

Recycling Market Development Zone

Zone Works: Economic Development for Recycling Manufacturers

June 6 - 7, 2012

Capitol Plaza Holiday Inn, Sacramento



AGENDA

DAY ONE: WEDNESDAY, JUNE 6, 2012

8:30 a.m. – 5:30 p.m.	Registration California Ballroom Foyer
9:00 a.m. – 10:30 a.m.	CARMDZ Meeting Balboa/Calaveras Ballroom (All Zone Administrators Welcome)
11:30 a.m. – 12:30 p.m.	Buffet Lunch California Ballroom
12:30 p.m. – 12:45 p.m.	Opening Remarks
12:45 p.m. – 2:00 p.m.	Session I: Coordinating Economic Development Resources <i>Moderator: Marshalle Graham, CalRecycle</i> <i>Panda Morgan, Program Director, Northeastern California SBDC</i> <i>Jeff Hendy, Assistant Director, SCORE Sacramento Chapter</i> <p>We have the opportunity to become familiar with the free or low-cost services to business offered by the California Small Business Development Center (SBDC) Program and Service Corps of Retired Executives (SCORE). Representatives from each will share the types of business assistance services provided, how the organization is structured, as well as related strategic directives. Attendees will also share existing and discuss new strategies to incorporate RMDZ and other related CalRecycle resources into statewide and local SBDC and SCORE business incentive resources.</p>
2:00 p.m. – 3:00 p.m.	Session II: Business Plan–Roadmap for Business Success <i>Moderator: Jim LaTanner, CalRecycle</i> <i>Panda Morgan, Program Director, Northeastern California SBDC</i> <p>Building on what we just learned, this session shifts focus to the value of business plans in providing assistance to businesses. Whether providing funding assistance through the RMDZ program, technical assistance regarding feedstock and/or local permitting or siting assistance, we will learn why the business plan is the roadmap for business success, as well as, related resources.</p>
3:00 p.m. – 3:15 p.m.	Afternoon Refreshment Break
3:15 p.m. – 5:00 p.m.	Session III: Recycling Manufacturer Success <i>Moderator: Julie Trueblood, CalRecycle</i> <i>Gail Brice, Vice President, The Carpet Recyclers</i> <i>Paul Bennett, President, Repsco, Inc.</i> <i>Dru Harvey, CPA, CFO, Repsco, Inc.</i> <p>To illustrate different types of economic and market development assistance available to existing businesses as well as those siting in California, we will hear first-hand from two recycling manufacturers that have benefited from such resources, including the State Loan Guarantee Program, AB 2398 and RMDZ loan programs.</p>
5:30 p.m. – 7:00 p.m.	Networking Reception John Q Ballroom (16th Floor)

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AGENDA (continued)

DAY TWO: THURSDAY, JUNE 7, 2012

7:30 a.m. – 8:30 a.m. | **Continental Breakfast** Balboa/Calaveras Ballroom
(ZA's and Southern California CalRecycle Staff Only)

8:30 a.m. – 10:00 a.m. | **Session IV: Peer Share** California Ballroom
Moderator: Maureen Hart, North Coast RMDZ
Steve Lautze, Oakland/Berkeley RMDZ
Frank Ferral, Greater Stockton Chamber of Commerce, San Joaquin County RMDZ
Mandy Rose, Central Coast RMDZ

It would not be an authentic Zone Works without the ever-popular and interactive Peer Share session during which current RMDZ issues and topics are discussed as a team. Last Zone Works we plied many levels of the carpet recycling programs and the serious challenges to making them work. Some new and continuing projects have started since the last Zone Works. Please come prepared to share your experience about what is working, and challenges still to be solved.

Peer share will also feature:

- How does David Goldstein (Ventura County RMDZ) get his Zone businesses in the news? (Special Exposé)
- Who is doing What with Zone Incentive Funds (ZIF)? This is a chance to hear about the projects being done across California with the ZIF funds. Let us hear about yours.
- Sustainable Supply Chain Management and the opportunity for bringing back manufacturing to California: How Lean and Green manufacturing could inform a possible return to the U.S.
- The beginning of a perfect union: California's New Goal: 75% Recycling Strategy Plan and Building Infrastructure Now (BIN) - How and what do we want to see happen? This is an interactive opportunity to hear and be heard about ideas and next steps – short, medium and long-term. Important note: Please read CalRecycle's paper entitled: California's New Goal: 75% Recycling – May 9, 2012 at <http://www.calrecycle.ca.gov/75Percent/Plan.pdf>.

10:00 a.m. – 10:15 a.m. | **Morning Refreshment Break**

10:15 a.m. – 11:45 a.m. | **Session V: Interactive ZIRS Session**
Moderator: Krysty Emery, CalRecycle

Using laptops we will review and discuss recent updates to the Zone Information Reporting System (ZIRS) and continue brainstorming how to use this information to most effectively plan and use Zone Incentive Fund (ZIF) monies.

11:45 a.m. – 12:00 p.m. | **Closing Remarks**