



## AGENDA

### Day One: Tuesday, December 5, 2017

- 9:00 a.m. – 11:00 a.m. **CARMDZ Meeting** ..... Balboa/Calaveras Ballroom  
 (All Zone Administrators are welcome to attend this meeting.)
- 10:00 a.m. – 11:30 a.m. **RMDZ 101** (Designed for new Zone Administrators)..... California Ballroom  
**Julie Trueblood**, Senior Environmental Scientist, CalRecycle  
**Jim LaTanner**, Supervisor, Loans Unit, CalRecycle  
**Frank Severson**, Senior Environmental Scientist, CalRecycle  
 Designed for new ZAs and those who want a refresher, a true 100-series session.
- 11:30 a.m. – 12:30 p.m. **Networking Lunch** ..... California Ballroom
- 12:30 p.m. – 2:00 p.m. **Session I: China’s Ever-Shrinking Market for U.S. Discards**  
 Moderator: **Frank Severson**, Senior Environmental Scientist, CalRecycle  
**David Biderman**, Executive Director and CEO, Solid Waste Association of North America  
**Anne Germain**, Director, Waste and Recycling Technology, National Waste & Recycling Association  
**Zoe Heller**, Deputy Director, Policy Development & Analysis Office, CalRecycle  
 We will cover what’s happening and what ZAs and others can do about it when and if MRFs begin rejecting commodities.
- 2:00 p.m. – 2:15 p.m. **Stretch Break and Refreshments**
- 2:15 p.m. – 3:30 p.m. **Session II: SB 1383: A Focus on the Market Development Concepts**  
 Moderator: **Frank Severson**, Senior Environmental Scientist, CalRecycle  
**Hank Brady**, Supervisor, Executive Office, CalRecycle  
**Michelle Martin**, Branch Chief, Financial Resources Management Branch, CalRecycle  
**Alex Byrne**, Supervisor, Grants & Payments Unit, CalRecycle  
 This session will provide a high-level update on the regulatory language with a focus on the market-development concepts. The session will also touch on grants available to recycling manufacturers.
- 3:30 p.m. – 3:45 p.m. **Afternoon Refreshment Break**
- 3:45 p.m. – 5:15 p.m. **Session III: Peer Share**  
 Facilitator: **Maureen Hart**, Zone Administrator, North Coast RMDZ  
**Peter Mui**, Founder, Fixit Clinics  
**Debbie Killey**, Chair, City of Huntington Beach Environmental Board  
**Bob Hollis**, Principal, The Mobius Network  
**John Davis**, Zone Administrator, High Desert RMDZ  
 The founder of Fixit Clinics will share how and why he created these clinics. Then we will hear the story of one clinic in Huntington Beach. To wrap the session, we will learn how to effectively use a multi-pronged social-media campaign.
- 5:30 p.m. – 7:00 p.m. **Networking Reception** ..... Balboa/Calaveras Ballroom

## Day Two: Wednesday, December 6, 2017

- 7:00 a.m. – 8:30 a.m. **Breakfast** ..... Granada Ballroom  
(Zone Administrators & Southern California CalRecycle Staff Only Please)
- 8:30 a.m. – 10:00 a.m. **Session IV: RMDZ Loans: A Business Will Share Its RMDZ Experience**  
*Moderator: **Bruce Quigley**, Loan Officer, CalRecycle*  
***Julie Corbett**, President & Founder, Ecologic Brands, Inc.*  
***Greg Rodrigues**, CEO, Ecologic Brands, Inc.*  
***Tim Brannan**, Loan Officer, CalRecycle*  
***Adam St. Clair**, Loan Officer, CalRecycle*  
Ecologic will share with us its unique story, product line, and their experience working with the RMDZ program. CalRecycle Loan Officers will also highlight other RMDZ successes.
- 10:00 a.m. – 10:30 a.m. **Morning Refreshment Break & Hotel Check-out**
- 10:30 a.m. – 11:45 p.m. **Session V: ZAs Working with Local Resources and Key Contacts** ..... California Ballroom  
*Moderator: **Frank Severson**, Senior Environmental Scientist, CalRecycle*  
***Kevin Taylor**, Manager, Training and Assistance Section, CalRecycle*  
***David Cross**, Zone Administrator, Santa Barbara Regional RMDZ*  
Learn what Local Enforcement Agencies and Chambers of Commerce do and how you should engage them when assisting manufacturers.



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