



Recycling Market Development Zone Program Workshop

"Zone Works"

October 29-30, 2009

Embassy Suites Sacramento • Sacramento, CA.

"Taking RMDZ Technical Assistance to the Next Level"

Agenda

Day One: October 29, 2009

9:00 – 12:15 pm	Registration. Steamboat/Central Pacific Foyer
9:00 – 10:30 am	CARMDZ Quarterly Meeting Central Pacific (Zone Administrators only)
10:30 – 11:30 am	Zone Administration 101 (Designed for New Zone Administrators and Zone Liaison Staff- All Welcome) <i>Robin Williams, CIWMB</i>
11:30 – 12:15 pm	Lunch/CIWMB Program Update. Terrace (Second Floor) <i>Howard Levenson, Sustainability Program Director, CIWMB</i>
12:15 – 12:45 pm	Opening Remarks Steamboat/Central Pacific <i>Duane O'Donnell, Sacramento Regional RMDZ Administrator, Business Environmental Resource Center (BERC), Sacramento County</i> <i>Jeff Boland, Sonoma County Economic Development Board</i> <i>John Smith, North Branch Manager, CIWMB</i>
12:45 – 2:15 pm	Session I: Innovative Assistance Programs <p>This session highlights three distinctive business assistance programs. First we will learn about the California Green Jobs Council's efforts and potential connections with the RMDZ program. We will also have the opportunity to become more acquainted with the wide range of services Manex offers to California manufacturers drawing from experiences with the CIWMB's Tire Business Assistance Program. Additionally, in follow-up to a presentation at last Zone Works, we will hear more about the Technology Transfer Program, offered through the USDA's Agricultural Research Service. Each of these programs offers potential as future RMDZ program partners in providing technical assistance to businesses. They may also serve as models for regional network development. After the three presentations, there will also be sufficient time for Q&A.</p> <i>Ken Quesada, California Workforce Investment Board</i> <i>Brent Meyer, President/Chief Executive Officer, Manex</i> <i>Jonathan Lee, Vice President/Executive Consultant, Manex</i> <i>David Nicholson, Technology Transfer Coordinator, USDA Technology Transfer Program</i> <i>John Smith, North Branch Manager, CIWMB</i>

AGENDA

Day One: October 29, 2009 (cont.)

2:15 – 2:30 pm

Break

2:30 – 3:30 pm

Session II: Other Assistance & Networking Approaches

In addition to reviewing the newly released Small Business Toolkit, staff from the California Air Resources Board will provide a quick survey to obtain participants feedback regarding this tool. Additionally, Business, Transportation & Housing Agency staff will share the information about their Economic Development Collaborative. These are just two examples of different approaches we can take to assist our RMDZ businesses.

Kyra Naumoff, Air Pollution Specialist, California Air Resource Board

Karnig Kazarian, Business Transportation and Housing Agency

Marshall Graham, Senior Integrated Waste Management Specialist, CIWMB

3:30 – 3:45 pm

Afternoon Refreshment Break

3:45 – 4:30 pm

Session III: Peer Share/Regional Connections: Bringing People Together – Creating a Network

There are numerous ways to define Regional Connections and a few different examples will be covered. We will discuss who to include in your outreach and identifying the best ways of bringing people together. It can include holding a stakeholders meeting, identifying issues, and facilitating a meeting. How do you prepare for participation and identifying realistic outcomes?

Maureen Hart, North Coast RMDZ, Humboldt Waste Management

4:30 – 4:45 pm

Break

4:45 – 5:30 pm

Session IV: Resources and Assistance for Struggling or Failing RMDZ Businesses

The types of business assistance offered by our RMDZ program varies widely, depending on the needs. Often times, these needs relate to businesses that are struggling. Both of these presentations offer examples of the type of assistance that can be offered to support such businesses and hopefully keep them viable.

David Goldstein, Ventura County RMDZ

Brent Meyer, President/Chief Executive Officer, Manex

Jonathan Lee, Vice President/Executive Consultant, Manex

John Smith, North Branch Manager, CIWMB

5:30 – 7:00 pm

Networking Reception Terrace (Second Floor)



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Day Two: October 30, 2009

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| 7:30 – 8:30 am | Breakfast (Hotel Guests Only)Marketplace Cafe |
| 8:30 – 9:00 am | Session I: Update on CIWMB

Infrastructure StudySteamboat/Central |
| 9:00 – 10:30 am | The CIWMB Recycling and Waste Management Infrastructure Project is aimed at providing a centralized source of information on California waste management and recycling facilities. During this session, we will gain understanding of this project and what it offers us in terms of technical assistance tools for RMDZ businesses.
<i>Ed Boisson, Senior Consultant, R.W. Beck</i>
<i>John Smith, North Branch Manager, CIWMB</i> |
| 10:30 – 10:45 am | Session II: Introduction to Biofuels

Whether you are new to this growing industry or simply want to refresh and update your knowledge, this session will ensure you learn about the core aspects of the biofuels industry. You will learn the basics of how biofuels are derived, the factors and debates influencing the market and its competitive framework, plus get a glimpse of California projects currently in the works. Perhaps there's a potential biofuels business prospect in your RMDZ?
<i>Warren Smith, Clean World Partners</i>
<i>Coby Skye, Los Angeles County Department of Public Works</i>
<i>Bill Orts, USDA</i>
<i>Fernando Berton, CIWMB</i> |
| 10:30 – 10:45 am | Hosted Break/Checkout of Hotel |

AGENDA

Day Two: October 30, 2009 (cont.)

10:45 – 11:45 am

Session III: Breakout Session

In preparation for the session, ZAs and LAMD Liaisons were asked to review of the Zone Integrated Reporting System, specifically the section on potential and existing businesses; discuss current zone activities; and identify the best recycling manufacturer candidate for technical assistance. Prior to Zone Works, participants were asked to draft a technical assistance plan for this business. Using the resources obtained from the Zone Works presentations, participants will further flush-out the draft technical assistance plan during this break out session.

John Smith, North Branch Manager, CIWMB

11:45 – 12:00 pm

Closing Remarks

John Smith, North Branch Manager, CIWMB