

RMDZ:

Tools for New Markets

presented by:

CIWMB Office of Public Affairs & Marketing Subcommittee Members:

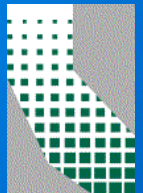
**Jeremy Callihan
Jamie Cameron-Harley
Charlene Graham
Michelle Mikesell
Mandy Rose**

business loans • creative partnerships • free advertising • permitting assistance

RMDZ

The Recycling Market Development Zone Program

California Integrated Waste Management Board



Marketing subcommittee:

Regina Anderson, CIWMB LAMD

Jeremy Callihan, RMDZ Loan Officer

Jamie Cameron-Harley, CIWMB LAMD

C. Esparza, RMDZ Zone Administrator

Lynn France, RMDZ Zone Administrator

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Jim LaTanner, RMDZ Loan Program Supervisor

Michelle Mikesell, RMDZ Zone Administrator

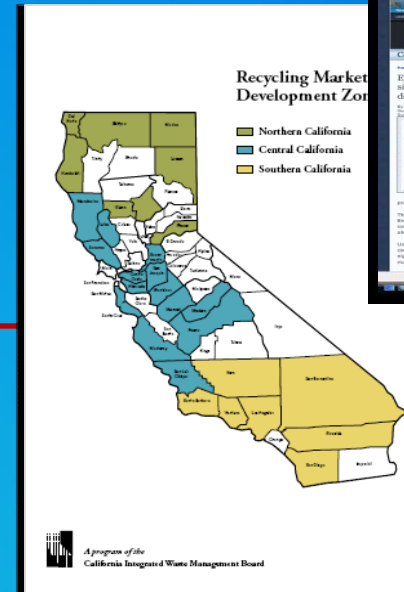
Robert Perez, RMDZ Zone Administrator

Mandy Rose, RMDZ Zone Administrator

Govindan Viswanathan, RMDZ Loan Officer

Current Efforts

- **Media Events**
 - *\$100 Million Mark Event, Jan 09*
- **Articles**
- **Strategic outreach materials**
 - *Brochure*
 - *Map*
 - *Cascades*
 - *DVD*
 - *PSAs*
- **Website**



Current Efforts

\$100 Million Landmark Event



- **State, City, and County Officials invited to participate**
- **Easily accessible location**
- **Good company success story**

Video available at: <http://www.ciwmb.ca.gov/PressRoom/>



Current Efforts

Articles

Ventura County Star, Sunday, January 18
Eye on the Environment: Recycler turns
silicon scraps into a product now in
demand

Western Cities
Magazine, May 2009
State aid boosts
recycled-product
ventures

Earthworm Soil Factory Article
The Conqueror Worm: declaring war
on a sluggish recyclables market

Ventura
County Star,
Wednesday,
January 28
Green loan
helped local
firm thrive
85,000
recycling
jobs in state

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Current Efforts

Outreach Materials

- Existing materials updated
- Added:
 - *Map*
 - *Brochure*
 - *DVD*



Current Efforts

Branding

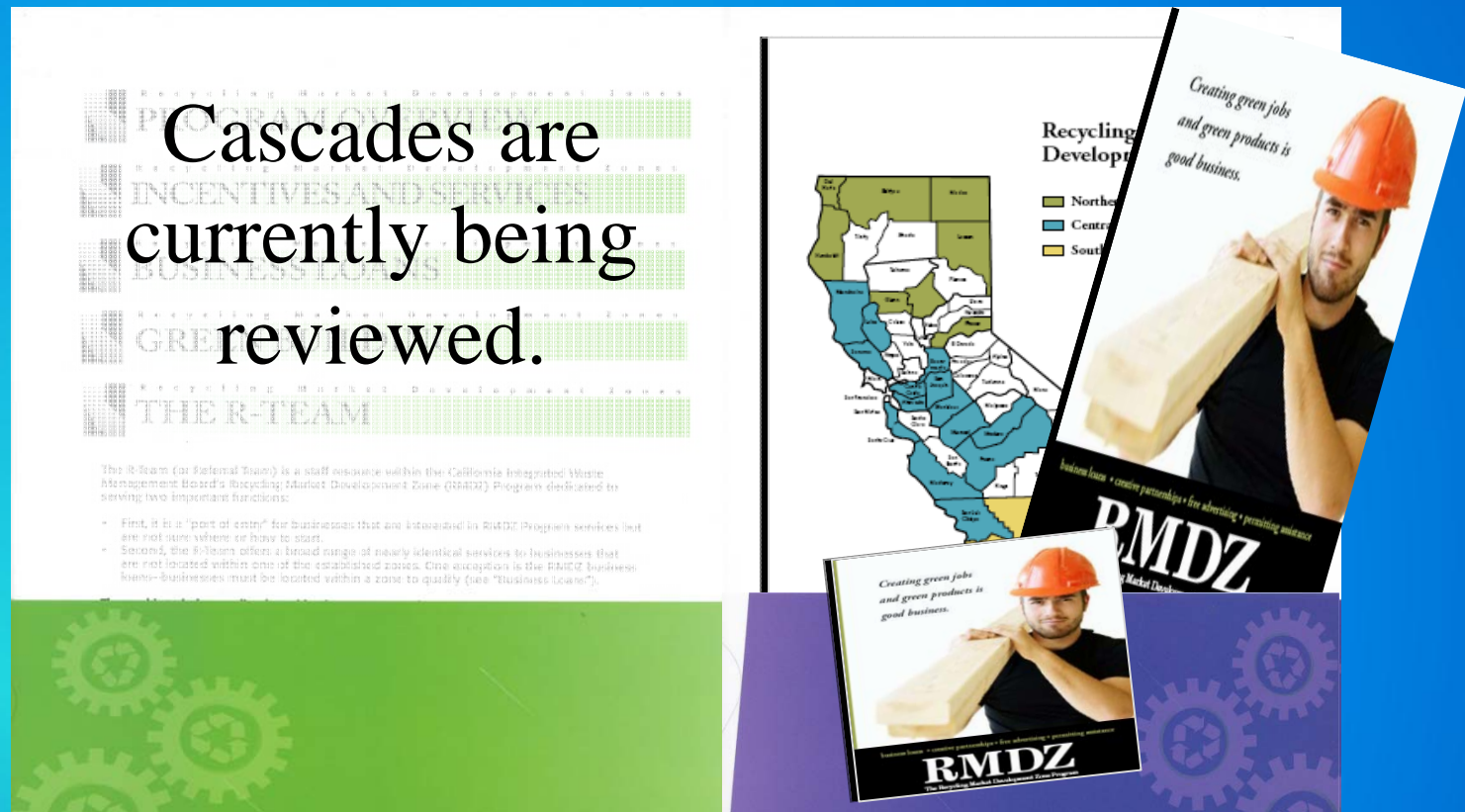
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Current Efforts

Outreach Materials



• Brochure

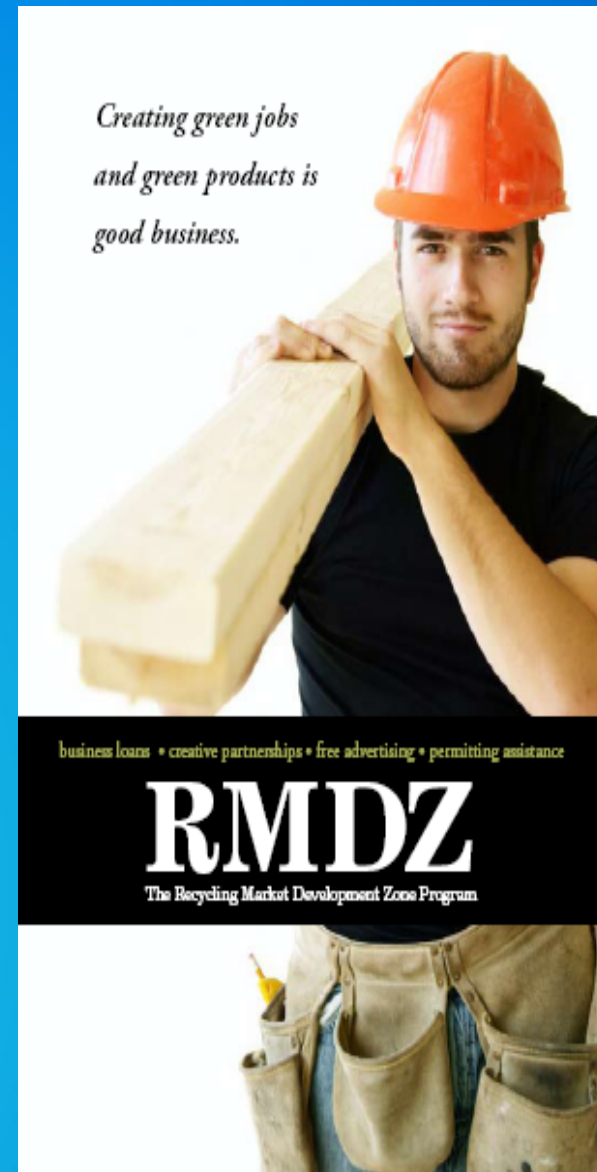
• DVD

• Map

Current Efforts

Brochure

- Program overview
- Reply card
- Interactive online edition
 - *e-Survey submission*



Current Efforts

Brochure

What is the RMDZ program?

California's RMDZ program provides business and financial services and incentives that encourage California businesses to find innovative methods for diverting waste from landfills by using recycled materials to make new products.

The RMDZ program can help you to start or expand your business that uses recycled materials through creative partnerships, low-interest business loans, assistance with navigating regulatory requirements and business development for startups.

Get the Help You Need

Become a part of California's green economy by making products that use recycled materials. More than 53,000 recycling-related companies are doing business today in California.

They employ more than 85,000 people, account for \$4 billion worth of wages and salaries and generate \$10 billion worth of goods and services annually.

Let the RMDZ Program staff assist you in becoming a profitable manufacturer of recycled products and a protector of California's environment.

The RMDZ is a program of The California Integrated Waste Management Board (CIWMB), which oversees the Integrated Waste Management Act (AB 939) requiring a 50% reduction of waste that ends up in our landfills.



A program of the
California Integrated Waste Management Board

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Current Efforts

Brochure

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Financial Assistance

Low interest loans of up to \$2 million for California companies that make products from recycled/diverted materials.



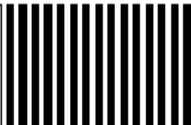
Partnerships

Expertise through established local, state, and private entities that will assist you with your business needs.



Recycling Market Development Zone Program
California Integrated Waste Management Board
100111 Street
Sacramento, CA 95821

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 5027
SACRAMENTO, CA

POSTAGE WILL BE PAID BY ADDRESSEE



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Current Efforts

Brochure

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Business Development

Assistance with citing, permitting, finding feedstock, and establishing new markets.



Sustainability

Assistance with setting up effective and efficient use of green products to help develop and expand markets and protect the health of California's environment.



Survey

How can we help you?

- ☐ I would like assistance with citing or permitting a new facility.
- ☐ I am a recycler and I want to start converting the materials I collect into feedstock for new products. I need to find out if there is a market for my feedstock and, if so, I need a loan for conversion equipment.
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- ☐ I want to find recycled materials for my product.
- ☐ I would like to start a business that uses recycled materials as feedstock. I need financial and business planning assistance.
- ☐ I am a recycler with an idea for a product made from recycled materials. I need financial and business planning assistance.

What is your level of business experience?

- ☐ I am currently a recycler-not a manufacturer.
- ☐ I make products or feedstock and would like to update or augment my existing equipment to be able to use recycled materials as feedstock.
- ☐ I am new to manufacturing and I have a brand new technology or concept that will take materials out of the waste stream and make them into new products.
- ☐ I am new to recycling, but I am or have been a manufacturer.

Tell us more about your business or idea:

Your name:

Address:

Business Address:

Phone:

E-mail

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Current Efforts

Brochure

RMDZ Specifications

In order to qualify for an RMDZ loan, your project/company must be located within a Zone (see map); must divert non-hazardous recycled materials from landfills; and must receive recycled materials generated in California.

If you do not currently qualify for a loan, you may qualify for business assistance. Contact your local Zone Administrator or RMDZ program staff and we'll discuss your needs and how you may become qualified for a loan.

"I would recommend an RMDZ loan to anybody. The personnel we work with, and the ongoing support we receive are incredible."

Larry Royal, Owner, The Earthworm Soil Factory

"If you've got a product out there, if you've got an idea, this is definitely the ticket."

Rob Bushman, CEO, ersol Silicon

Expand your business potential—make valuable products from recycled materials.

Go to www.rmdz/ciwmb.ca.gov or call or email your local zone administrator:

**ZA Contact
Information Sticker**

11-05

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Larry Royal, Owner
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Current Efforts

Online Map

- Click on zone for CalTrans map of region with transportation corridors.



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- **Sample:**
Zone 28 –
San Bernardino
County



Current Efforts

DVD



- Interactive brochure with link to online brochure
- Map with link to online map
- Success Stories with link to online edition



Current Efforts

Audio PSAs (read by Frank Simpson, CIWMB)

:15 Add more green to your manufacturing mix with business loans, permitting assistance, creative partnerships, and free advertising for businesses that make recycled products. Contact your local RMDZ representative at (916) 341-6795 or visit us online at ciwmb.ca.gov.



:30 Good news for a green economy! Add more green to your manufacturing mix with business loans, permitting assistance, creative partnerships, and free advertising. The State of California can help you through its Recycling Market Development Zone program, which offers assistance to businesses that make recycled products.



For more information, contact your local RMDZ program administrator at (916) 341-6795. Visit us online at ciwmb.ca.gov or web search "The Recycling Market Development Zone Program."

Creating green jobs and green products is good business.

Current Efforts

Audio PSAs

:30 Good news for a green economy! [Or Good news for the economy!]



Are you a manufacturer looking for ways to "green" your business and increase your profits? Choose recycled materials for your feedstock. The State of California can help you to find quality recycled materials with the Recycling Market Development Zone program.

For more information, contact your local RMDZ program administrator at (916) 341-6795. Visit us online at www.ciwmb.ca.gov or web search "The Recycling Market Development Zone Program."

Creating green jobs and green products is good business.

:15



Green is the new black, so make an environmentally-friendly fashion statement when you buy products with recycled content. Ask retailers for California recycled content products and put your green foot forward. For more information and to find recycled products, type Recycle Store into your online search engine.

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Current Efforts

Audio PSAs

:45 Look into your trash can and imagine the possibilities. A haute couture purse. A coffee mug. Shoelaces. Dishes... You name it, it can be made of recycled materials.



Green is the new black, so make an environmentally friendly fashion statement; buy products with recycled content. Ask retailers for California recycled content products and put your green foot forward.

For more information and to find products made from recycled content, visit the California Integrated Waste Management Board online at www.ciwmb.ca.gov, type “Recycle Store” into your online search engine, or call us at (916) 341-6795.

Current Efforts

Ad

- Ad can be tailored for zone:
 - *size and color specifications*
 - *ZA contact information*

An advertisement for RMDZ. The top section has a black background with the RMDZ logo in white, followed by the tagline 'The Recycling Market Development Zone Program'. Below this, the headline 'Add more green to your Manufacturing Mix!' is prominently displayed. A bulleted list of services follows: Attractive Loans up to \$2 Million, Technical Assistance, Product Marketing, and Creative Partnerships. The background of the ad shows two men wearing hard hats (one yellow, one white) and reviewing large blueprints in an industrial setting. At the bottom, a quote reads 'Creating green jobs and green products is good business.' and a call to action directs to the website www.ciwmb.ca.gov/rmdz.

Current Efforts

Questions



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