



Recycling Market Development Zone "Zone Works"

March 10, 2010 • Stockton Hilton • Stockton, CA

"The RMDZ Program – More than Just Loans"

AGENDA

9:00 – 11:35 am

Registration..... San Joaquin/Sacramento Foyer

9:00 – 10:30 am

CARMDZ Quarterly Meeting Calaveras Room
(All Zone Administrators Welcome)

10:30 – 11:30 am

Zone Administration 101: Creating and Using Effective Performance Metrics..... San Joaquin/Sacramento Room
(All Zone Administrators and Zone Liaison Staff Welcome)

This session will focus on how to create and use performance measures to evaluate the effectiveness of zone related activities. Performance metrics are a powerful tool designed to measure progress toward goal achievement, identify key indicators of programmatic performance, help understand stakeholder requirements, and provide guidance on needed programmatic changes.

Mitch Delmage, CalRecycle

11:35 – 12:30 pm

Opening Remarks and Lunch San Joaquin/Sacramento Room
Steve Uselton, CalRecycle

*The Greater Stockton Chamber of Commerce,
Zone Administrator, San Joaquin County RMDZ*

12:35 – 2:00 pm

Session I: CalRecycle Connections
CalRecycle's RMDZ program offers assorted assistance tools and resources in addition to loans. Efforts to research and develop program partnerships with other state agencies working towards parallel program goals offers an expansive scope of services to California businesses and Zone Administrators alike. As an illustration of this type of statewide coordination, this session features multiple resources the RMDZ team can add to its business assistance repertoire. Specifically, this session includes an overview of CalBIS and how it helps to identify business advantages of considering California locations for new business investment and expansion. In follow-up to the California's Green Workforce Initiative presentation at the last Zone Works, we will learn about the preliminary results from EDD's Green Economy Survey as well as other data tools that support RMDZ efforts. As another component of the Green Economy Initiative, we will also hear about the Employee Training Panel's key focus on the green and clean technology industry. In each case, there is an opportunity for the RMDZ team to learn about excellent business resources to apply and market regionally.

Marshall Graham, CalRecycle

*Patrick McGuire, California Business Investment Services,
California Labor & Workforce Development Agency*

*Liz Baker, Labor Market Information Division,
Employee Development Department*

*Barry Worthington, Economic Development Analyst,
Employment Training Panel (ETP)*

AGENDA

2:00 – 2:15 pm

BREAK

2:15 – 3:15 pm

Session II: Peer Share... Beyond the Loan, Services Available to RMDZ Manufacturers

Maureen Hart, North Coast RMDZ, Humboldt Waste Management

3:15 – 3:30 pm

REFRESHMENT BREAK

3:30 – 4:30 pm

Session III: Technical and Business Assistance Programs and Tools

There is a plethora of business assistance programs nationally, statewide and locally that apply to the goals and objectives of the RMDZ program. As with the first session, many of these assistance methods result from networking. As one example, this session features information about the Technology Transfer Program within the USDA's Agricultural Research Service. We will also hear about specific financial assistance facilitated through CalRecycle other than RMDZ loans, as well as updates on a number of business assistance resources managed by CalRecycle. Each of these programs and tools may not apply to every business assistance effort, but collectively they add to the services that California offers to promote a green economy.

David Nicholson, Technology Transfer Program,

Agricultural Research Services, USDA

Jim LaTanner, Spencer Fine and other CalRecycle team members

4:35 – 5:00 pm

Closing Remarks, including CalRecycle Program Updates

Howard Levenson, Director, Materials Management and Local Assistance Program, CalRecycle

5:30 – 7:00 pm

Networking Reception Outback Steakhouse

The Outback Steakhouse has graciously agreed to sponsor our networking reception. Please join us for this off-site reception where you can enjoy complimentary appetizers and non-alcoholic beverages, while mingling with your fellow colleagues. Please be sure to keep your name-badge on as this will be your admission to the reception.

The Outback Steakhouse is located less than one mile from the hotel on 1243 West March Lane, Stockton, CA 95207.

Please note: Transportation will not be provided to/from the hotel to the Outback Steakhouse.



REXPO VI

March 11, 2010
 Stockton Hilton • Stockton, CA
“Greening Main Street”

AGENDA

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|------------------|---|
| 6:30 – 2:00 pm | <p>e-Waste and Clean Styrofoam Collection in Parking Lot
 Sponsored by Onsite Electronics Recycling</p> <p>The first 50 people disposing of a TV or computer monitor will receive a complimentary voucher for our Lunch/Keynote Address.</p> |
| 7:30 – 8:15 am | <p>Registration/Check-in/Visit Exhibitors
 Complimentary Recycled-Content Tote Bags
 Sponsored by Outback Steakhouse</p> |
| 8:20 – 8:30 am | <p>Opening Remarks and Welcome
 <i>Honorable Mayor Ann Johnston, City of Stockton</i></p> |
| 8:30 – 9:30 am | <p>Business to Business Panel: “Going Green” This is How We Saved Money
 <i>Blain Bibb, Green Team San Joaquin Chair- Moderator</i>
 <i>Don Helsel, Safety Manager, Sara Lee Bakery</i>
 <i>Wendy Foulks, Co-Owner, Premier Finishing</i>
 <i>George Kaplanis, General Manager, Hilton Stockton</i>
 <i>Mark Bruemmer, Outback Steakhouse</i></p> <p>Panelist will provide case studies on how they reduced their costs by going green.</p> |
| 9:30 – 10:00 am | <p>Visit Exhibitors
 Sponsor Demos - Green Team sponsors will demonstrate their products in the Delta Ball Room</p> |
| 10:00 – 11:15 am | <p>Incentives Panel: REACON the Possibilities
 <i>Paul Johnson, SJVCEO- Moderator</i>
 <i>Phil Pennino, Pacific Gas & Electric: Energy</i>
 <i>Chris Bonnet, Owner-American Recycling: Recycling</i>
 <i>Yvette Davis, San Joaquin Council of Governments (SJCOG): Air</i>
 <i>Sharene Gonzales, City of Stockton: Water</i></p> <p>The discussion will be on our REACON calls and the solutions these agencies give businesses to help them reduce costs of doing business.</p> |
| 11:15 – 12:00 pm | <p>Visit Exhibitors
 Tours of the Hilton Stockton’s “Preserve to Conserve” Rooms (meet in lobby)</p> |
| 12:00 – 1:30 pm | <p>Lunch/Keynote
 <i>Mark Leary, Deputy Director, California Department of Resources Recycling and Recovery, “Greening California”</i></p> |
| 1:30 – 1:45 pm | <p>Visit Exhibitors</p> |

AGENDA

1:45 – 2:00 pm

Drawing for two \$200 gas cards and special gifts for our lunch attendees

2:00 – 4:00 pm

Tours for Zone Works Attendees

Zone Administrators, LAMD Liaisons, FAD teams that registered for REXPO

Tour Stops:

- Epic Plastics in Lodi: www.epicplastics.com/about_epic_plastics.html
- Timbron International in Stockton: www.timbron.com/index.htm
- Yosemite Environmental Specialties (If time allows for this one)

Representatives from these businesses will be on board the bus to give an overview of their company to optimize time spent on the tour.