory of the product stewardship options being considered and implemented around the world with particular emphasis practical options for localities. She will summarize particularly successful models, rationale for recommending the specific options, and how these options that might suit other communities. And finally taking a specific example, Bill Worrell, from San Luis Obispo County IWMA, will talk about the process of implementing paint EPR. Issues such as offering a local option in which the funding would be provided to the local government entity will be discussed.

PROGRAM, SPEAKERS AND EVENTS WEDNESDAY, AUGUST 3

45

Wednesday, August 3

10:15 am-11:45 am

Concurrent Sessions

Room: Aurora

39. Certification Program Final Project Reviews: Recycling enthusiasts all over California have put together creative projects in their businesses and communities. Graduates of the CRRRA Certification in Resource Management have created a library full of interesting, effective and creative waste reduction and recycling projects that you can duplicate in your business or community. Attend this session for a sampling of some of the highlighted projects, and hear how students used the certification training to help implement and organize these plans. Project Presentations include:

Artist Reuse Collective: Designed to connect artists with reclaimed materials that would be destined for landfills through an online resource and donation exchange site. Buena Vista Zero Waste Blueprint: A project to identify and recommend Strategies for a District-wide zero waste school program. UC Irvine Move Out Event: An event to divert generally discarded items during college campus move out. The event was held on June 4 and diverted 94.52 tons of landfill destined materials. Project Rapioli: Students tested the viability of using a new recyclable & reusable packaging product in the dental industry to reduce single use shipping cartons. The packaging was invented by program graduate Ken Eskenazi. Reusable Serving Ware Co-op: Created a ready-to-use guide for operating a reusable serving ware co-op to decrease the amount of disposal dishes, cups and utensils created during special events. Judi Gregory, CRRRA Certification Manager, Moderator.

Room: Britannia

40. Reducing Marine Debris Through Economic Drivers and Source

Reduction: "Taking Out the Trash Project Results" Miriam Gordon, Clean Water Action; "Plastic Pollution Policies in California" Leslie Tamminen, 7th Generation Advisors; "New Organizations and Initiatives on Marine Debris Reduction" Emily Utter, Emily Utter Green Consulting. Jennie Romer, plasticbaglaws.org, Moderator.

Over 100 million tons of litter floats in our oceans, significantly impacting oceanic and coastal ecosystems. Ocean trash is mostly comprised of plastic and up to 80% originates from land. Aquatic animals and sea birds ingest the trash, which closely resembles and is sometimes more prevalent than their food supply. New research is exploring the linkages between plastic consumption by fish and effects to humans through the food chain.

PROGRAM, SPEAKERS AND EVENTS WEDNESDAY, AUGUST 3

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Wednesday, August 3

10:15 am-11:45 am

Concurrent Sessions

Room: Britannia

40. Reducing Marine Debris Through Economic Drivers and Source

Reduction: (continued) Marine debris also burdens local governments who pay for street sweeping, pick up trash and recycling along waterways, and are impacted by reduced tourism and fishing yields. Today governments and industry are taking action by using economic drivers to create policy to stop ocean litter at its source. Through plastic bag reduction ordinances, food packaging ordinances, and other innovative strategies, learn how to proactively address the problem of plastic pollution.

Room: Cambria

41. The Amazing Lightning Round: Three Presentations, So Good, We

Couldn't Leave Them Out! "Miss Alameda Says Compost" Jessica Robinson, Miss Alameda; "The Cup Goblin" Nova Lee, Buda Star; "Findings From New MRF Worker Health and Safety Report" Monica Wilson, GAIA. Olivia Sanchez, County of San Bernardino, Moderator.

Sometimes we can't make a full session around some really interesting presentations, so that's why we came up with the Lightning Round. Although they don't share a common theme, this is a session you won't want to miss. As the spokesperson for "Miss Alameda Says Compost", Jessica Robinson will discuss her social marketing program that encourage restaurants to participate in the recycling and food scraps programs offered through the City, as well as her movie "Recycle Woman" which encourages young, hip folks to recycle. Although educating people about paper cups lined with polyethylene that most recycling centers do not recycle, Nova Lee, of Buda Star, puts some fun into it with the "Cup Goblin." How can you miss someone wearing a creation of 365 coffee cups collars and lids all of which equal not recycled trash? On a more serious note, Monica Wilson, of GAIA, will report on the findings from new MRF worker health and safety study, which shows disparities between worker health and safety protections at MRFs.

PROGRAM, SPEAKERS AND EVENTS WEDNESDAY, AUGUST 3

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Wednesday, August 3

10:15 am-11:45 am

Concurrent Sessions

Room: Sovereign

42. Tearing it Down and Using it Again: "Green Building Leads to Green Purchasing Best Practices" Jennifer Seguin, City of San Jose; "City of San Diego Construction and Demolition Debris Deposit Ordinance – three years after implementation", Ken Prue, City of San Diego; "Optimizing Reuse Through Partnerships", Ted Reiff, The Reuse People of America. Meri Soll, StopWaste.Org, Moderator.

In cities, the most evident economic indicator is construction, whether it's new or remodeling existing business and housing stock. These activities represent a good opportunity for sustainably managing the materials to go into, come out of and supply these buildings. The City of San Diego will report on their Construction and Demolition Debris Deposit program as they pass the three-year mark. As well as meeting diversion goals, 100% of the requested refunds have been returned, something that makes the builder breath a sigh of relief and shows the success of the deposit concept. The Reuse People of America will demonstrate that by forming partnerships, the amount of materials diverted from landfills into reuse markets can be dramatically increased. Although deconstruction has traditionally been a cottage industry, they will show that these partnerships can help you increase your diversion. And while most people only think of LEED certification in the actual construction of a building, the City of San Jose will share some surprising results on how it also leads to more environmentally preferable purchasing practices. And that goes a long way to building a green future.

11:45 am-1:00 pm

**Closing Keynote Lunch Constellation AB
Dr. Paul Connett**



Since 1983 Dr. Paul Connett taught chemistry at St. Lawrence University in Canton, NY where he specialized in Environmental Chemistry and Toxicology. He retired in May 2006. Ralph Nader said of Paul Connett, "He is the only person I know who can make waste interesting." Connett has researched the literature on fluoride's toxicity and the fluoridation debate for 15 years. He helped found the Fluoride Action Network (FAN).

CERTIFICATION CLASSES TOURS

WEDNESDAY, AUGUST 3

48

Wednesday, August 3

1:00 pm-5:30 pm

Certification Sessions

Room: Aurora

"Introduction to EPR" Susan Collins, Container Recycling Institute, and Heidi Sanborn, California Product Stewardship Council

Room: Britannia

"Recycling Jobs in Local Government" Richard Gertman and Tracie Bills, Cascadia Consulting Group

Room: Cambria

"Organics Management Practices" Matt Cotton, Integrated Waste Management Consulting LLC.

1:15 pm-5:00 pm

Tours

Pre-registration is required. You may register onsite Sunday, July 31, or pre-register online at <http://regonline.com/2011CRRA-tours>

1. Stone Brewery (Escondido) 8/3 - \$30 - 2:00 pm-5:00 pm

This great little brewery located in northern San Diego County is doing a lot of big things! Check out their rooftop of 1,000+ photovoltaic panels, as well as their very own wastewater treatment plant where they reclaim and treat over 30,000 gallons of water per day! You'll also hear about the other great things Stone is doing like adding EV stations, constructing an aquaponics system to raise fish for use at their World Bistro & Gardens, and more. Enjoy a free tasting after the tour!

2. Sustainable Practices for Large Venues and Special Events 8/3 - \$30 (Little Italy and Hilton on the Bay) - 1:15 pm-5:00 pm

Ever wonder what a large, "green" hotel does with its leftovers? Explore **Hilton San Diego Bayfront's** Food Scraps Recycling Program (the first of its kind in any San Diego County hotel!) during this exclusive tour to find out! Hilton San Diego Bayfront's diversion rate is near 66% and this is thanks in large part to its composting operation, which now complements the hotel's Commodities Recycling Program. Afterwards, sip an organic cocktail at the "Odyssey" bar while overlooking the beautiful Pacific Ocean!

2. Continued: Little Italy: Almost free lunch here! Come visit Little Italy for food, art, and a look at a patented anti-scavenger lid. See the artwork of Grant Pekof on over 100 street-side recycling containers and then visit his gallery on India Street. All this invention, art, and sustainability were born from a Department of Conservation grant. After the tour bring a CRV container to any participating Little Italy restaurant and give it to the restaurant hostess and receive \$20 off of your food order. Please join the 500,000 visitors that come to Little Italy each year and see for yourself what success looks like.

3. Urban Corps of San Diego and Petco Park 8/3 \$30 - 1:15 pm-5:00 pm

Tour Urban Corps of San Diego County's new Recycling ECO (Education and Community Outreach) Center! This 5,000+ square foot LEED certified building is Urban Corps' latest pledge to fulfilling San Diego's youth, green job training, and educational needs. Also check out their awesome rooftop gardens which features an edible wall, as well as drought-tolerant landscaping, native plants, a water-capture system, and composting/vermicomposting stations! Then head over to PETCO Park to get a behind-the-scenes look at the great things that are happening at the Home of the Padres. PETCO Park, in conjunction with Aramark Food Services.

4. San Diego Zoo 8/3 - \$30 - 1:15 pm-5:00 pm

Discover how the Zoo works to accomplish its goals of wildlife conservation and education. The Inside Look Tour is a two-hour entertaining and educational adventure that offers special behind-the-scenes views and interesting information about how we take care of our animals. This tour is filled with experiences and stories you couldn't get anywhere else. You'll be part of a small group that will tour the Zoo in a small cart and visit off-exhibit areas. See the Zoo the way everyone wishes they could ... from behind the scenes! After the tour each attendee is on their own to experience the entire Zoo with no additional costs.

5. Integrated Waste Management 101 tour (Otay Landfill and EDCO Processing Facility) 8/3 - \$30 - 1:15 pm-5:00 pm

Join us for a tour of the Otay Landfill, owned and operated by Republic Services, Inc., which includes a C&D Processing Facility and Green Waste Processing Facility. This active landfill is one of three main landfills that services the San Diego Region and includes a landfill gas-to-energy operation.



Save The Date!

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