The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Peer Share

June 21, 2017

Agenda

- u Introduce new ZAs and ZLs
- u Zone Incentive Funds (ZIF)
- u Equipment - RMDZ business needs
- u Technical Assistance from CalRecycle
- u CARMDZ project and Association update
- u Tribute to Lynn France

LA City Video



Amount of money available

u \$3,500, 2015/16

u \$5,000, 2016/17

u \$5,000 2017/18

u \$13,500 - Use by _____

ZIF - Eligible Costs

- u Graphics/Printing/
Advertising
- u Advertising design and
placement costs in
industry and trade
publications

ZIF - Eligible Costs

- u Customizing brochures (using CalRecycle's template and CARMDZ materials or materials developed by the local ZA,
- u Customizing and placement of PSAs (using CalRecycle materials or Local ZA materials)
- u Duplicating/reprinting brochures, posters, and other program graphics
- u Distribution expenses for brochures and follow-up letters
- u
- u With CalRecycle's approval



ZIF - Eligible Costs


- u Developing/updating local Zone web pages
 - u City of LA video and webpage,
 - u Contra Costa County



ZIF - Eligible Costs

- u Creation of localized marketing data-bases, newsletters, articles

Examples of Consumer Data		
Data Type	Uses	Where From?
Name and address	Addressing mailings, deduplication	Responses from advertising, rented lists, directories
Promotional responses – what sent, how responded	Targeting and list selection	Own response data, rented lists
Enquiries – what about?	Targeting and list selection, product development	Own records, rented lists
Purchasing behavior	Segmentation, timing and targeting	Own records, rented lists
Complaints	Selection of research groups, no mail – selection, product development	Own records
Demographic – household composition, etc.	Targeting of campaigns, profiling existing customers	Electoral roll, lifestyle databases, from Experian and others
Lifestyle characteristics: hobbies, buying habits, etc.	Targeting and profiling, development of offers and messages	Experian and others
Neighborhood characteristics: property types, rural/urban, etc. Geodemographics	Targeting and profiling, development of offers and messages	e.g., MOSAIC from Experian

 dws associates

(651) 315-7588 Direct Marketing 101 - Database, Analytics & Testing 10

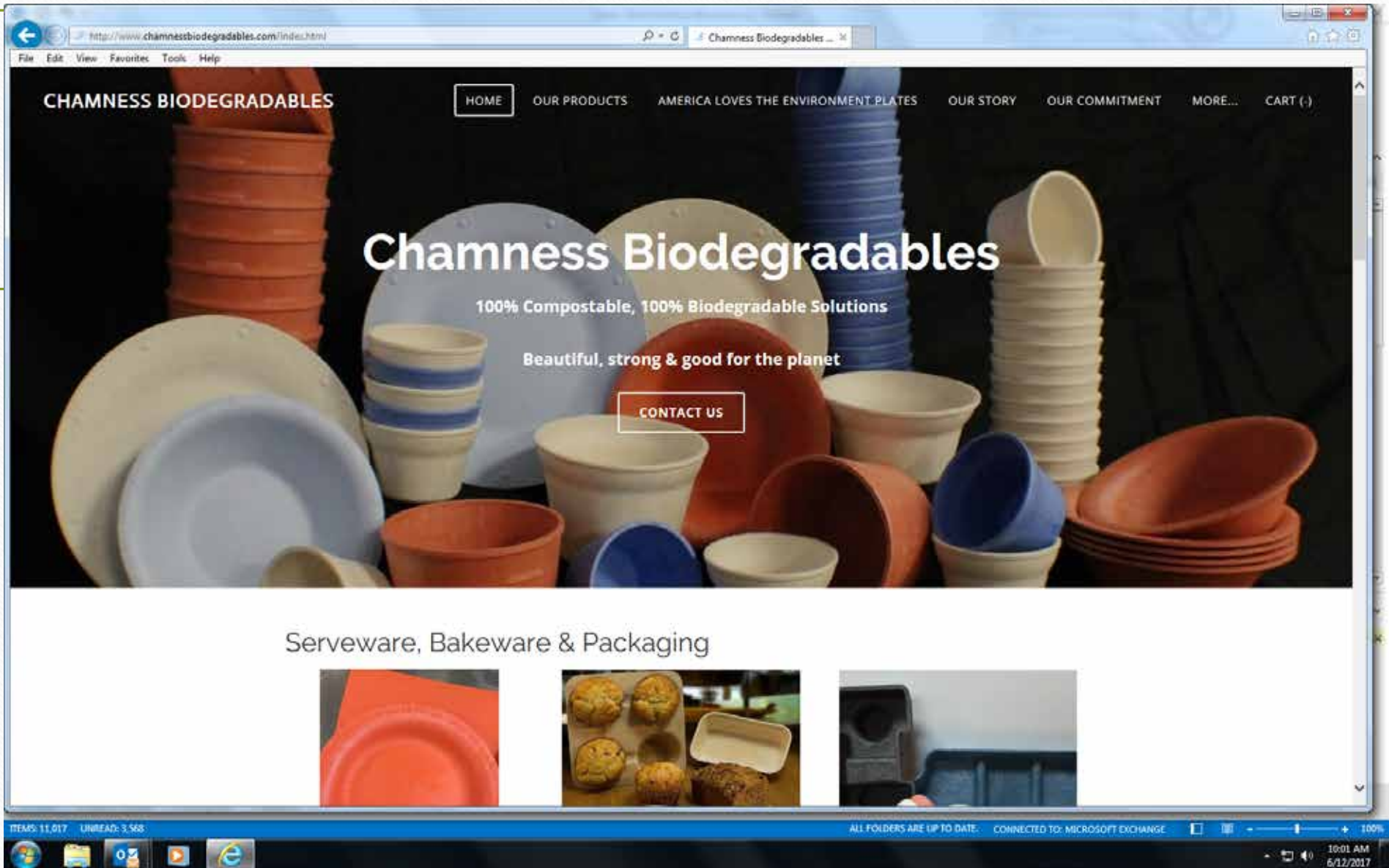
u Feedstock for sample or test runs

u (David Goldstein - Power Point)



Chamness Experiment

Funded by CalRecycle Zone Incentive Funds
through the
Ventura County Recycling Market Development Zone



http://www.chamnessbiodegradables.com/america-loves-the-environment-plates.html


Brew House Compostables ...

File Edit View Favorites Tools Help

CHAMNESS BIODEGRADABLES

HOME OUR PRODUCTS AMERICA LOVES THE ENVIRONMENT PLATES OUR STORY OUR COMMITMENT MORE... CART (-)

[America Loves the Environment Biodegradable, Compostable Products >](#)
America Loves the Environment Biodegradable, 150 Compostable 10" Plates, Free Shipping!



America Loves the Environment Biodegradable, 150 Compostable 10" Plates, Free Shipping!

~~\$99.99~~ \$69.99

FREE SHIPPING!
Celebrate America's love of the environment with Chamness Biodegradables' compostable 10" Plates. Box of 150 plates in bulk cases of red, white and blue (50 of each color).

- 100% home compostable, biodegradable, and ocean-safe.
- Made in the USA with natural, sustainable food starches and fibers.
- Temperature range: -30°F to 420°F. Safe to store in the freezer and heat in the microwave and oven.
- Single use only, not intended for hot liquids.
- No toxins, no plastics, no GMOs, no carcinogens and gluten-free.

Chamness Biodegradables loves the environment too and with each purchase of America Loves the Environment plates, we will donate 5% per box to environmentally friendly causes in the United States.

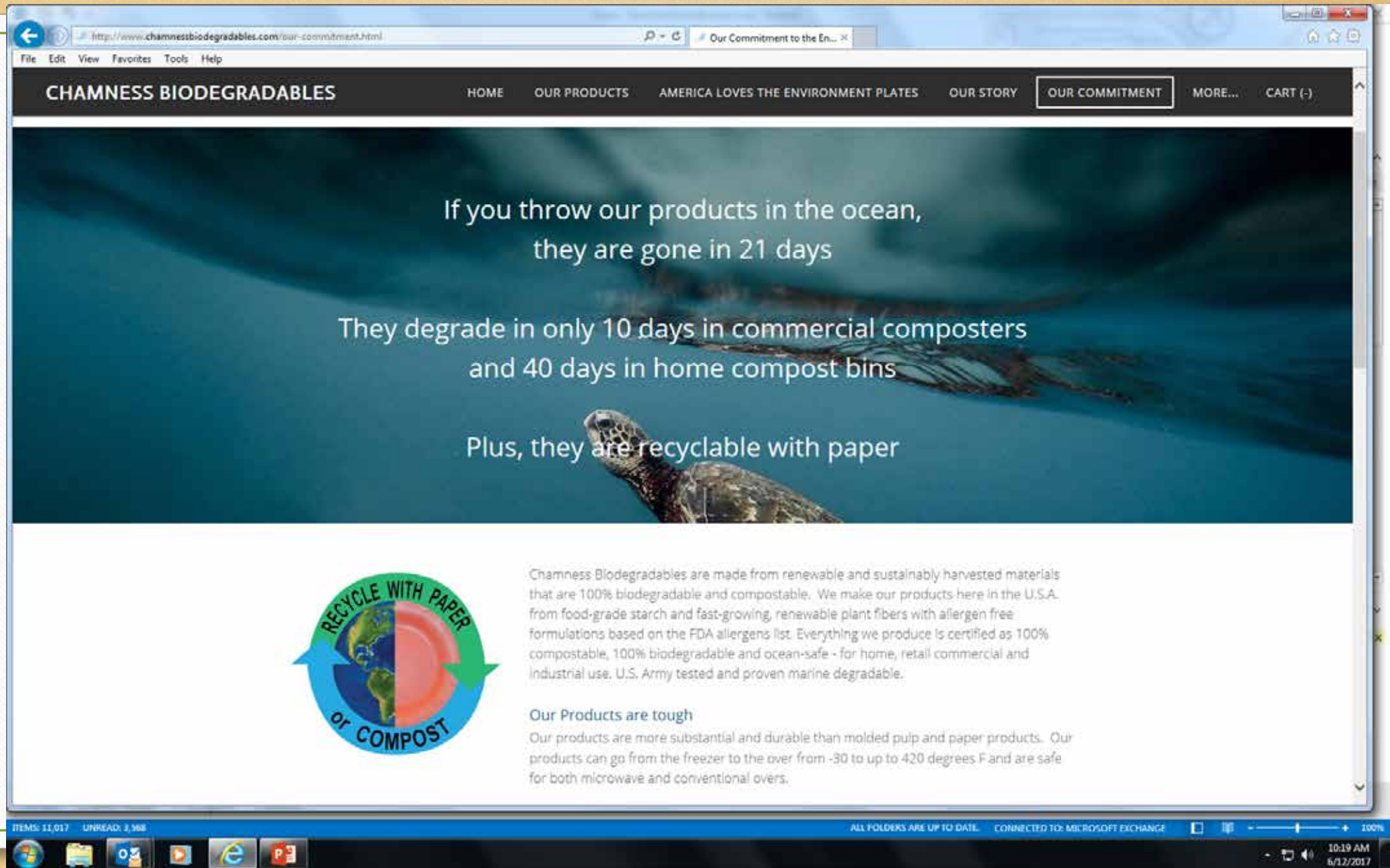
Product Dimensions (L x W x H): 10.00" x 10.00" x 1.08"

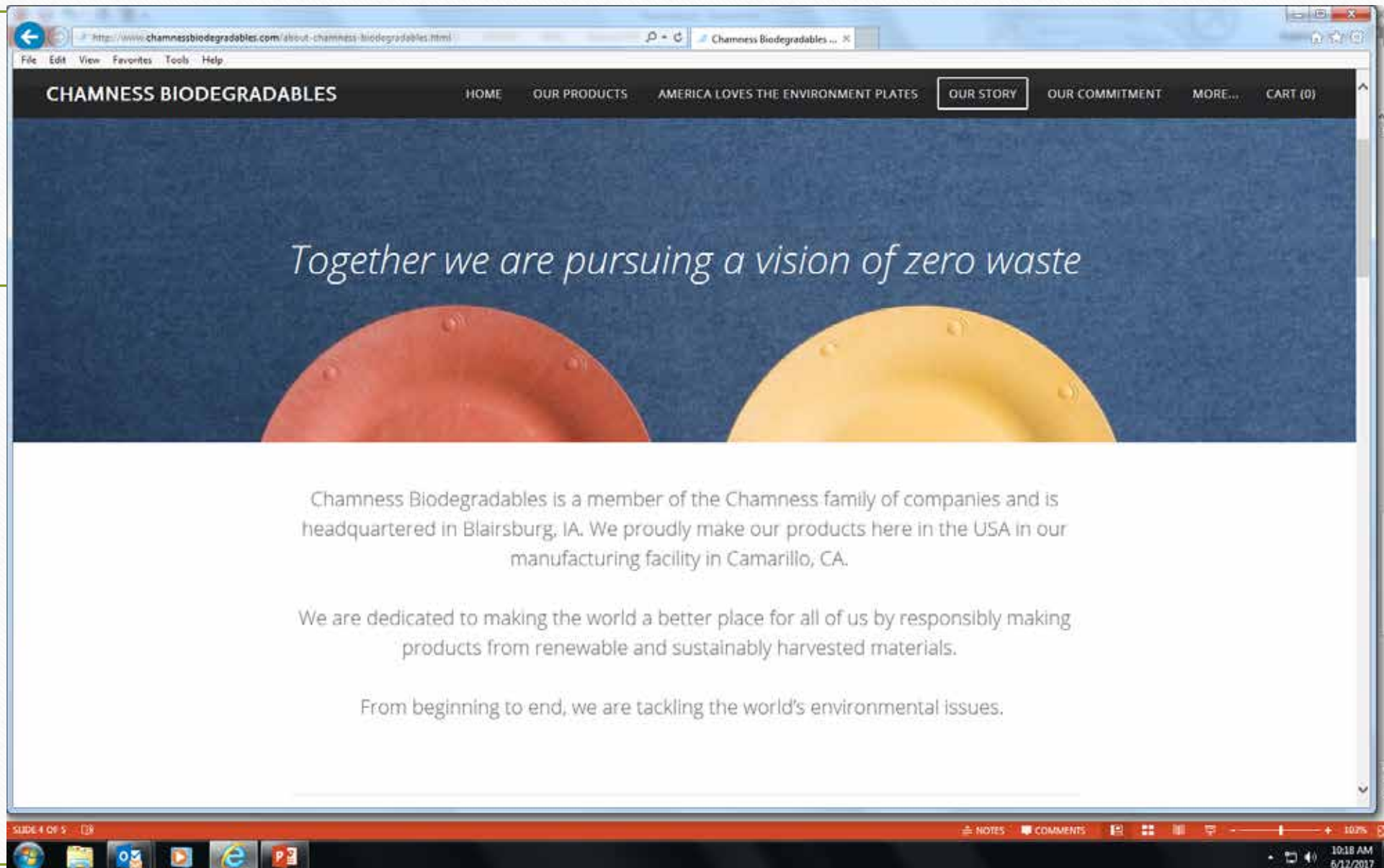
Each bulk case - 150 plates are available assorted colors or red.

SLIDE 3 OF 4

NOTES COMMENTS

10:17 AM 6/12/2017







\$3,000 Zone Incentive Funds

Hops from Topa Topa Brewery

Coffee Grounds from Dairy Farmers of America

Post-industrial fibers from P&G Tissue Factory

Screened-out fibers from Indy Containerboard Mill



←→

http://www.chamnessbiodegradables.com/index.html

Chamness Biodegradables ...

File Edit View Favorites Tools Help

CHAMNESS BIODEGRADABLES

HOME

OUR PRODUCTS

AMERICA LOVES THE ENVIRONMENT PLATES

OUR STORY


OUR COMMITMENT

MORE...

CART (-)

BREW HOUSE

COMPOSTABLES




We're helping keep used hops out of landfills with our newest line of 100% biodegradable and compostable plates. Perfect for tailgating, parties or dinner parties, they are the perfect conversation starter. Here's to another round!

FIND OUT MORE

COFFEE HOUSE

COMPOSTABLES



Made from recycled coffee grounds, Coffee House Compostables is one of the best disposable plates on the market. Like all our products, they are good for you and the planet and are 100% biodegradable, compostable or recyclable with paper.

FIND OUT MORE

Superior products that are good for you and the planet

Chamness Biodegradables products are made from renewable and sustainably harvested materials that are

SLIDE 3 OF 3

NOTES COMMENTS

103%

10:16 AM 6/12/2017

- Chamness family of companies owns Chamness Biodegradables (CBD) in an effort to drive toward Zero Waste, the other Chamness companies:
 - Chamness Technology hauls organic waste, recycles lawn waste, and more
 - GreenRU provides full service recycling of organic waste for grocery chains, restaurants and more turning waste into usable compost
- CBD existing products are tested and proven to be environmentally friendly
 - 100% Biodegradable
 - 100% Compostable , both home and commercially certified
 - Ocean safe, gone in 21 days, U.S. Army Marine degradable ASTM D6691
 - Safe in oven up to 420 degrees F, or in freezer down to -32 degrees F
- Plant is located in Camarillo, CA
- Main ingredients are bamboo and tapioca
- Manufacturing process “bakes” plates instead injection molding



ZIF - Eligible Costs

- u Industry Trade Shows, Conferences
- u Local and In-State travel for Zone related events



ZIF - Eligible Costs

- Creation or upgrades for trade show display graphics and associated hardware (backdrop and lighting, etc.)
- Exhibitor registration fees for Zone related events



ZIF - Eligible Costs

- u Business Leads and Tracking
- u Purchasing costs for lists of leads for marketing
- u Purchasing of business tracking and communication software



ZIF - Eligible Costs

- u Hiring a consultant to develop leads and tracking of zone businesses.
- u Unique ZA initiated projects preapproved in writing by LAMD ZIF



ZIF - Eligible Costs

- u Specialized training related to Zone activities and skills



ZIF - Eligible Costs

- u Cover costs for zone expansion or re-designation



Multiple Zones Projects

- u City of LA/County of LA advertising in a Business Journal
- u San Diego's two zones (Manual Medrano)
- u
- u Are there others who are planning to work together?

INELIGIBLE COSTS

- u Ineligible costs include any costs not listed above.
- u Costs not authorized in advance under a Preapproval Request are ineligible.
- u Tip: Write a proposal of what you want to do -



Industrial Equipment:



CNC - Computer Numerical Control

- Computer numerical control (CNC) is the automation of **machine** tools by means of computers executing pre-programmed sequences of **machine** control commands. This is in contrast to **machines** that are manually controlled by hand wheels or levers, or mechanically automated by cams alone.



Video of Industrial Equipment Plastic Recycling

- u Injection Molder - Types of product:
Gardening Pots, Architectural Tube Ends
- u Blow Molder - Types of product:
Bottles, to go food container
- u Extruder - Types of Product: Trex,
gardening bender board

Video On Injection Molder, etc.



RMDZ Manufacturers Equipment Needs

- u Can anyone share an example of a manufacturer in you zone that uses this equipment?
- u Other types of equipment that your manufacturers need?
- u Custom Equipment?
- u Different equipment purchasing options - Own - Lease?

Technical Assistance Using you ZL

- u Share examples of Technical assistance or Information received or provided by ZL or other CalRecycle staff

CARMDZ member services - Project

- u The idea came from the results of the CARMDZ survey.
- u **10 hours of assistance with ...Maureen Hart**
- u Focus on types of businesses that the RMDZ covers - Arts & Crafts, Batch, Bulk, Reuse, Creative Reuse, Co-production, Conversion, Source reduction companies.
- u Research in your zone - product of this work is an expanded list of RMDZ businesses that includes the list above
- u Discuss Services you Provide - Product sheet of services
- u Creating a Team - List of ideas of who to include in your team
- u Using your ZL to access information and technical assistance and information
- u There are _____ spots left.

California Association of Recycling Market Development Zones

u Steve Lautze Update

Good Bye Lynn France - Happy Retirement



Frank's End of the Day Update

u Conference updates