

Recycling Market Development Zone
Zone Works: Made in California

June 5 - 6, 2013

Capitol Plaza Holiday Inn, Sacramento



AGENDA

DAY ONE: WEDNESDAY, JUNE 5, 2013

8:30 a.m. – 5:00 p.m.	Registration California Ballroom Foyer
9:00 a.m. – 10:30 a.m.	CARMDZ Meeting Balboa/Calaveras Ballroom (All Zone Administrators Welcome)
11:30 a.m. – 12:30 p.m.	Lunch California Ballroom
12:30 p.m. – 12:45 p.m.	Opening Remarks <i>Howard Levenson, Deputy Director, Materials Management and Local Assistance, CalRecycle</i>
12:50 p.m. – 2:30 p.m.	Session I: Manufacturing Business Assistance <i>Moderator: Marshalle Graham, CalRecycle</i> <i>John Anderson, Director of Industry Consulting Business Unit, California Manufacturing Technology Consulting (CMTC)</i> <i>Paul Stark, Regional Manager, The Corporation for Manufacturing Excellence (Manex)</i> <i>Jana Nairn, Owner, Rubber Bark, Inc.</i> <p>The National Institute of Standards and Technology's Hollings Manufacturing Extension Partnership (MEP) works with small and mid-sized U.S. manufacturers to help them create and retain jobs, increase profits, and save time and money. As a program of the U.S. Department of Commerce, MEP offers its clients a wealth of unique and effective resources centered on five critical areas: technology acceleration, supplier development, sustainability, workforce and continuous improvement. The nationwide network provides a variety of services, from innovation strategies to process improvements to green manufacturing. MEP also works with partners at the state and federal levels on programs that put manufacturers in position to develop new customers, expand into new markets and create new products. Representatives from the two MEP centers serving California manufacturers will provide an overview of related programs and services, including the Made in California program. We will also gain a first-hand perspective about the value of these and other business assistance efforts from a participating California manufacturer. In addition to having time to hear from each of our speakers, there will also be ample time for discussion and questions and answers.</p>
2:30 p.m. – 2:45 p.m.	Afternoon Refreshment Break
2:45 p.m. – 4:15 p.m.	Session II: Reuse Focus <i>Moderator: Marshalle Graham, CalRecycle</i> <i>Tibora Bea Girczyc-Blum, Director, Scrap Humboldt</i> <i>Tony Fernandez, Vice President, Sales Operations and Development, North Cal Wood Products</i> <i>Michelle Fay, StopWaste.org</i> <p>Requiring fewer resources, less energy, and less labor, compared to recycling, disposal, or the manufacture of new products from virgin materials, reuse provides an excellent, environmentally-preferred alternative to other waste management methods. Increasingly, businesses and communities have access to tools that measure, evaluate and report the environmental benefits of reuse activities and programs, such as GHG emission reductions. Reuse is also making a name for itself because of its benefits to the local economy, e.g., job creation, job training. As requested in past Zone Works, during this session, we will focus on</p>

the reuse industry. We will hear directly from reuse business professionals regarding industry trends, specific business models, effective partnerships, successes, and barriers. Additionally, we will obtain an overview of the Use Reusables campaign, an initiative that outlines the economic and environmental benefits of reusable transport packaging for companies and offers an excellent opportunity to drive the market for using California recycled materials to manufacture the reusables. After the presentations, we have dedicated time to address questions and for engaging dialogue.

4:15 p.m. – 5:00 p.m.

Session III: Putting it into Practice

Moderator: Krysty Emery, CalRecycle

Propel the afternoon’s trainings into action items and opportunities utilizing provided online tools and apps designed for Zones to turn teachings into trade. We will start with programmatic updates on ZAR, ZIF, RecycleStore, and ZIRS input features. Afterwards, attendees are invited to utilize this network and workshop time to discuss opportunities and ideas regarding this afternoon’s speakers, work with ZLs for support in ZIRS functions or annual planning activities, or utilize ZIRS to input or update business interactions.

5:30 p.m. – 7:00 p.m.

Networking Reception John Q Ballroom (16th Floor)

DAY TWO: THURSDAY, JUNE 6, 2013

7:30 a.m. – 8:30 a.m.

Continental Breakfast Calaveras Ballroom
(Zone Administrators and Southern California CalRecycle Staff Only)

8:30 a.m. – 10:00 a.m.

Session IV: Peer Share California Ballroom

Moderator: Maureen Hart, North Coast RMDZ

During this Peer Share, we will address relevant recycling issues, including Operation Green Fence, and discuss potential impacts to the RMDZ program. We will also have time to further investigate and discuss topics heard earlier in the programming, including reuse business models and trends, and how to support reuse within the RMDZ program and in conjunction with other local, state, and national business assistance efforts. What part could franchising play with successful RMDZ businesses? During this time, we will also highlight an example of RMDZ business assistance through communication and coordination between zones—and how we can REUSE that idea! Another important topic we will cover is how Zone Administrators coordinate the balance between the local materials management and economic development programs – what is working well, what are areas for improvement?

10:00 a.m. – 10:15 a.m.

Morning Refreshment Break
(Check-out of Hotel)

10:15 a.m. – 11:45 a.m.

Session V: Loans to Recycling Manufacturers — The Role of Cap and Trade Funds and Potential Changes to the RMDZ Loan Program

Moderator: Howard Levenson, Deputy Director, Materials Management and Local Assistance, CalRecycle

Jim LaTanner, CalRecycle

To help meet the goal of Assembly Bill 341, CalRecycle is seeking Cap and Trade funds to provide loans for recycling manufacturing projects throughout the state that will substantially increase recycling, provide more jobs in California and reduce GHG emissions. CalRecycle is examining ways Cap and Trade funds could be used for loans anywhere in California. This session provides the opportunity for Zone Administrators to comment on options to use Cap and Trade funds, optimize the use of RMDZ subaccount funds within the Zones, and improve the Loan Program.

11:45 a.m. – 12:00 p.m.

Closing Remarks

Caroll Mortensen, Director, CalRecycle