

## Zone Works: Navigating through Change

November 13 - 14, 2013

Capitol Plaza Holiday Inn, Sacramento



### AGENDA

#### DAY ONE: WEDNESDAY, NOVEMBER 13, 2013

8:30 a.m. – 5:00 p.m. **Registration** ..... California Ballroom Foyer  
9:00 a.m. – 10:30 a.m. **CARMZ Meeting** ..... Granada/Hermosa 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**  
**Howard Levenson**, Deputy Director, Materials Management and Local Assistance, CalRecycle

12:45 p.m. – 2:15 p.m. **Session I: GO-Biz – New Business Incentives**  
Moderator: **Marshall Graham**, CalRecycle  
**Kish Rajan**, Director, Governor's Office of Business and Economic Development (GO-Biz)  
**Sheryl Brandon and James Dudley**, Franchise Tax Board  
**TBD**, Board of Equalization

With the passage of SB 90 and AB 93, also known as the Governor's Economic Development Initiative (GEDI), the Enterprise Zone will be replaced with three new tools for economic development in California:

- A new targeted hiring credit;
- A new sales and use tax exemption for manufacturing and R&D equipment purchases; and
- A new tax credit for business attraction and expansion called "California Competes."

This initiative is designed to make California more competitive, drive capital investment across our state and help create real, high quality jobs. In addition to learning about these economic development resources to help attract new companies to California and expand existing companies, we will have ample time for questions and answers.

2:15 p.m. – 2:30 p.m. **Afternoon Refreshment Break**

2:30 p.m. – 4:00 p.m. **Session II: Recycling and Economic Development**  
Moderator: **Marshall Graham**, CalRecycle  
**Neil Seldman**, President, Institute for Local Self-Reliance  
**Susan Palmer**, Economic Development Director, St. Vincent de Paul Society of Lane County  
**Robert Jaco**, Manager, DR3 Recycling  
**Steve Lautze**, Zone Administrator, Oakland/Berkeley Recycling Market Development Zone

Drawing upon the Institute for Local Self-Reliance's experience and research related to recycling-based economic development, the heart of its Waste to Wealth program, this session starts by exploring recent trends in recycling and economic development in the U.S., with emphasis on attracting green businesses. The initial presentation and discussion will include various community experiences in negotiations with such businesses, and information from reuse-based enterprises actively researching locations for expansion, including California. Additionally, this session features the successful mattress recycling business, DR3 Recycling, which Steve Lautze highlighted at the June 2013 Zone Works training workshop. Representatives from DR3 offer specialized knowledge and experience as a business that was initially funded in part by the Recycling Market Development Zone (RMDZ) program, and is, ten years later, self-sufficient,

earning its revenue from handling fees, rebuilding and reselling the highest quality mattresses, and selling recycled commodity materials. Representatives from DR3 will also discuss challenges and opportunities presented by the recent passage of SB 254, which is the first step toward establishing a statewide mattress recovery and recycling system.

4:00 p.m. – 5:00 p.m.

**Session III: Peer/Zone Share**

*Moderator/Speaker: **Maureen Hart**, North Coast Recycling Market Development Zone*

Building on where we left off with the last Peer/Zone Share, we will start with an update on the Reuse project in San Diego. We have been following the development, the local partnerships, and now the on-the-ground results! Several Zone Administrators will also be sharing about businesses in their zones that are handling difficult materials, such as tires and mattresses. Finally, where do you find your recycled content manufacturers? Plan to share some of your experiences.

5:30 p.m. – 7:00 p.m.

**Networking Reception** ..... John Q Ballroom (16<sup>th</sup> Floor)

## DAY TWO: THURSDAY, NOVEMBER 14, 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: Introduction to Sustainable Manufacturing** ..... California Ballroom

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

***Ricardo Amon**, California Institute of Food and Agricultural Research, UC, Davis*

At the last Zone Works meeting we heard from the two Manufacturing Extension Partnership centers here in California and about various sustainable manufacturing programs and services they offer. In follow-up, during this session, attendees will have the opportunity to delve deeper into the topic of sustainable manufacturing and to develop their understanding of the concepts, related tools and resources. The sustainable manufacturing concepts outlined during this session will be illustrated through a California business case study.

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: Focus on Plastics**

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

***Sally Houghton**, Materials Manager, Plastic Recycling Corp. of California*

***Parham Yedidsion**, Principal, Envision Plastics*

***Veronica Martin**, Recycling Specialist, CalRecycle*

As requested in previous Zone Works evaluations, this session focuses on the plastics recycling industry, specifically on PETE and HDPE. We will hear directly from plastic industry experts and professionals regarding recycling and processing basics, successes, barriers, trends, related programs and resources. Attendees will also receive an update on CalRecycle's 2014 Plastic Development Payment Program Reform. As always, the session is designed to have time for an engaging discussion with questions and answers.

11:45 a.m. – 12:00 p.m.

**Closing Remarks**