



California Resource Recovery Association
35th Annual Conference & Tradeshow

Zero Waste: Ride the Wave to Sustainability

July 31-August 3, 2011

Loews Coronado Bay Resort, San Diego

PRELIMINARY PROGRAM

PRELIMINARY PROGRAM
Sunday, July 31 - Monday, August 1

PRELIMINARY PROGRAM
Monday, August 1

Sunday, July 31

- 8:00 am-6:00 pm** **Registration Open**
- 9:00 am-4:30 pm** **Certification Sessions**
“Introduction to Recycling” Richard Gertman, Cascadia Consulting Group; **“Introduction to Zero Waste”** Richard Anthony, Richard Anthony & Associates, and Gary Liss, Gary Liss & Associates.
- 9:30 am-3:00 pm** **Certification Sessions**
“Clean Business & Triple Bottom Line (*Prereq req.) Michael Huls, Green Street Dream; **“Commercial Food & Organics Recycling”** Steven Sherman, Cascadia Consulting Group, and John Hanscom, ESA.
- 10:00 am-6:00 pm** **Exhibitor Setup**
- 2:30 pm-4:30 pm** **Policy Roundtable**
- 3:00 pm-5:00 pm** **California Sustainable Business Council Annual Meeting**
- 6:00 pm-8:00 pm** **Welcome Reception**

Monday, August 1

- 6:30 am-8:00 am** **Morning Tour 1 - TBD**
- 8:00 am-8:45 am** **Continental Breakfast with Exhibitors**

Monday, August 1

- 8:45 am-10:00 am** **Opening Plenary**
Captain Charles J. Moore, Founder of the Algalita Marine Research Foundation
- 10:00 am-10:30 am** **Coffee Break with Exhibitors**
- 10:30 am-12:00 pm** **Concurrent Sessions**
- 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.; “How to incorporate Leslie Lukacs, L2 Environmental, Moderator.
- 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.

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Monday, August 1

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10:30 am-12:00 pm Concurrent Sessions

3. Social Marketing? How the Tweet Do I Do That?:

“Electronic Outreach: Creating a Communication Circuit” Cathleen Chaez-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.

4. Putting Organics in the Pot: “Deployment of Conversion Technologies in California: An Update” Jacques Franco, CalRecycle; “Conditions Necessary for a Successful Anaerobic Digestion Project” Matthew Cotton, Integrated Waste Management Consulting; “Digesting and Composting Organics: Benefits and Challenges” Linda Novick, Harvest Power, Inc. Peter Slote, City of Oakland, Moderator.

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; Shannon Davis, US EPA Region 9; Lynn France, City of Chula Vista. John Davis, Mojave Desert and Mountain Recycling Authority, Moderator.

Monday, August 1

10:30 am-12:00 pm Concurrent Sessions

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.

12:00 pm-1:15 pm Lunch with Exhibitors

1:15 pm-2:45 pm Concurrent Sessions

7. Zero Waste Schools: “Real School Programs-Real School Results: Success Stories in the 4Rs” Roberta Miller, 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. Mary Simmons, City of Santa Cruz, Moderator.

8. A Tale of Three Cities - Contracting for Zero Waste:

“UC San Diego’s Experience with Contracting for Zero Waste” Krista Mays, UC San Diego; “Hauling Contracts in a Zero Waste World” Clay Reigel, City of Palo Alto; “Oceanside’s Goals Towards Zero Waste” Colleen Foster, City of Oceanside.

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1:15 pm-2:45 pm

Concurrent Sessions

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.

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

11. Consumption: "If Waste is Zero, What is Concupption?" Shannon Davis, U.S. EPA Region IX (WST-1); John Davis Mojave Desert and Mountain Recycling Authority; Chris Jones, UC Berkeley.

12. What's Happening to Compost Facilities?: "Can Composting Survive?" Mary Whittlesey, San Luis Obispo County; (cont.)

Monday, August 1

1:15 pm-2:45 pm

Concurrent Sessions

12. What's Happening to Compost Facilities?: (cont.) "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.

2:45 pm-3:15 pm

**Refreshment Break
with Exhibitors**

3:15 pm-4:45 pm

Concurrent Sessions

13. What I Did on My Summer Vacation: A Report From the Schools (cont.): Perspective: Marketing, Implementation, Education and Social Media Interaction" Rochelle Groh, Rainbow Disposal. Reena Brillot, City of San Jose, Moderator.

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.

PRELIMINARY PROGRAM
Monday, August 1

PRELIMINARY PROGRAM
Monday, August 1-Tuesday, August 2

Monday, August 1

3:15 pm-4:45 pm

Concurrent Sessions

15. What's Up With Commercial Recycling? "Business Recycling Technical Assistance" Tracie Bills, Cascadia Consulting Group; "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.

16. Examining Markets 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" Jeff Fielkow, Resource Recycling Systems; "How Industry and Government are Working Together to Reduce Battery Waste" Sean Burchill, Call2Recycle.

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. Mark Gagliardi, City of Oakland, Moderator.

Monday, August 1

3:15 pm-4:45 pm

Concurrent Sessions

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.

4:45 pm-5:45 pm

Annual Members' Meeting

6:00 pm-8:00 pm

Exhibit Hall Reception

Tuesday, August 2

7:30 am-8:30 am

**Continental Breakfast
with Exhibitors**

8:30 am-9:45 am

**Opening Plenary
Neil Hastie, President & CEO, Encorp Pacific**

9:45 am-10:30 am

**Coffee Break
with Exhibitors**

PRELIMINARY PROGRAM
Tuesday, August 2

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Tuesday, August 2

10:30 am-11:30 am **Special Meetings**
Reuse Alliance Meeting & Roundtable
CPSC Annual Meeting

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

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

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

21. Handcuffing Local Government - Propositions 13, 218 and 26: Mark Gagliardi, City of Oakland, Moderator.

22. NCRA's Recycling Update Roadshow: "Movement to Limit Landfill Expansion" John Moore, Henn, Etzel & Moore Inc.; "New Media Update 2010" Portia Sinnott, 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" Dan Knapp, Urban Ore, Inc. Arthur Boone, NCRA President, Moderator.

Tuesday, August 2

11:45 am-1:15 pm **Lunch with Exhibitors**

1:00 pm-2:30 pm **Concurrent Sessions**

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

24. Local Small Businesses Driving EPR from the Bottom Up: Lynn France, City of Chula Vista; Frank Ferral, Stockton Chamber of Commerce. Heidi Sanborn, California Product Stewardship Council, Moderator.

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.

26. Greening Large Venues: "Don't Forget the Waste Audit" Ellyn 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. Melissa Baxter, Nothing Wasted, Moderator.

PRELIMINARY PROGRAM
Tuesday, August 2

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2:30 pm-2:45 pm Refreshment Break

**2:30 pm-3:30 pm Special Meeting
Joint CAW, CRRA & CPSC Meeting**

2:45 pm-4:15 pm Concurrent Sessions

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

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 Coffee Company; "Beyond the Scope of the Carpet Stewardship Bill" Sean Higbee, Bentley Prince Street, Subsidiary of Interface Inc.

29. California Organics Recycling Council Presents Hot Topics in Organics

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; (cont.)

PRELIMINARY PROGRAM
Tuesday, August 2-Wednesday, August 3

Tuesday, August 2

2:45 pm-4:15 pm Concurrent Sessions

30. Greening Public Events: (cont.) "EarthFair: Making the World's Largest Earth Day Celebration in Zero Waste" Laura Silver, San Diego GreenLife. Donna Thurmon, City of San Jose, Moderator.

3:30 pm-4:30 pm CPSC Board Meeting

**4:45 pm-6:30 pm CRRA Annual Awards
Presentation & Reception**

8:30 pm-10:30 pm NCRA Players Show

Wednesday, August 3

7:45 am-8:30 am Continental Breakfast

8:30 am-10:00 am Concurrent Sessions

31. Partnerships: "Partnerships: Industry, Government & NGO Partners Collaboratively Provide Recycling Opportunities in Public Spaces" Christine Flowers, Keep California Beautiful; "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.

PRELIMINARY PROGRAM
Wednesday, August 3

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Wednesday, August 3

Wednesday, August 3

8:30 am-10:00 am Concurrent Sessions

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.

33. Sharing Reused Items - Three Models: "The Virtual Warehouse: A System for Sharing, Sharing Our System" Julie Bryant, 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 Slote, City of Oakland, Moderator.

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

35. Multi-Family Programs: "Multi-Family Recycling Best Practices and Results in the County of San Diego" Michael Wonsidler, County of San Diego; (cont.)

Wednesday, August 3

8:30 am-10:00 am Concurrent Sessions

35. Multi-Family Programs: (cont.) "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.

36. The Building Blocks of Reused Construction Materials: "Becoming Advocates for Reuse in Landscaping" Matthew Levesque, Building REsources and REd Shovel Glass"; "Habitat for Humanity ReStore Resale Outlets" Karen Thoms, ReStore Discount Home Improvement; "Re-buildings!" Carol Ashley, Demo 2 Design.

10:00 am-10:15 am Coffee Break

10:15 am-11:45 am Concurrent Sessions

37. Fun With Technology: "Catching Up With the 21st Century - Online Geographic Information Systems" Lori Wallace, City of San Jose; "UL Environment 880 - Sustainability for Manufacturing Organizations" Rory Bakke, GreenBiz Group; "Bay Area Regional Recycling Database Collaboration" Lawrence Grodeska, San Francisco Department of the Environment. Diana McKeen, City of Apple Valley, Moderator.

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Wednesday, August 3

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10:15 am-11:45 am Concurrent Sessions

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

39. Going Down the Road With Reused Products: "The Environmental and Economic Benefits of Small-scale Biodiesel Production" Matthew Roberts, Springboard Biodiesel; "Overcoming the Barriers of Using Recycled Asphalt Shingles (RAS) in Hot-Mix Asphalt (HMA)" Lee Buby, LEED Recycling, Inc.; "Waste Tire Recycling: Paving the Way with Green Engineering Solutions" Amy Norris, CalRecycle.

40. Reducing Marine Debris Through Economic Drivers and Source Reduction:

41. The Amazing Lightning Round: Four Presentations, So Good, We Couldn't Leave Them Out! "Miss Alameda Says Compost" Jessica Robinson, Miss Alameda; "UL Environment 880 - Sustainability for Manufacturing Organizations" Rory Bakke, GreenBiz Group; "Findings from New MRF Worker Health and Safety Report" Monica Wilson, GAIA.

Wednesday, August 3

10:15 am-11:45 am Concurrent Sessions

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" Ken Prue, City of San Diego; "Optimizing Reuse Through Partnerships" Ted Reiff, The ReUse People of America, Inc.

11:45 am-1:00 pm Closing Keynote Luncheon

1:15 pm-5:00 pm Tours TBD

1:30 pm-6:00 pm Certification Sessions
"Introduction to EPR" Susan Collins, Container Recycling Institute, and Heidi Sanborn, California Product Stewardship Council; **"Recycling Jobs in Local Government"** Richard Gertman and Tracie Bills, Cascadia Consulting Group; **"Organics Management Practices"** Matt Cotton, Integrated Waste Management Consulting LLC.