



California Integrated Waste Management Board

# Recycling Market Development Zone Program Workshop

## "Zone Works"

**June 25-26, 2009**

**Sheraton Grand Sacramento • Sacramento, CA**

### "Resources for RMDZ Businesses in Challenging Economic Times"

## Agenda

### Day One: June 25, 2009

<b>9:00 – 10:30 am</b>	<b>CARMDZ Quarterly Meeting</b> ..... <b>Beavis Room (Second Floor)</b> (All Zone Administrators Welcome)
<b>10:30 – 11:30 am</b>	<b>Zone Administration 101</b> (New Zone Administrators and Zone Liason Staff Welcome) <b>Daisy Kong, Zone Liason, CIWMB</b> <b>Julie Trueblood, Zone Liason, CIWMB</b>
<b>11:00 – 12:15 pm</b>	<b>Registration</b> ..... <b>Grand Nave Foyer</b>
<b>11:30 – 12:15 pm</b>	<b>Lunch</b> ..... <b>Gardenia Ballroom</b> Note: Staff will be on hand to assist any Zone Administrators with your annual report during this time.
<b>12:15 – 12:45 pm</b>	<b>Opening Remarks</b> <b>Duane O'Donnell, Sacramento Regional RMDZ Administrator, Business Environmental Resource Center (BERC)</b> <b>John Smith, North Branch Manager, CIWMB</b> <b>Margo Reid Brown, Board Chair, CIWMB</b>
<b>12:45 – 1:45 pm</b>	<b>Session I: Status of the California Economy/Business Financing</b> <b>John Smith, North Branch Manager, CIWMB</b> <b>Brad Kemp, Director of Regional Research, Beacon Economics</b> <b>Wayne Schell, President &amp; Chief Executive Officer, California Association of Local Economic Development</b>
<b>1:45 – 2:00 pm</b>	<b>Break</b> Note: Staff will be on hand to assist any Zone Administrators with your annual report during this time.
<b>2:00 – 3:00 pm</b>	<b>Session II: Show Me the Money</b> <b>Jim LaTanner, Loan Program, CIWMB</b> <b>Roma Crista-Plant, Assistant Executive Director, I-Bank</b> <b>Anthony Rucker, California Capitol Financial Development Corporation</b> <b>Mike Leason, California Energy Commission</b> <b>Aaron Todd, Treasury Program Manager, California Pollution Control Financing Authority</b> <b>Matt Hine, Vice President, California Bank &amp; Trust</b>

## AGENDA (Continued)

<b>3:00 - 3:45 pm</b>	<b>Session III: Financial Resources &amp; Opportunities</b> <b>Marshalle Graham, Senior Integrated Waste Management Specialist, CIWMB</b>
<b>3:45 - 4:00 pm</b>	<b>Refreshment Break</b>
<b>4:00 - 5:00 pm</b>	<b>Peer Share</b> <b>Maureen Hart, North Coast RMDZ, Humboldt Waste Management</b>
<b>5:00 - 5:30 pm</b>	<b>Break</b> Note: Staff will be on hand to assist any Zone Administrators with your annual report during this time.
<b>5:30 - 7:00 pm</b>	<b>Networking Reception..... Carr Room (Second Floor)</b> Note: Staff will be on hand to assist any Zone Administrators with your annual report during this time.  Will include: <ul style="list-style-type: none"><li>• New Zone Designation Cycle</li><li>• FAD update</li><li>• Zone Incentive Funds</li><li>• Legislation update</li></ul>

## Day Two: June 26, 2009

<b>7:30 - 8:30 am</b>	<b>Breakfast..... Compagno Room (Second Floor)</b> Note: Zone Administrators and Liaison staff from Southern California only.
<b>8:30 - 9:30 am</b>	<b>Session I: Marketing Materials.....Gardenia Ballroom</b> <b>John Smith, North Branch Manager, CIWMB</b> <b>Jamie Cameron-Harley, Local Assistance Market Development, CIWMB</b> <b>Charlene Graham, Local Assistance Market Development, CIWMB</b>
<b>9:30 - 10:30 am</b>	<b>Session II: RMDZ Business Panel</b> <b>John Smith, North Branch Manager, CIWMB</b> <b>Stu Douglas, President, Fiberwood LLC</b> <b>Rod Rougelot, CEO, ECO2 Plastics</b> <b>Jeff Kroeker, Secretary/Treasurer, Kroeker, Inc.</b>
<b>10:30 - 10:45 am</b>	<b>Hosted Break/Hotel Check-out</b>
<b>10:45 - 11:45 am</b>	<b>Session III: Breakout Session</b> <b>John Smith, North Branch Manager, CIWMB</b>
<b>11:45 - 12:00 pm</b>	<b>Closing Remarks</b> <b>John Smith, North Branch Manager, CIWMB</b>