



California Integrated Waste Management Board

Recycling Market Development Zone Program Workshop

"Zone Works"

February 10-11, 2009

Sacramento State, University Union • Sacramento, CA

"Effectively Marketing your Zone"

Agenda

Day One - February 10, 2009

9:00 - 11:00 am	CARMDZ Quarterly Meeting.....Capitol Room (All Zone Administrators Welcome)
11:00 - 11:30 am	Registration..... Union Foyer
11:15 - 12:15 pm	Lunch.....University Union Restaurant
12:15 - 12:45 pm	Opening Remarks, and Zone Administrator Presentation..... Orchard Suite Margo Reid Brown, Board Chair, CIWMB Duane O'Donnell, Business Environmental Resource Center (BERC), Sacramento County
12:45 - 1:30 pm	Presentation of Tools (Marketing Subcommittee)
1:30 - 2:30 pm	Marketing Workshop (Marketing Subcommittee)
2:30 - 2:45 pm	Refreshment Break
2:45 - 3:45 pm	Marketing 101: Social Media Emphasis Beverly Kennedy, Kennedy PR Group
3:45 - 4:45 pm	Zone Share (Zone Administrators)
4:45 - 5:30 pm	Break
5:30 - 7:30 pm	NETWORKING RECEPTION.....Alumni Center

AGENDA (Continued)

Day Two: February 11, 2009

7:30 - 8:30 am	Hot Breakfast.....University Union Restaurant Note: If at a hotel, you will want to check-out prior to coming to the event
8:30 - 9:00 am	Update from CIWMB's Financial Assistance Division..... Orchard Suite Jim LaTanner, Staff Loan Officer, CIWMB
9:00 - 9:30 am	Updates on New Zone Integrated Reporting System and ZIF Mitch Delmage, CIWMB Robin Williams, CIWMB
9:30 - 10:00 am	Follow-up on Best Program Measurement for Zone Activities Marshall Graham, Senior Integrated Waste Management Specialist, CIWMB
10:00 - 10:15 am	Break
10:15 - 10:45 am	Update on Key Legislation and Significant Board Initiatives, Q&A Howard Levenson, Director, Sustainability Program, CIWMB
10:45 - 11:45 pm	Permitting/Sitting Assistance: Brainstorming Session Kaoru Cruz, CIWMB Krysty Emery, CIWMB
11:45 - 12:30 pm	LunchUniversity Union Restaurant
12:30 - 1:00 pm	Closing Remarks..... Orchard Suite John Smith, North Branch Manager, CIWMB