California Resource Recovery Association
38th Annual Conference & Tradeshow

August 3-6, 2014
The Fairmont
San Jose, California

PRELIMINARY PROGRAM
### Sunday, August 3

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Registration Opens</td>
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<tr>
<td>9:00 am-4:00 pm</td>
<td>Certification Sessions TBD</td>
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<tr>
<td>12:00 pm-5:00 pm</td>
<td>Exhibitor Setup</td>
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<tr>
<td>2:30 pm-4:30 pm</td>
<td>Policy Roundtable</td>
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<tr>
<td>6:30 pm-8:30 pm</td>
<td>Welcome Reception</td>
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### Monday, August 4

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:30 am-8:15 am</td>
<td>Continental Breakfast with Exhibitors</td>
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<tr>
<td>8:30 am-10:00 am</td>
<td>Welcome Address &amp; Keynote</td>
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<td>10:00 am-11:00 am</td>
<td>Coffee Break with Exhibitors</td>
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<td>11:00 am-12:30 pm</td>
<td>Concurrent Sessions</td>
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#### Concurrent Sessions


2. **Implementing New Technology Tools**

3. **Partnerships for a Cleaner Environment & Improved Community Health**
   - “Impacts of Land-Based Trash on the Aquatic Environment” Anna-Marie Cook- EPA Region 9; “Interagency Partnerships: Municipal Government Perspective” Kerrie Romanow - City of San Jose; “Non-Profit Agency Perspective” Eileen Richardson, Downtown Street Team. Napp Fukuda, City of San Jose, Moderator.

4. **From The Front Lines - Reuse Happening Bigtime in Our Backyards**
   - “Goodwill’s Value Extraction Through Re-use and Waste Reduction” Ryan Gleason, Goodwill of Silicon Valley; “I Love A Clean San Diego’s Repair Database” Pauline Martinson, I love a Clean San Diego; “A Successful Senior Non-Profit Food Distribution Organization Community Funded by Recycling Business” Jose Gamboa, Grey Bears, Santa Cruz; Rene Eyerly, City of San Jose, Moderator.
Monday, August 4

11:00 am-12:30 pm  Concurrent Sessions

5.  **California Bottle Bill, What Exactly is Happening?** - “2014 Legislative Update on Bottle Bill Program and Other Producer Responsibility Programs” Teresa Bui, Californians Against Waste; “Beverage Container Recycling Program Changes” Jose Ortiz, CalRecycle; “How the San Jose Conservation Corps Benefits the Local Community” Alan Ha, San Jose Conservation Corps. David Krueger, City of San Ramon, Moderator.

6.  **Learn to Earn! A Green Star Schools Certificate Program** - Angelina Vergara, StopWaste; Lillian Clark and Gerald Schwartz, RecycleWorks, County of San Mateo. Lauren Romanazzi, City of San Jose, Moderator.

12:30 pm-2:00 pm  Topic Lunches - Offsite
Lunch will be “on your own”. Exhibit Hall is Closed.

2:00 pm-3:30 pm  Concurrent Sessions

7.  **Turning Organics into Gold- New Opportunities & Emerging Issues in Bioenergy Development** - Chuck White, Waste Management; Shawn Garvey, Clean World Partners; “Permitting for Clean Air” Maria Nickerson, Cornerstone Environmental Group LLC. Julia Levin, Bioenergy Association of California, Moderator.

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Monday, August 4

2:00 pm-3:30 pm  Concurrent Sessions


9.  **Single Use Packaging Alternates: Lessons for Future Advocacy** - “Product Ban Advocacy: The Role of Environmental Non-Government Groups” Laura Kasa- Save Our Shores; “Implementing Local Food Ware Ordinance” Peter Schulze-Allen, formerly City of Emeryville; “Private Sector Leadership: Businesses Doing the Right Thing” Cosme A. Fagundo, McDonald’s Franchisee. Paul Ledesma, City of San Jose, Moderator.

10.  **Community Based Efforts With Little Local Government Assistance That Drive Repair and Reuse** - Peter Skinner, Palo Alto Resident, Repair Café; Cheryl Lee, City of Palo Alto, Library Swap Events; Peter Ruddock, Garden Share and The Sharing Expo. Wendy Hediger, City of Palo Alto, Moderator.
Monday, August 4

2:00 pm-3:30 pm  Concurrent Sessions


3:30 pm-4:00 pm  Refreshment Break

4:00 pm-5:30 pm  Concurrent Sessions


Monday, August 4

4:00 pm-5:30 pm  Concurrent Sessions

16. **Sustainable Consumption and the Sharing Economy**


6:30 pm-8:30 pm  Exhibitors Reception

Tuesday, August 5

6:30 am-8:00 am  Morning Tour, ZWED

7:30 am-8:15 am  Continental Breakfast with Exhibitors

8:30 am-9:45 am  Opening Plenary Session

9:45 am-10:15 am  Coffee Break with Exhibitors

10:15 am-11:45 am  Concurrent Sessions


Tuesday, August 5

10:15 am-11:45 am  Concurrent Sessions

21. **Illegal Dumping - Why It Occurs, Impacts and Mitigation** - “Impacts of Illegal Dumping on Public Parks & San Jose’s Response” Cindy Rebhan and Pam Helmke, City of San Jose; “Clean Creeks, Healthy Communities: A Midterm Report from San Jose’s Community Engagement Model” Liz Neves, City of San Jose; “Illegal Dumping & Watershed Challenges: Merging Collection and Waste Reduction” Hannah Hodgson and Guadalupe Sanchez, City of Santa Cruz. Stephanie Molloy, City of San Jose, Moderator.

22. **Latest Happenings & Big Picture - EPR in CA** - Rob D’Arcy, Santa Clara County; Doug Kobold, Sacramento County; Lisa, Sonoma County; Dustin Mulvaney, San Jose State University, Silicon Valley Toxics Coalition. Heidi Sanborn, California Product Stewardship Council, Moderator.

11:45 am-1:00 pm  Deli Buffet with Exhibitors

1:00 pm-2:00 pm  Annual Members Meeting

2:00 pm-3:30 pm  Concurrent Sessions


Tuesday, August 5

2:00 pm-3:30 pm  Concurrent Sessions


Tuesday, August 5

2:00 pm-3:30 pm  Concurrent Sessions

28. Sharps and Pharms - Emerging & Expanding Opportunities for EPR - Bill Pollock, Alameda County; Sushma Bhatia, City and County of San Francisco; Chris Thoma, Sacramento County; Anne Magana, Tulare Consolidated Waste Management Agency. Heidi Sanborn, California Product Stewardship Council, Moderator.

3:30 pm-5:00 pm  Concurrent Sessions


Tuesday, August 5 - Wednesday, August 6

5:15 pm-6:30 pm  Annual Awards Reception

6:30 pm-8:30 pm  Dinner On Your Own
We will have sample menus and area restaurant options available for you to pick your favorite offsite evening destination, then join us back at the CRRA Conference for an evening of entertainment featuring The NCRA Players!

8:30 pm - 10:30 pm  NCRA Players Show
Wednesday, August 6

7:45 am-8:30 am  Continental Breakfast

8:30 am-10:00 am  Concurrent Sessions

37. **Commercial Recycling from the Trenches - Collection, Processing and Reuse** - “San Jose’s New Wet/Dry Program - Two Years In” Carl Mennie, Republic Services; “City of Santa Clara - Efforts to Comply with AB341” Lina Prada-Baez, City of Santa Clara; “How CropMobster Xchange Gives Commercial Food Waste an Important New Life” Nick Papadopoulos, CropMobster. Kristina McCaffrey, City of San Jose, Moderator.


40. **Asphalt Shingle Recycling: Big Tons, Big Partnerships** - Steve Devine, County of Marin; Casey Mazzoni, Marin Builders Association; Kimberly Scheibly, Marin Sanitary Service; Joshua Fookes, Asphalt Shingle Recyclers. Delyn Kies, Kies Strategies, Moderator.


42. **Climate Change and Sustainable Materials Management** - A roundtable discussion. Mark Gagliardi, City of Oakland, Moderator.

10:00 am-10:15 am  Break
Wednesday, August 6

10:15 am-11:45 am  Concurrent Sessions

43. 40 Years of CRRA Leadership and Vision Revisited
Featuring past CRRA Board Members from the 70's through today. Rick Anthony, Richard Anthony Associates, Moderator.

44. Long-Term Landfill Care Rather than Post-Closure Care

45. Making It to the All Pro Team - Programs that Win Awards - “The Road to Success: 2012 Governor’s Environmental and Economic Leadership Award Winner” Tim Goncharoff, City of Santa Cruz; “The Innovators Award: Fused Glass Building Panels” Richard Gertman, For Sustainability Too; “Repair Cafe: How Volunteerism is Shifting the Disposable Mindset” Therese Brummel, Repair Cafe Pasadena.


11:45 am-1:15 pm  Closing Keynote Luncheon

1:30 pm-3:00 pm  Special Sessions
KCB Board Meeting
SWANA Workshop - TBD
Wednesday, August 6

1:30 pm-3:00 pm  Special Sessions

51. A Tale of Two Californias – Southern and Northern California’s Different Approaches to Organics Diversion


53. Reducing Wasted Food Through Source Reduction and Donation - Nancy Deming, Oakland Unified School District; Sue Coberg, Alameda County Community Food Bank; Barbara Blow, Oakland Unified School District; Kelly Ernst Friedman, Food Shift; Ryan Mykita, Lean Path, Inc. Cassie Bartholomew, StopWaste, Moderator.

1:30 pm-5:30 pm  Tours

1. Innovative Large Venues - Levis 49ers StadiumSan Jose Earthquake Stadium; 2. Innovative Education Programs - Happy Hollow Park & Zoo and Urban Farm; 3. Innovative Recycling Facilities - Zanker C&D Processing and NIRRP; and 4. Innovative Reuse Centers - Goodwill & Environmental Education Center. More information and registration are available on the website at www.crra.us