

The Carolina Recycling Association Presents its  
**19th Annual  
Conference & Trade Show**



March 24 - 27, 2009  
Spartanburg, SC

**Preliminary Conference Program**



The Carolina Recycling Association

PO Box 1578

Pittsboro, NC 27312

**2009 Confirmed Sponsors**

BMW Manufacturing Co., LLC; Carolina Fibre Corporation; Sonoco Recycling

**2009 Confirmed Exhibitors**

NCDPPEA; Toter, Inc.; SEWE; Co.; Cleanlites Recycling, Inc.; Strategic Materials, Inc.; Asphalt Rubber Technology Service; General Kinematics/Sherbrook O.E.M.; Carausstar; Pollution Control Industries; Foss Recycling; Andela Products; BMW Manufacturing Co., LLC; Carolina Fibre Corporation; Sonoco Recycling



## A Word from the Executive Director

It's that time of the year again; the annual CRA Conference is just a few months away. I want to thank you in advance for attending this year's conference, "Recycling: A Revolution in Commerce". I also want to thank our Sponsors and Exhibitors; without your support this conference would not be possible. In these difficult economic times, I know some of you may be considering foregoing this year's conference or may be unable to attend due to travel restrictions. The CRA is here to assist you and make it easier for you to attend; this year we are helping our Members and Guests by introducing the CRA Express. The CRA will provide a bus for those in North Carolina and South Carolina who may have issues with their travel budget. The cost for climbing aboard the CRA Express will be between \$25.00 and \$35.00 per person. We will have a firm cost once we have received a final number of riders. Look for more information about the CRA Express in your e-mail or mailbox soon.

Also new this year is an opportunity for you to help someone else join us in March. On our registration form you will find a place where you can make a donation to help someone else attend the conference; you decide the amount that you can afford.

This year's conference will be educational, exciting and fun and will help the Recycling Industry in the Carolinas get through these tough times. Please join us, take the bus and help someone else attend. All of the CRA staff and volunteers are focused on making this the best CRA Conference ever; with your participation we know it will be. Don't hesitate to call me or the CRA staff if you have any questions.

See you in March!

Gary A. Bilbro  
Interim Executive Director  
Carolina Recycling Association

# CRA 2008 Awards



### SUBMISSION DETAILS

#### How do I submit a nomination?

*It's easy! Visit [www.cra-recycle.org](http://www.cra-recycle.org), complete the Award Nomination form and email it with your submission to [cra@cra-recycle.org](mailto:cra@cra-recycle.org) and include "Award Nomination" in the subject line. Submissions should be a bulleted list no longer than two 8 1/2" x 11" pages; any content that exceeds the two page maximum will not be reviewed or considered for the award. The submission should describe how the individual, group or organization met the criteria for the award. Please give as many examples as possible and feel free to include links to web sites that document the program or person's accomplishments. Supplemental materials may be submitted in addition to the two page maximum. These items WILL NOT be returned.*

#### Can I nominate myself?

*Absolutely! No one knows your program better than you.*

#### Will the winners be notified before the awards lunch?

*Yes, winners will be notified in advance so that they can make every effort to be present to accept their award at the Awards Luncheon.*

#### How many awards can I submit an entry for?

*A program or individual can be entered in no more than two categories. If a program or individual has received an award in the past years, they cannot be nominated for that same award. A program or person may not receive more than two award categories per year.*

#### How do I find out if I won?

*All nominees will be recognized in the conference program with the hopes they will share their successful strategies with others. Winners will be recognized at the Annual Awards Luncheon on Thursday, March 26, 2009, at The Spartanburg Marriott, SC. They will also be recognized in the quarterly newsletter *The Rword*, the CRA weekly e-bulletin, *R-Bulletin* and through press releases sent to media representatives in North and South Carolina.*

#### Can I submit my nomination in hard copy format?

*In keeping with the mission of the CRA, electronic submissions are required. If you have supplemental items that can not be sent electronically, please mail them to The CRA, Attention: Awards Committee, PO Box 1578, Pittsboro, NC 27312 no later than **January 9, 2009**.*

#### When's the deadline?

*Submissions must be received by 5:00 pm on **January 16, 2009**.*

#### Who do I call if I have additional questions?

*Please contact a CRA Representative at (919) 545-9050 or [cra@cra-recycle.org](mailto:cra@cra-recycle.org).*



# CRA 2008 Awards

## Getting the Word Out: Sensational Education and Outreach

Recognizes a program that has excelled in educating its community about waste reduction.

### Selection Criteria

- ⇒ Educates a diverse audience; it's effectiveness and response from audience
- ⇒ Creative uses of materials, media and funds
- ⇒ Include material samples or web links to examples of materials

## Outstanding Business/Industry Recycling Program

Recognizes a business that has implemented an outstanding waste reduction/recycling program within their organization and as part of their business. **NEW!** Both a large business and small business award will be given.

### Selection Criteria:

- ⇒ Focus on waste reduction/recycling issues
- ⇒ Commitment to sustainable practices
- ⇒ Buy-recycled component
- ⇒ Promotion and education component
- ⇒ Environmental leadership as part of their business
- ⇒ Large business - >50 employees
- ⇒ Small business - < 50 employees

## Spotlight Awards

Up to five submissions for 1-time items or events will be selected for honorable mentions. For example, entries could include a calendar designed by school children or a logo from a recycling program at an annual event. Items will be displayed prominently in the exhibit hall.

## SC Political Leader of the Year

Recognizes a local or state level leader, in the conference host state (**NEW!**), who has worked to forward waste reduction

### Selection Criteria:

- ⇒ Exhibits professional leadership
- ⇒ Commitment to sustainable practices
- ⇒ Focus on waste reduction issues
- ⇒ Instrumental in promoting sustainable environments
- ⇒ Effective use of collaborative processes



# Accommodations

## The Spartanburg Marriott at Renaissance Park

Centrally located in downtown Spartanburg, South Carolina, the stunning, new **Spartanburg Marriott at Renaissance Park** is located within walking distance of restaurants, entertainment, quaint shops, and historic Spartanburg walking tours. Our Spartanburg Marriott Hotel is near several golf courses, Carolina Panthers Training Camp, Walnut Grove Plantation, and Lake Lure. The Marriott offers two on-site restaurants including the 299 Sports Bar which serves dinner and Dupre's which serves breakfast, lunch and dinner. Room service is available daily from 6:00 AM to 11:00 PM. The Marriott is a smoke free hotel.



### Reservations:

Call 1-864-596-1211 or visit [www.spartanburgmarriott.com](http://www.spartanburgmarriott.com). When reserving your room, please be sure to include the group code "CRA" to receive the guaranteed rate.

### Room Rates:

CRA Conference attendees have been extended a special group rate of \$109 + 10% tax per night. This offer is guaranteed until March 4, 2009. Check-in is at 3:00 PM, check-out is at 12:00 PM. On-site parking is available free of charge.

**Location/Directions:** The Marriott is located at 299 North Church Street, Spartanburg, South Carolina 29306. The hotel is in downtown Spartanburg and is 17 miles West of the Greenville-Spartanburg airport.



# Conference Agenda

# CRA 2008 Awards



## Tuesday, March 24, 2009

7:30 AM - 6 PM	General Registration
<b>Morning Workshops</b>	
8 AM - 12 PM	Backyard & Vermicomposting
8:30 AM - 11:30 AM	Farm Scale Biodiesel Production
	FREE Ways to Handle HHW
	Green Cleaning for Facilities and Higher Education
	Let's Help Schools Take Green Steps
9:45 AM	<b>Tour - NURRC</b>
12 PM - 6 PM	Golf Classic
<b>Afternoon Workshops</b>	
1 PM - 5 PM	Making the Most of the KAB Great American Cleanup
2 PM - 4 PM	Train the Trainer: Evangelism and the Environmental Movement
12:45 PM	<b>Tour - US Corrugated</b>
6:30 PM - 7:30 PM	Wine & Cheese Reception
7:30 PM - until	Pub Crawl

## Wednesday, March 25, 2009

7:30 AM - 4:30 PM	General Registration
8:00 AM - 9:00 AM	Continental Breakfast
8:00 AM - 10:00 AM	Exhibit Hall Grand Opening
8:30 AM	<b>Tour - BMW</b>
9 AM - 10:15 AM	<b>Keynote Address: Joe Salley, CEO, Milliken &amp; Company</b>
<b>Concurrent Sessions</b>	
10:30 AM - 11:45 PM	Recovering Unique Materials
	Special Event Recycling
	Workplace Safety & Fire Prevention for the Recycling Industry
12 PM - 1:45 PM	Lunch with the Exhibitors
12:45 PM	<b>Tour - Cleanlites Recycling</b>
<b>Concurrent Sessions</b>	
1:45 PM - 3 PM	Challenges in Litter Enforcement
	The Digital Switchover: Recycling TV's in the Carolinas
	Markets Panel: Plastic, Glass and Metal

### Behind the Scenes Award

Honors an individual at the staff or volunteer level (collecting, sorting or processing), not in a managerial position, who has advanced solid waste reduction/recycling at work or in the community.

#### Selection Criteria:

- ⇒ Operational leadership among staff, peers, volunteers, or co-workers
- ⇒ Commitment to waste reduction/recycling above and beyond the scope of the job responsibilities
- ⇒ Sharing experience with co-workers to improve waste reduction/recycling programs

### Bill Evans & Carol Bond Memorial Award for Outstanding Toxicity Reduction

Recognizes an exceptional program or business that is dedicated to toxicity reduction. Can include a household hazardous waste (HHW) program. This program shows a strong focus on toxicity reduction education, collection, processing and disposal. It can be a temporary event or a permanent facility, a stand-alone project, or part of a bigger waste reduction operation.

#### Selection Criteria:

- ⇒ Type of program and funding
- ⇒ Financial highlights, such as the cost per pound, cost per household, etc.
- ⇒ Creative problem solving to municipality or business hazardous waste problems
- ⇒ All major players in the program and their roles (example: city or county, hauler and process/contractor) should be included in the nomination

### The Debut Award : Brightest Emerging Program

Honors an up and coming program (in place for no more than 2 yrs.) that has shown solid dedication to waste reduction. This is open to any new, developing waste reduction facility but may include a recycling/composting operation, educational clearinghouse, collection company or program, etc.

#### Selection Criteria:

- ⇒ Community support
- ⇒ Comprehensive future goals
- ⇒ Consideration of waste reduction into the large sustainability picture



# CRA 2008 Awards

One overall winner will be selected for each of the following categories:

## Green Building Project of the Year

Honors a program that has engaged in a significant green building project. This program must be making a significant contribution to the advancement of environmentally responsible/sustainable building practices through design or construction of a green project or process.

### Selection Criteria:

- ⇒ Professional leadership
- ⇒ Commitment to environmentally responsible/sustainable building practices
- ⇒ A specific building project that reflects environmentally responsible building practices
- ⇒ Educational component
- ⇒ Effective use of collaborative process, if applicable

## Outstanding Composting or Organics Recycling Program

Recognizes a business, government agency, school, organization or large scale facility that designed and implemented a composting or organics recycling program, in operation for 1 year.

### Selection Criteria:

- ⇒ Demonstrated waste reduction
- ⇒ Education component
- ⇒ In full compliance with all applicable Federal, State and local regulations
- ⇒ Documented end use of compost should be accompanied by a laboratory analysis of component

## Volunteer Leadership Award

Recognizes a person, group, program or organization who has successfully promoted recycling and waste reduction in their community, school, club or organization through volunteer work.

### Selection Criteria:

- ⇒ Shows initiative and commitment to recycling
- ⇒ Created a successful recycling/waste reduction program
- ⇒ Environmental leadership
- ⇒ Community outreach/education



# Conference Agenda

<u>Wednesday, March 25, 2009</u>	
3 PM - 3:30 PM	Break
Concurrent Sessions	
3:30 PM - 4:45 PM	LEED Certification and C&D Markets
	Organic Diversion Program Development
	The Real Cost of Convenience Centers
4 PM - 6 PM	Exhibit Hall Open House
6 PM - 10 PM	Reception, Live Auction & Dance
<u>Thursday, March 26, 2009</u>	
8 AM - 4 PM	General Registration
8 AM - 9 AM	Continental Breakfast
8 AM - 12 PM	Exhibit Hall Open
9:30 AM - 10:45 AM	<b>Keynote Address:</b> <i>Jerry Powell, President, Resource Recycling, Inc.</i>
Concurrent Sessions	
11 AM - 12:15 PM	The Myths and Realities to Green Certification
	Recycling and Sustainability: Partnerships in Action
	Successful MRF Operations
12:15 PM - 1:45 PM	Awards Luncheon
Concurrent Sessions	
2 PM - 3:15 PM	Carbon Credits and Landfill Diversion
	South Carolina's Recycling Industry Group Update
	Spotlight on Successful Education Programs
Concurrent Sessions	
3:30 PM - 4:45 PM	PAYT, It's SMART Recycling
	Recycled Steel: It's Role in Green Buildings
	Recycling Meets Dot.com
6 PM - 8:30 PM	Mystery Dinner Theater
<u>Friday, March 27, 2009</u>	
8 AM - 9:30 PM	Annual Breakfast Meeting
9:45 AM - 11 AM	<b>General Session:</b> <i>Earth Bottle Technology</i>



# Sponsorship Opportunities

Sponsorship of the CRA Conference is an excellent opportunity to support a fantastic networking and training experience for recycling professionals in the Carolinas. Your name will be displayed prominently in the exhibit hall, and the level of exposure corresponds to your donation. Exhibitor, attendee registration and golf packages are included with top level sponsorship. Take a look at our previous sponsors and sponsorship levels below.

## Our 2008 Sponsors

### Titanium

NC DPPEA DENR  
Recover, Inc.

### Platinum

Coca-Cola  
FCR Recycling  
Mohawk Industries  
Sonoco Recycling  
Waste Management Recycle America

### Gold

Carolinas Recycling Group  
Eastern Carolina Vocational Center  
Gerdau AmeriSteel  
Moore & Van Allen  
NC Beer & Wine Association  
NC Beverage Association  
Philip Morris  
Pratt Industries

### Silver

American Chemistry Council  
Frito-Lay  
Glass Packaging Institute  
Metal Recycling Services  
Orange Recycling Services  
Resourceful Bag & Tag  
Santee Cooper

### Bronze

BMW Manufacturing Co., LLC  
Brunswick County Solid Waste & Recycling  
Clean Harbors  
Land-of-Sky Regional Council  
Maslo Company  
North Carolina State University  
Rehrig Pacific

## Sponsorship Levels

**Titanium** - 1 exclusively named main event, premium booth location, 4-some in golf tournament, complimentary room for 3 nights, complimentary full page ad in the final program and more! \$5,000 & up.

**Platinum** - 1 named special event, premium booth location, 4-some in golf tournament, complimentary room for 3 nights, complimentary 1/4 page ad in the final program and more. \$3,000

**Gold** - 1 named function, 2-some in golf tournament & more! \$1,500

**Silver** - 1 named session, 2-some in golf tournament & more! \$750

**Bronze** - Name on signage & more! \$350

Visit [www.cra-recycle.org](http://www.cra-recycle.org) or call (919) 545-9050  
for more info or to register as a sponsor.

# CRA 2008 Awards



## **Outstanding College or University Program**

Honors an outstanding college or university program that promotes sustainable resource use through waste reduction, reuse and recycling on a college campus.

### *Selection Criteria:*

- ⇒ Integrated waste reduction program
- ⇒ Innovative aspects of the program
- ⇒ Education component
- ⇒ Volunteer Contribution to the University
- ⇒ Recruitment and Retention of volunteers over time
- ⇒ Buy-recycled component, if applicable
- ⇒ Program must have been in operation for one year

## **Outstanding School Program**

Honors an outstanding program in a single school system (K-12) that promotes waste reduction, reuse and recycling.

### *Selection Criteria:*

- ⇒ Strong Educational component
- ⇒ Innovative or unique aspects
- ⇒ Waste reduction component
- ⇒ Buy recycled component
- ⇒ Program must have been in operation for one year

## **Outstanding Rural Recycling Program**

Honors an outstanding recycling and waste reduction program serving a rural population during the past year.

### *Selection Criteria:*

- ⇒ Focus on rural program development
- ⇒ Demonstrates growth and innovation
- ⇒ Provides wide range of services
- ⇒ Local Government support
- ⇒ Leadership in public service



# CRA 2008 Awards

The Carolina Recycling Association (CRA) is pleased to call for nominations for the 2009 Annual Awards Ceremony to be held during the CRA Conference March 24-27 at The Spartanburg Marriott, SC. Each year, the best programs, projects and individuals in North and South Carolina are honored at the Annual Conference for outstanding achievement and commitment to the mission of the CRA. Winners will be recognized during the conference at the Spartanburg Marriott, SC on Thursday, March 26, 2009 at the Annual Awards Luncheon. We invite you to submit entries for any of the following categories. **NEW** for this year: an award winner will be chosen from North Carolina and South Carolina for several categories.

## AWARD CATEGORIES & CRITERIA

*A winner from both North Carolina and South Carolina will be selected for each of the following categories:*

### Recycler of the Year Award

Honors an individual in the field who has made a significant contribution to the advancement of integrated solid waste reduction during the past year (2008).

#### Selection Criteria:

- ⇒ Professional leadership
- ⇒ Sharing career experience with others
- ⇒ Development of self-sustaining waste reduction programs
- ⇒ Effective education programming
- ⇒ Innovative approaches
- ⇒ Comprehensive publicity/education
- ⇒ Buy recycled component, if applicable

### Local Government Award

Recognizes a local government who has a successful recycling/waste reduction program. This program should show their recycling/waste reduction rates, amount of materials recycled, composted, reduced, buy-recycled, participation rates, education, community outreach, etc. Program should show growth trends.

#### Selection Criteria:

- ⇒ Shows a successful recycling/waste reduction program
- ⇒ Innovative or unique aspects
- ⇒ Promotion and education components
- ⇒ Professional leadership
- ⇒ Sustainable Program



# Exhibit at Conference

## Benefits of Exhibiting at the CRA 19th Annual Trade Show...

- Opportunity to showcase your equipment in the CRA area of the Spartanburg Marriott parking area.\*
- Highlight your company to CRA members as a leader in the recycling arena.
- **NEW!!!** Block hours for Exhibitors. Increased face time with attendees and flexibility to enable you to attend sessions and tours. More than 10 hours of exhibit time to network across the Carolinas.
- Publication of information about your company in the conference program, which is given to all attendees.
- Activities in the Exhibit Hall including breaks and socials. Exhibitor card drawing.
- Two complimentary registrations per booth includes free admission to the general conference.
- An opportunity to provide promotional give-a-ways and make sales from your booth.
- Tradeshow passes for you to present to your clients for entrance into our one day Open House.
- **NEW!!!** You will receive a CD with attendee contact information by the close of the Trade Show on Thursday, March 26.
- In-Hall Exhibitor scrolling presentation with Exhibitor Booth number and company name.

*\*There is a \$125.00 fee for showcasing your equipment at the CRA Trade Show AND there is limited space available.*

## Exhibit Booth Rates

Booth Size	CRA Member	CRA Non-Member
8' x 10'	\$750	\$950
16' x 20'	\$1,300	\$1,900

**Don't miss this opportunity to advertise in the Conference Program.**

Advertising cost: \$250 for full page, \$125 for one-half page, or \$65 for one-quarter page. Ads must be camera ready and received at the CRA office no later than February 6, 2009.

Visit [www.cra-recycle.org](http://www.cra-recycle.org) or call (919) 545-9050 for more info or to register as an exhibitor.



# Exciting Events

# Session Descriptions



## The CRA Presents the 3rd Annual Golf Classic

### CRA Golf Classic



On Tuesday, March 24th, the CRA will host its 3rd Annual Golf Classic at the Woodfin Ridge Golf Course in Inman, SC. Check in will begin at 11:00 AM and tee times will begin at noon. Your registration fee of \$65.00 per golfer includes range balls, lunch, door prizes, cart gifts and tee gifts. There will also be an awards ceremony at the post-game reception; hors d'oeuvres will be served. Sponsorship opportunities are also available for the golf tournament. For more information about participating in

the 3rd Annual Golf Classic or about sponsorship opportunities, contact Dave VanDeventer at (864) 270-7958 or [cra.sc.rep@gmail.com](mailto:cra.sc.rep@gmail.com).

Woodfin Ridge Golf course is set along scenic Lake Bowen and is framed by the Blue Ridge Mountains. With open rolling fairways and water features throughout the course, 18 distinct holes have been created. Designed with a strong consideration for golfers of all abilities, the Woodfin Ridge Golf Course is playable for all, yet challenging for the accomplished golfer. For more information about Woodfin Ridge visit [www.woodfinridge.com](http://www.woodfinridge.com).





# Session Descriptions

## Thursday Sessions (continued)

**PAYT, Its SMART Recycling** - Have you ever wondered how you can increase your recycling collection? Unit-based pricing systems dramatically boost program collections across the Carolinas, the US and around the world, doubling recycling rates and reducing residential waste by nearly 50%. Find out what SMART is and how your community can get SMART.

**Recycled Steel: It's Role in Green Buildings** - Nucor Steel right here in the Carolinas is the world's largest recycler! See the process of how your old car or refrigerator will see new life in a new green building!

## Friday Session

**Earth Bottle Technology** - Come and hear about the new all natural bottles that are biodegradable and recyclable and other applications utilizing resins produced with Polylactic Acid (PLA).



# Exciting Events

## Wine & Cheese Reception and Pub Crawl



The Spartanburg Marriott will host a Wine & Cheese Reception on Tuesday evening. Following the reception, there will be a walking tour of Downtown Spartanburg. Check out all of the local restaurants that Spartanburg has to offer, including Buffalo Wild Wings and Delaney's Irish Pub which offers delicious food and 25 varieties of beer on tap.

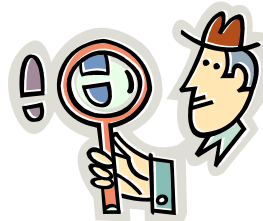
If you prefer to stay close, you can network in the cozy confines of the Marriott's 299 Sports Bar which offers a pool table and full range of beverages including locally brewed beer.

## Reception, Live Auction & Dance

*Come on and move it!* Join us on Wednesday for an evening of music, dancing, great food and live auction. Please come prepared to bid! You may remember well-known auctioneer Jake Ohlinger from the 2007 CRA Conference. He has been invited back to entertain and delight us as we auction off your donated goodies! If you are interested in donating an item for the Auction, please contact Amy Williams [amyw@cra-recycle.org](mailto:amyw@cra-recycle.org).



## Mystery Dinner Theater



Bring your investigative skills and your appetite for this evening of thrills and a wonderful dinner buffet. We would say more, but we don't want to ruin the surprise!



# Join the CRA

Join before March 2009 and register for the 2009 CRA Conference at the member rate!

Please check your desired membership level.

- Benefactor..... \$3,300
- Sponsor..... \$1,650
- Corporate Sustaining..... \$825
- Business Large (15+ employees)..... \$385
- Business Small (less than 15 employees)..... \$220
- Government Large (population over 100,000)..... \$220
- Government Small (population under 100,000)..... \$145
- Non-profit/School/University..... \$145
- Individual Sustaining..... \$110
- Individual Voting..... \$70

Name \_\_\_\_\_ Title \_\_\_\_\_

Company/Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Web site \_\_\_\_\_

Send a check payable to Carolina Recycling Association or pay with a credit card.

Name on card \_\_\_\_\_

Card Type: Visa      MasterCard      American Express (circle one)

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

*Membership in the Recyclers Networking Council in your area and one additional CRA council is included in your dues.*

Check the council of your choice!

- Collegiate Recyclers Coalition
- Green Building Council
- RTP Business Recycling Council
- Food Diversion Task Force
- Carolinas Composting Council
- Household Hazardous Waste Council
- Business and Industry Council
- Education and Outreach Council

# Session Descriptions



## Thursday Sessions

**Recycling and Sustainability: Partnerships in Action** - Recycling is about more than landfills; it is also about climate change, creating jobs, protecting natural resources and biological diversity. Discover three diverse sustainability initiatives in SC built around recycling: Charleston's Green Committee, Columbia's Green is Good for Business, and Swamp Fox's Sustainability Committee.

**Successful MRF Operations** - Hear different perspectives on the pros and cons of MRF systems & the various types of workforces including inmate labor, in house labor and contractors.

**The Myths and Realities to Green Certification** - "Greenwashing" is a big problem today. Learn what "Green" really is and what to watch out for in the advertising, marketing and sales techniques that manufacturers, distributors and sales people are trying to use to sell you products that may not be "green" at all.

**Carbon Credits and Landfill Diversion** - What is your carbon footprint? Leave this session with a better understanding of what a carbon footprint is and how it can be reduced including methods of diverting organics from landfills, Waste to Energy and Carbon Credits.

**Spotlight on Successful Education Programs** - Hear from experienced professionals about effective ways to educate the public on recycling and litter prevention and how to get your message across painlessly.

**SC's Recycling Industry Group Update** - The SC Dept of Commerce houses the Recycling Market Development Advisory Council; come hear the progress the Recycling Industry Group has made from the subcommittee chairs.

**Recycling Meets Dot Com** - Check out the latest Internet resources for recycling and waste reduction.



# Session Descriptions

## Thursday Keynote Address



### **Jerry Powell, President, Resource Recycling, Inc. - Recycling's New Realities**

Jerry Powell is the owner of three magazines (*Resource Recycling*, *Plastics Recycling Update* and *E-Scrap News*). He edits *Resource Recycling*. In addition, he aids in the management of two annual conferences, The E-Scrap Conference and Exhibition, and The Plastics Recycling Conference and Exhibition.

Previously Jerry founded and managed a recycling consulting firm for a decade and founded and managed a recycling business in Portland, Oregon for more than eight years.

He is a past three-time chair of the board of the National Recycling Coalition and the three-time chair of the board of a state recycling association. He has spoken on waste management and recycling issues in 46 states and five Canadian provinces.

Jerry Powell has been evaluating the significant ways recycling has changed in the past few years, when the industry went from the highest prices ever, just last summer, to suffering its worst-ever market crash in the winter. What have we learned from recycling's successes and problems? What are the critical issues ahead of possible concern to CRA members? Thursday's keynote session will focus on recycling's future, given the harsh learning lessons of recent months.



# Workshop Descriptions

## Tuesday Workshops

**Backyard and Vermi-Composting** - Get the tools you need to become comfortable teaching backyard composting and vermi-composting to the residents of your municipalities. Learn the basics to composting and vermi-composting with resources and hands on activities. The community benefits of composting and promotion of composting as a waste management tool will be discussed.

**Free Ways to Handle HHW** - Resources for managing batteries, paint, electronics, mercury containing devices, motor oil and filters and many more for FREE. Information about South Carolina's NEW pesticide assistance program will also be revealed.

**Green Cleaning for Facilities and Higher Education** - Learn to use the latest environmentally friendly facilities cleaning methods and products.

**Recycling 101** - New to the industry? Learn from seasoned recycling professionals the recycling basics: materials, collections, processing, markets and much more while networking with other newbies.

**Farm Scale Biodiesel Production** - A hands-on workshop on biodiesel production using Piedmont Biofuels' mobile biodiesel education trailer. Participants will learn the fundamentals of safe biodiesel production technology and will leave with a solid understanding of the different applications for using biodiesel.

**Let's Help Schools Take Green Steps** - Come make simple eco-projects to show your area schools, through the SC Green Step School Initiative.

**Making the Most of the KAB Great American Cleanup** - A roundtable workshop of how to design, report and promote your Keep America Beautiful GAC campaign.

**Train the Trainer: Evangelism and the Environmental Movement** - How to present your program information to interact with and support the green evangelical movement. Participants will receive a training DVD.



# Tour Descriptions

## Tuesday Tours

**NURRC, LLC** – a joint venture between The Coca-Cola Company and United Resource Recovery Corp – comes online in November 2008. NURRC's PET plastic recycling technology for food grade packaging, in a closed loop system, results in 100% post-consumer resin. The impact of this process touches each of us through increased employment in collection and recycling jobs and reduction of the carbon footprint vs. virgin resins. Keying off of Gerry Fishbeck's presentation at the 2008 CRA Conference, this tour of the NURRC plant brings his session to life. We are excited to offer you the opportunity to be among the first to tour this unique facility.

**US Corrugated** - U.S. Corrugated operates a state of the art 100% recycled containerboard mill in Cowpens, South Carolina. To ensure minimal environmental impact, the USCORR paper mill utilizes a unique closed loop water system that has been the winner of industry recognition, and the subject of federal research grants. With a well earned reputation as one of the most dynamic and progressive companies in the industry, U.S. Corrugated, Inc. is the leading independent corrugated packaging producer in the United States today. The company operates 20 full service manufacturing facilities in 14 states. This tour will provide you with the opportunity to see recycling at its best, bales to board and the process in between.

**Please observe the following safety guidelines for all tours:**

- Closed toe shoes are required.
- No high heels or spike heels.
- Skirts or dresses are not recommended.
- Cameras or camera phones are not permitted inside the facilities.

# Session Descriptions



## Wednesday Sessions (continued)

**The Digital Switchover: Recycling TV's in the Carolinas** - Learn about the proper methods for recycling TV's/CRT's in the Carolinas and how local governments are handling the switchover. Governments will learn how they can partner with producers to reduce costs and guarantee environmentally friendly recycling of TV's/CRT's.

**Markets Panel: Plastic, Glass and Metal** - Come hear from multiple speakers on markets and market trends including how the NC ABC law is impacting glass markets.

**Challenges in Litter Enforcement** - Learn how experienced Solid Waste Officers handle litter and illegal dumping in communities just like yours.

**LEED Certification and C&D Markets** - Find out how you can assist contractors in your area with LEED certification and how you can implement a C&D program.

**Organic Diversion Program Development** - Learn the steps for developing and implementing an organic diversion program in the private and commercial sector.

**The Real Cost of Convenience Centers** - Hear from various counties from across the Carolinas about how they operate and finance their convenience centers. Data submitted from various counties will be presented including the counties' philosophy on services vs. costs.



# Session Descriptions

## Wednesday Keynote Address

**Dr. Joseph Salley, CEO, Milliken and Company** - Dr. Joseph Salley is the President and CEO of Milliken & Company. Salley is a graduate of the Citadel with a B.S. degree in Chemistry. He received his Masters and PhD in Chemical Engineering from Stanford University. He joined Milliken in 1994 and has held numerous leadership positions including President of the Performance Products Division, and President of Milliken Research Corporation. A leading international manufacturer, Milliken & Company is one of the world's largest privately held textile and chemical companies. Headquartered in Spartanburg, S.C., the company employs approximately 10,000 associates working in over 50 facilities, with operations extending to 7 countries world-wide



Dr. Salley's keynote address description will be announced at a later time.

## Wednesday Sessions

**Special Event Recycling** - Hear from seasoned veterans about challenges and successes with recycling at special events. Events such as the NC State Fair, NC State's Football Game Day, UNC Special Events and the City of Greenville, SC's Computer/Electronic Day will be highlighted. From operations to education, learn what works so that you can recycle at your local events.

**Recovering Unique Materials** - How to address specific unique materials recovery such as cooking oil, oil filters, agricultural film and CFL's.

**Workplace Safety and Fire Prevention for the Recycling Industry** - Learn about fire protection and prevention methods for storage and processing of recyclable materials and OSHA regulations for management in the recycling industry.



# Tour Descriptions

## Wednesday Tours

**BMW** - BMW offers the Ultimate Tour which takes you behind the scenes of the Ultimate Driving Machine. Cameras and camera phones are not allowed inside the plant, but they may be checked at the start of the tour. Comfortable walking shoes are recommended for the fascinating and extensive walk through the BMW plant. Shoes must be completely enclosed. Open toe and open heel shoes are not permitted on tours. High heels and spike heels are also prohibited. Two tours will be offered. Space on the tours is limited to 20 people each.

**Cleanlites Recycling** - Cleanlites Recycling is an industry leader in the universal waste recycling field, with facilities in Mason, MI, Cincinnati, OH and Spartanburg, SC. The company's Pre-paid Recycling Program provides a Certificate of Recycling upon the completion of the recycling process. Cleanlites Recycling is pleased to offer the CRA the opportunity to tour its Spartanburg facility. The tour will consist of viewing the lamp processing area, battery segregation area and e-waste dismantling area.

## The Carolina Recycling University

Individuals registered for the full conference are eligible to receive a maximum of 10 continuing education units (CEU's) to be applied to continuing education requirements needed to be recognized as a Qualified Recycling Professional (QRP), or proactively toward obtaining future recognition at the QRP level if the PRQT is taken and completed within the same calendar year. The 10 CEU's require the signature of at least six conference speakers/session hosts, tour leaders, or workshop instructors. A copy of your signed CEU form must be returned to the registration desk on the final day of conference or faxed to CRA's office within ten days of the last day of conference.





# Conference Registration



Fill in the blanks, check off the boxes, and mail or fax your registration form today.

## A. ATTENDEE INFORMATION

This is my first CRA Conference.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Web site \_\_\_\_\_

## B. CONFERENCE FEES (Check one):

- \$280 for CRA member before 03/04/09
- \$345 for CRA member after 03/04/09
- \$345 for non-member before 03/04/09
- \$415 for non-member after 03/04/09
- \$165 for one-day pass - 03/25/09
- \$165 for one-day pass - 03/26/09
- \$110 for one-day pass - 03/27/09

### SPEAKERS ONLY

Free on the day you speak (circle one)  
Tues. Wed. Thur. Fri.

\$175 full conference speaker registration

## C. JOIN THE CRA!

Join the CRA and receive the membership rate for conference registration. See page 10 for membership details.

## D. TUESDAY WORKSHOPS - \$15.00

- Backyard & Vermi-Composting
- Free Ways to Handle HHW
- Green Cleaning for Facilities & Higher Education
- Recycling 101
- Farm Scale Biodiesel Production
- Green Steps
- Great American Cleanup
- Evangelism & The Environmental Movement

## E. TOURS - \$15.00

### Tuesday Tours

- NURRC
- US Corrugated

### Wednesday Tours

- BMW
- Cleanlites Recycling

## F. OPTIONAL EVENTS

These events are offered free of charge, but must be registered for prior to conference.

- Main Reception
- Awards Luncheon *(please indicate your meal choice)*

\_\_\_\_ Beef \_\_\_\_ Chicken \_\_\_\_ Vegetarian

- Mystery Dinner Theater
- Annual Breakfast Meeting

## G. GUEST MEAL TICKETS

- Main Reception (\$35.00)
- Awards Luncheon (\$25.00)
- Mystery Dinner Theater (\$50.00)

## H. GOLF CLASSIC

(\$65 per player includes green fees, cart rentals, range balls and lunch and golf shirt.)

Yes! Sign me up for Tuesday, March 24.

Shirt Size: S M L XL XXL

Your handicap: \_\_\_\_\_

Pair With: \_\_\_\_\_

## I. HELP SOMEONE ELSE ATTEND CONFERENCE

Your donation can assist the CRA with helping others attend the conference. I would like to donate:

\_\_\_\_ \$10 \_\_\_\_ \$20 \_\_\_\_ Other \$ \_\_\_\_\_

## J. PAYMENT INFORMATION

Conference Fee (Section B)	\$ _____
CRA Membership (Section C)	\$ _____
Workshops (Section D)	\$ _____
Tours (Section E)	\$ _____
Guest Meals (Section G)	\$ _____
Golf Classic (Section H)	\$ _____
Conference Assistance (Section I)	\$ _____
<b>Registration Total</b>	<b>\$ _____</b>

Fill in the blanks, check off the boxes and mail or fax your registration form with payment to the CRA : PO Box 1578, Pittsboro, NC 27312 or (919) 545-9060.

Visa  MC  AMEX

Card # \_\_\_\_\_

Exp. \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Refund Policy:** All requests for refunds must be received in writing prior to March 4, at this time 50 percent of your registration fees will be returned to you. After March 4 no refunds or reapplication of fees will be allowed. Please allow 90 days after conference for processing of refunds.

The Carolina Recycling Association and its Councils do not discriminate on the basis of race, color, religious affiliation, sex, disability, or age in its membership, programs, activities or employment.