



Department of Resources Recycling and Recovery (CalRecycle)  
Recycling Market Development Zone

“Zone Works: The Future is Back to the Basics”

February 2 – 3, 2011  
Holiday Inn Capitol Plaza - Sacramento

AGENDA

DAY ONE: FEBRUARY 2, 2011

8:30 a.m. - 5:00 p.m.	<b>Registration</b> ..... California Ballroom Foyer
9:00 a.m. - 10:30 a.m.	<b>CARMZD Quarterly Meeting</b> ..... Granada Ballroom <i>(All Zone Administrators Welcome)</i>
11:30 a.m. - 12:30 p.m.	<b>Buffet Lunch</b> ..... California Ballroom
12:30 p.m. - 1:00 p.m.	<b>Opening Remarks</b> <i>Duane O'Donnell, Sacramento Regional RMDZ Administrator, Business Environmental Resource Center (BERC), Sacramento County</i> <i>Howard Levenson, Materials Management and Local Assistance Division Deputy Director, CalRecycle</i>
1:00 p.m. - 2:15 p.m.	<b>Session I: Zone Information Reporting System Updates</b> <i>Krysty Emery, CalRecycle Zone Liaison</i> <i>Chris Bria, CalRecycle Zone Liaison</i> <p>The Zone Information Reporting System (ZIRS) is an incredibly comprehensive reporting and analysis tool. This hands-on session will highlight a number of the system's updated features and tools, as well as point out easy shortcuts and tricks to make using the system more user-friendly. Afterwards, participants will engage in hands-on activities in ZIRS, using laptops at each table, directed by a trained Zone Liaison.</p> <b>Pre-conference homework:</b> Please come prepared with one item you wish to enter into ZIRS, (i.e. one business contact, a communication, a ZIF request, or a ZAP activity) and we will all be well on our way to getting our real homework done (the Zone Annual Report) before it's due!
2:15 p.m. - 2:30 p.m.	<b>Afternoon Refreshment Break</b>
2:30 p.m. - 4:00 p.m.	<b>Session II: Peer Share</b> <i>Moderator: Maureen Hart, North Coast RMDZ</i> <p>Peer Share will focus on the CARMZD Strategic Plan Update, highlighting and discussing possible projects and focus areas to meet both short term and long term goals, including potential ZIF projects. Additional sharing will include ZA's successful experience with Small Business Development Corporations and Economic Gardening.</p>

# AGENDA

## DAY ONE: FEBRUARY 2, 2011 (cont.)

4:00 p.m. - 5:00 p.m.

### Session III: Maximizing Existing Efforts and Partnerships

*Marty Keller, Deputy Director, Small Business Advocate,  
California Governor's Office of Economic Development (GoED)*

In our continuous effort to foster effective partnerships with our local Small Business Development Centers, we will receive an update on the Small Business Development Centers and Small Business Advocate programs within the Governor's Office of Economic Development (GoED). Mr. Keller will also highlight the Northeastern Small Business Development Center (NEC SBDC) at Greater Sacramento. During the Q&A we will focus on best methods for creating relationships with these partners to serve California businesses.

5:30 p.m. - 7:00 p.m.

**Networking Reception** ..... River City Ballroom (16th Floor)

## DAY TWO: FEBRUARY 3, 2011

7:30 a.m. - 8:30 a.m.

**Continental Breakfast** ..... Balboa/Calaveras Ballroom  
(Hotel Guests Welcome)

8:30 a.m. - 10:00 a.m.

**Session IV: Economic Gardening, An Overview** ..... California Ballroom

*Moderator: Marshalle Graham, CalRecycle*

*Jim Woods, City Manager, City of Littleton, Colorado*

*Cathy Barrozo, GIS Analyst/Business Services Representative, City of Lake Elsinore*

This session will focus on economic gardening -- a strategy for increasing jobs through entrepreneurship and small business investment rather than recruiting companies to a community. We are fortunate to have presenters representing incredible knowledge of and experience with this topic, with Mr. Woods, a principle pioneer of the strategy and Ms. Barrozo, experienced in its application in Lake Elsinore and throughout the State. These speakers will reintroduce us to the concept of economic gardening and illustrate how it can effectively be applied to our economic development efforts within the RMDZ program.

10:00 a.m. - 10:15 a.m.

**Hosted Break/Checkout of Hotel**

10:15 a.m. - 11:45 a.m.

**Session V: The CalRecycle Economic Gardening Experience**

*Moderator: Marshalle Graham, CalRecycle*

*Cathy Barrozo, GIS Analyst/Business Services Representative, City of Lake Elsinore*

*David Goldstein, Ventura County RMDZ*

*Frank Ferral, San Joaquin County RMDZ*

This session will focus on a past demonstration project applying economic gardening principals with the RMDZ program, highlighting assistance provided to specific businesses and lessons learned. Carrying those lessons forward, highlight current efforts of the application of economic gardening and discuss other ideas to incorporate this concept into the suite of services that can be offered to our zone businesses.

11:45 a.m. - 12:00 p.m.

**Closing Remarks**

*Corky Mau, Financial Resources Management Branch Manager, CalRecycle*

*Marshalle Graham, CalRecycle*