



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

Zone Works: Creative Solutions to Today's Issues

May 11 - 12, 2011
Holiday Inn Capitol Plaza - Sacramento

AGENDA

DAY ONE: MAY 11, 2011

8:30 a.m. - 5:00 p.m.	Registration Fresno/Granada/Hermosa Ballroom Foyer
9:00 a.m. - 10:30 a.m.	CARMDZ Quarterly MeetingRiver View Ballroom (16th Floor) <i>(All Zone Administrators Welcome)</i>
11:30 a.m. - 12:30 p.m.	Buffet Lunch Fresno/Granada/Hermosa Ballroom
12:30 p.m. - 12:45 p.m.	Opening Remarks <i>Howard Levenson, Deputy Director, Materials Management and Local Assistance, CalRecycle</i>
12:45 p.m. - 2:15 p.m.	Session I: Peer Share <i>Moderator: Maureen Hart, North Coast RMDZ</i> During this interactive session, current RMDZ issues and topics are discussed and brainstormed as a team. Sharing our collective experience and knowledge is particularly helpful to designing programs and finding solutions to challenges. In this way, we gain from past experiences and build upon our overall successes. This Peer Share in particular will focus on economic development and funding as well as marketing strategies for the RMDZ program, businesses and products. In preparation, please consider the following questions to facilitate fruitful discussion. <ul style="list-style-type: none"> • For those that attended the recent CALED conference, what did you learn? • Rick Farley, City of Oroville Zone, will share leveraging experience to fund RMDZ and other development programs and projects. Do you have examples of how you have pieced together resources for RMDZ projects (economic quilting) to share? • When it comes to marketing, have you followed-up on the economic gardening information from the last Zone Works? What existing CalRecycle databases or other related resources have worked for you and your clients? Do you use social media in marketing efforts? What do we need to market our RMDZ program, businesses and products? What have you done with your ZIF? What are you planning to do next year? Share what you did and learned. • Bring an issue, challenge, or situation for group problem solving.
2:15 p.m. - 2:30 p.m.	Afternoon Refreshment Break

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DAY ONE: MAY 11, 2011 (cont.)

2:30 p.m. - 4:00 p.m.

Session II: RMDZ Green Business and Climate Change Connections

*Moderator: **Marshalle Graham**, CalRecycle*

***John Davis**, High Desert RMDZ*

***Howard Levenson**, Deputy Director, Materials Management and
Local Assistance, CalRecycle*

***Matt McCarron**, Department of Toxic Substances Control*

***Jerry Hart**, California Air Resources Board*

***Thomas Ackerman**, Vice President/Chief Sustainable Officer, Spirit Graphics & Printing Inc.*

This session will focus on the benefits of materials management through resource conservation and recovery as it relates to state and local government planning and business assistance. Per USEPA, approximately 42% of Green House Gas (GHG) emissions in the U.S. are associated with material management activities. In addition to increasing material efficiency and reducing waste, materials management activities have the potential to significantly reduce GHG emissions and offer economic benefits for communities and businesses. For example, recycling a ton of material creates many more jobs than sending the same material to a landfill. Participants will also have the opportunity to learn how these and other resource conservation efforts are integrated into statewide and local green business programs, including hearing from a green business firsthand!

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

Session III: New Technologies-Connecting the Dots

*Moderator: **Marshalle Graham**, CalRecycle*

***Jacques Franco**, CalRecycle*

***Jim LaTanner**, CalRecycle*

During this session we will receive an update on anaerobic digestion and conversion technologies in California, including a RMDZ-funded project. Following this the Q&A for this presentation, CalRecycle staff will discuss the types of financial and process related questions to consider when approached with such projects, as well as who to contact/coordinate with for more information.

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

Networking Reception John Q Ballroom (16th Floor)

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DAY TWO: MAY 12, 2011

7:30 a.m. - 8:30 a.m. | **Buffet Breakfast** Balboa/Calaveras Ballroom
(Zone Administrators Only Please)

8:30 a.m. - 10:00 a.m. | **Session IV: Breaking New Ground with Social Media and Marketing** California Ballroom
*Moderator: **Marshalle Graham**, CalRecycle*
***Amy Norris**, CalRecycle*
***Duane O'Donnell**, Sacramento Regional RMDZ*

In this age of advanced technology, our RMDZ program marketing and outreach approaches need to keep with the times. This interactive session will address social media and marketing resources, techniques and tools that can be and are being employed by CalRecycle, local agencies, program partners, RMDZs and businesses alike. After the presentations, attendees will share specific examples and address related questions during a breakout session. For example, Jill Harris, Siskiyou County RMDZ, will introduce us to a new local economic development tool, the SiskiyouProspector.com. **In preparation for the breakout session, please bring and be prepared to share specific local examples as well as any questions you have on this topic.**

10:00 a.m. - 10:15 a.m. | **Hosted Break/Checkout of Hotel**

10:15 a.m. - 11:45 a.m. | **Session V: Keeping Current in the Funding Current** California Ballroom
*Moderator: **Jim LaTanner**, CalRecycle*
***Kristina Gallegos**, San Jose RMDZ*
***Jina Yoon**, Director, National Development Council*
***Cruz Esparza**, Chino Valley RMDZ*
***Dan Bronfman**, Growth Capital Associates, Inc.*

As we continue to reduce waste, funding mechanisms that primarily or exclusively rely on tipping fees are struggling, which is further compounded by the current economic climate. In response, Zone Administrators have requested we explore alternative funding sources that specifically address this issue. Therefore, we will hear from San Jose about a recent adjustment to help stabilize their solid waste management funding mechanism as well as examples of funding HHW, reuse and green technology facilities and/programs with sources other than AB939 or tipping fees. At a number of past Zone Works, we have also had the opportunity to learn about bonds programs that fold nicely into our RMDZ services at the state and local level. This session will include a case study, walking us through a local example of facilitating a bond process as well as a business that used such a funding option in lieu of an RMDZ loan.

11:45 a.m. - 12:00 p.m. | **Closing Remarks**