Anchors Aweigh Navigating Recycling’s Future

Carolina Recycling Association’s 26th Annual Conference & Trade Show

March 21 - 24, 2016
Wilmington Convention Center
Wilmington, NC
### Monday, March 21

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<td>11:00am – 5:00pm</td>
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<td>12:00 – 5:00pm</td>
<td>Shotgun start at 1:00pm</td>
<td>$150 per player / $575 per team</td>
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<tr>
<td>7:00pm</td>
<td>Golf Awards &amp; Dinner</td>
<td>Magnolia Greens</td>
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<td>9:00am – 3:30pm</td>
<td>Collegiate Recycling Coalition Workshop &amp; Tour</td>
<td>Departs from hotels at 8:00am</td>
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<td>11:30am – 4:30pm</td>
<td>C&amp;D Workshop &amp; Tour</td>
<td>New Hanover County</td>
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<td>12:00 – 3:30pm</td>
<td>Sustainability Assessment Workshop &amp; Tour</td>
<td>Battleship NC</td>
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### Tuesday, March 22

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<td>8:30 – 10:30am</td>
<td>Zero Waste to Landfill 101</td>
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<td>Collegiate Recycling Coalition Meeting</td>
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<td>9:00am – 12:00pm</td>
<td>Education &amp; Outreach: Train the Trainer</td>
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<td>How to Swim with the Regulators: Bringing Household Hazardous Full-Circle</td>
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<td>Keep America Beautiful (KAB) Council Workshop</td>
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<td>10:00 – 12:00pm</td>
<td>SERDC Board Meeting</td>
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<td>10:30 – 11:00am</td>
<td>Break</td>
<td>Concourse</td>
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<td>11:00am – 12:00pm</td>
<td>First Timer’s Meeting</td>
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<td>11:00am – 4:00pm</td>
<td>Exhibit Hall Setup &amp; Move-In</td>
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<td>12:00 – 1:30pm</td>
<td>Lunch (Box lunches served in concourse areas)</td>
<td>Concourse</td>
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<tr>
<td>1:30 – 2:45pm</td>
<td>Opening - GENERAL SESSION 1 – Recycling Megatrends</td>
<td>ABC</td>
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<td>2:45 – 3:00pm</td>
<td>Break</td>
<td>Concourse</td>
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<td><strong>BREAKOUT SESSIONS</strong></td>
<td>Glass and the Modern Mix: Finding Solutions that Work</td>
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<td>Plastics: Possibilities to Expand the Mix</td>
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<td>Prepping the Public to Recycle Right</td>
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<tr>
<td>4:30 – 6:30pm</td>
<td>Exhibitors Grand Opening Reception</td>
<td>Exhibit Hall</td>
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<tr>
<td>6:30 – 7:30pm</td>
<td>Business &amp; Industry Recycling Council “Get the Word Out” Meet &amp; Greet</td>
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<tr>
<td>8:00 – 9:00am</td>
<td>Breakfast</td>
<td>Exhibit Hall</td>
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<td>9:00 – 10:00am</td>
<td>Keynote – GENERAL SESSION 2 – Paths to Sustainability</td>
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<td>10:00 – 10:30am</td>
<td>Break</td>
<td>Exhibit Hall</td>
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<td><strong>BREAKOUT SESSIONS</strong>&lt;br&gt;10:30am – 12:00pm</td>
<td>County and Rural Recycling: Models to Model</td>
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<td>The Evolving Ton: How Recyclables Change in the Past and Future</td>
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<td>12:00pm</td>
<td>Silent Auction Opens</td>
<td>Exhibit Hall</td>
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<td>12:00 – 1:30pm</td>
<td>Lunch</td>
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<td>1:30 – 3:00pm</td>
<td>Conversation Café</td>
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<td>3:00 – 3:30pm</td>
<td>Break</td>
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<td>3:00 – 4:00pm</td>
<td>Business &amp; Industry Recycling Council Plenary Meeting</td>
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<td>3:30 – 4:30pm</td>
<td>CRA Business Meeting/Townhall &amp; Awards Ceremony</td>
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<td>4:30 – 6:30pm</td>
<td>Reception with Exhibitors</td>
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<td>5:30pm</td>
<td>Silent Auction Closes / Live Auction</td>
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### Thursday, March 24

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<td>Break</td>
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<td>11:00am – 12:30pm</td>
<td>Closing - GENERAL SESSION 3 – Building Strong and Lasting MRF/Community Partnerships</td>
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<td>Exhibit Hall – Breakdown</td>
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Tours
Workshops and tours require advance registration.

MONDAY, MARCH 21

9:00 – 3:30pm
Departs from hotels at 8:00AM

Collegiate Recycling Coalition Workshop & Tour
The CRC Workshop is an opportunity to hear from fellow colleagues about exciting innovations, new ideas, challenges, and lessons learned in the world of collegiate recycling. The workshop will be followed by lunch and a tour of the UNC - Wilmington campus.
UNCW providing transportation. Meet in hotel lobbies at 8:00am.
MODERATOR: Amy Preble, UNC-Chapel Hill
SPEAKERS: Heather Barberio, SC DHEC; Jen Jones, College of Charleston; Anna Lynott, Resource Recycling Systems; Kat Pohlman, UNC-Wilmington; Robert Riddle, NC Department of Administration; Sandy Skolachenko, NC DEACS; Lucien Rosenbloom, Natalie Williams and Ben Paulson, Warren Wilson College; Jack Terrell, Appalachian State University; Annie Lopez, NC State University
COST: $35 per person. Advance reservations required as seating will be limited to 30. Workshop and Tour to take place at UNCW campus. Lunch will be provided.

11:30am – 4:30pm
Construction & Demolition Workshop & Tour at New Hanover County
The C&D workshop will provide step-by-step information and waste characterization data about how to incorporate C&D recycling in your local program. State and local government, researchers, and private sector representatives will present their experiences with markets, planning, challenges and more during this half-day session on Monday afternoon. Bring all your questions, as this workshop will provide ample time for discussion.
Lunch will be provided and a tour of the under-construction New Hanover County C&D recycling facility will follow the presentations. Transportation will be provided from the meeting site to the New Hanover County site.
MODERATOR: Wendy Worley, NC DEACS
SPEAKERS: Stacey Washington, SC DHEC; Regina Guyer, Dale Cobler and Jake Leach, UNC-Charlotte; Bill Hilling, Horry County, SC; Joe Suleyman, New Hanover County, NC; Randall Baker, Abbey Green
COST: $35 per person. Advance reservations required as tour is limited to 50. Workshop will take place at the New Hanover County Government Center. Lunch will be provided.

12:00 – 3:30pm
Sustainability Assessment Workshop & Tour at Battleship NC
The Sustainability Assessment Workshop will give participants the knowledge and direction to walk through facilities to determine their best methods to reduce waste, conserve water and reduce power bills. The workshop will take place on the “Battleship North Carolina”. It will include both classroom instruction and an actual assessment tour of the Battleship with suggested improvements to support their goals of improving their recycling program.
MODERATOR: Lynn Bestul, New Hanover County, NC
SPEAKERS: Tom Rhodes, NC DEACS; Heather Cashwell, NC DEACS; Amanda Fairley, Waste Management
COST: $35 per person. Advance reservations required as tour is limited to 50. Lunch will be provided.

TOUR SAFETY GUIDELINES
Observe the following safety guidelines for all tours:

• Please bring your nametag with you.
• Closed-toe shoes are required for facility tours.
• Do not wear high- or spike-heeled shoes.
• Skirts, dresses or shorts are not recommended.
• Please be prepared for inclement weather and dress accordingly.
Workshops
Workshops require advance registration.

TUESDAY, MARCH 22
8:30 – 10:30am

Zero Waste to Landfill 101
Business and industrial participants will learn the basics of launching and running a zero waste-to-landfill program at their facilities. In an interactive and training-paced environment, peer presenters will cover topics of getting started, green teams, dumpster dives, tracking progress and cost-effective approaches. Technical assistance presenters will share a number of valuable tools, resources, and examples to empower attendees to successfully develop their own zero waste-to-landfill initiatives.

SPEAKERS: Angela Barger, NC DEACS; Stacey Washington, SC DHEC; Jan Foster, Waste Reduction Partners; Sandra Carter, Daimler Trucks North America; Ryan Pennington, Daimler Trucks North America

cost: $25 per person. Advance reservations required as seating is limited to 30.

9:00am – 12:00pm

Education & Outreach: Train the Trainer
Ever get asked to do a school or community presentation and wonder what is the best way to talk about recycling to that particular group? This interactive workshop will offer exciting and age-appropriate lessons, activities, booth displays, and presentation methods that will help you educate and motivate audiences to recycle right. You will hear about curriculum education from both a state and county perspective, walk through activities on a variety of recycling topics from composting to how a MRF works, and engage in an idea-share where educators from across the Carolinas will discuss their favorite activities and teaching methods. Participants will leave with activity guides, materials, and lots of ideas to make your community education dynamic and fresh.

MODERATOR: Heather Cashwell, NC DEACS

SPEAKERS: Jana White, SC DHEC; Jane Hiller, Sonoco Recycling; Mary Margret Mendenhall, SC Educator; Becky Dunstan, Wake County, NC; Mary McClellan, ReCommunity Recycling

cost: $25 per person. Advance reservations required as seating is limited to 30.

How to Swim with the Regulators: Bringing Household Hazardous Full-Circle
Managers and potential managers of Household Hazardous Waste programs are governed by several regulatory agencies and must adhere to many regulations in order to operate under a temporary or permanent permit. This workshop will explain and simplify those requirements under NC DEQ (EPA), OSHA (Safety and Emergency Response) and FIFRA (Pesticides). State regulators, experienced HHW managers, and industry experts will share information, tools and experience to help you get started with your program or improve your existing program.

MODERATOR: Eddie Raynard, City of Greensboro

SPEAKERS: Tony Gallagher, NC DWM; Michele Sakwa, 3RC; Derrick Bell, NC DA&CS PDAP; Teresa Baker, Granville County Schools; Rachel Kippar, Henderson County

cost: $25 per person. Advance reservations requested.

Keep America Beautiful (KAB) Council Workshop
Whether you are a KAB Affiliate or not, this workshop will provide an array of topics that you might find useful, such as litter related issues and recycling at special events.

You will learn: What’s new within Keep America Beautiful; Health concerns resulting from ocean debris; A user guide for “Waste Wise Events”; Promoting programs using mascots; and Effectively communicating with policy makers.

MODERATOR: Brenda Ewadinger, Keep NC Beautiful

SPEAKERS: Cecile Carson, Keep America Beautiful; Lisa Rider, Keep Onslow Beautiful; Tania Dautlick, Keep Durham Beautiful; Pat Johnson, Keep Gastonia Beautiful; and an invited NC General Assembly member

cost: $25 per person. Advance reservations requested.
TUESDAY, MARCH 22

1:30 – 2:45pm

Recycling Megatrends - Where We Have Been and Where We are Going

Recycling markets are dynamic and are affected by a bewildering array of factors. Industry expert Bill Moore will present an overview of key drivers and trends in the recycling marketplace, providing a big picture view of the current situation and what's in store. Panelists representing two critical sectors, PET and ferrous metals, will comment on what they see for their materials in the near and long term.

MODERATOR: Scott Mouw, State Recycling Program Director, NC DEACS

SPEAKERS: Bill Moore, President, Moore & Associates; Eddie Ingle, Vice President Supply Chain, UNIFI; Dave Keeling, General Manager Western US, Steel Recycling Institute

WEDNESDAY, MARCH 23

9:00 – 10:00am

Paths to Sustainability – Corporate Leadership in Zero Waste and Recycling

Global companies with a footprint in the Carolinas are demonstrating progress toward sustainability. In this joint conference session, get to know two brand-name companies committed to zero waste in their facilities, working to improve recycling, and reducing the environmental impacts of packaging and products. This session will combine the Manufacturers Zero Waste and CRA Conference audiences to enhance our mutual education and recognize our shared interest in corporate environmental leadership.

MODERATOR: Scott Mouw, State Recycling Program Director, NC DEACS

SPEAKERS: Greer Tidwell, Director of Environmental Management, Bridgestone Americas; Julie Zaniewski, Packaging Sustainability Manager, Unilever

THURSDAY, MARCH 24

11:00am – 12:30pm

Why Can’t We Just Get Along: Building Strong and Lasting MRF/Community Partnerships

The lingering down material markets are putting stress on MRFs and forcing many to re-consider their business relationships with community recycling programs. This session will feature a discussion on how MRFs and community recycling programs can establish healthy and agile contracts that allow both to achieve their goals while riding the inevitable ups and downs of the markets.

MODERATOR: Amanda Fairley, Sustainability Manager, Waste Management, Inc.

SPEAKERS: Scott Mouw, State Recycling Program Director, NC DEACS; Anne Germain, Director of Waste & Recycling Technology, National Waste & Recycling Association; Mike Pope, President & General Manager, Sonoco; Jeff Smithberger, Director of Solid Waste Management, Mecklenburg County, NC

MISCELLANEOUS CONFERENCE INFORMATION

Is this your first CRA Conference?

We welcome you! Please plan to join us at the First Timer’s Meeting being held Tuesday morning at 11:00am in Salon D. We’ll spend a little time getting to know each other and have you on your way well prepared to get the most from your conference time.

Silent Auction: Wednesday, March 23rd 12:00-5:30pm

Bidding for silent auction items opens at noon on Wednesday and will close at 5:30pm. A live auction, including a baler donated to the CRA, will be held at 5:30. Winners will be able to pick up their item at the end of the auction/reception on Wednesday as well as from 8:00-11:00 Thursday morning. ALL PROCEEDS BENEFIT THE CRA!!! Donations are Tax Deductible.

Need Exhibit Hall Passes?

Exhibit Hall passes are available for exhibitors to allow their clients access to the exhibit hall. Please visit the registration desk to purchase passes.

Got CEUs?

Continuing Education Units are available for your SWANA Certifications. You can pick up the CEU form for signatures at the CRA Registration Desk.
**Breakout Sessions**

**Tuesday, March 22**

1. **Glass and the Modern Mix: Finding Solutions that Work**
   The past several years have changed the game for glass recycling. Market pricing, single stream carts and contamination have affected glass recycling in North and South Carolina. In this session we will examine the current chain of glass recycling and explore how glass recycling can be made more sustainable over the long term.
   **Moderator:** Mike Greene, NC DEACS
   **Speakers:** Arthur J. Ligon, York County, SC; LaDonna Bolton, Republic Services; Ron Moore, American Recycling of WNC; Bill Clark, SMI

2. **Plastics: Possibilities to Expand the Mix**
   Beyond the traditional collection program for bottles and plastic containers, what opportunities exist for programs to expand the mix and improve the quality of recycled plastics? Attendees will learn about the overall plastics recycling market, with a focus on emerging markets for household and niche plastics, existing opportunities for agricultural plastics, and resources to educate about bags and film.
   **Moderator:** Nina Butler, Moore Recycling Associates
   **Speakers:** Bev Fermor, Waste Reduction Partners; Jordan Tony, Moore Recycling Associates; Marty Danko, Verity Recycling; Shari Jackson, American Chemistry Council

3. **State of Practice: Single Stream Recycling, Material Processing Technology, and Anaerobic Digestion**
   Modern MRFs combined with an evolution in secondary material processing are changing the options for material management from both the residential and commercial sector. How are modern single stream recycling systems being developed today? How are changes in material composition and fiber grades impacting processing? How does processing technology impact system design and planning, and what does any of this have to do with Anaerobic Digestion? Come to this session to hear about the state of practice for these topics directly from an experienced panel that are on the leading edge of material processing and infrastructure development.
   **Moderator:** Matt Todd, RRS
   **Speakers:** David Lank, ReCommunity Recycling; Peter Schirk, BHS-Sonthofen, Inc.; Gary Bilbro, SMART Recycling US

**Wednesday, March 23**

4. **Prepping the Public to Recycle Right**
   We rely heavily on the public to feed materials back into our markets, but how we clearly convey what is recyclable and how to do it can sometimes seem challenging. In this session, we will hear about how to make plastics recycling easier to communicate, education strategies for large program changes like cart rollouts, plug and play outreach resources that increase material quality and participation, and strategies to connect with harder to reach audiences like multifamily residents. You will leave with lots of new ideas and outreach resources from Recycle More SC and Recycle More NC.
   **Moderator:** Heather Cashwell, NC DEACS
   **Speakers:** Tonya Randell, Moore Recycling Associates; Samantha Yager, City of Columbia, SC; Jason Hale, The Recycling Partnership; Bianca Howard, City of Raleigh, NC; Jana White, SC DHEC

5. **County and Rural Recycling: Models to Model**
   Access to recycling can be more difficult in rural and county programs when compared to higher-density population centers. There are some excellent examples of well run, successful and growing rural and county programs across the Carolina’s. Join us to learn from the leaders that make these programs hum, and leave with some best-practice strategies to take your program to the next level.
   **Moderator:** Rob Taylor, NC DEACS
   **Speakers:** Anne Blindt, independent consultant; Amanda Kain, Catawba County, NC; Leslie Hatchell, York County, SC; Alysen Woodruff, York County, SC; Andy Davis, Wilson County, NC

6. **The Evolving Ton: How Recyclables Change in the Past and Future**
   During this session, speakers will discuss how the recycling stream has changed over the past 15 years and how that stream will continue to change in the future. An overview of how some non-traditional recyclables flow through a MRF will be discussed, as well as efforts to educate the public on how to support their local recycling facility. Future packaging trends and how recycling industry players are impacting future packaging will also be discussed.
   **Moderator:** Blair Pollock, Orange County, NC
   **Speakers:** Marty Seaman, Resource Recycling Systems; Adam Gendell, Sustainable Packaging Coalition; Amanda Fairley, Waste Management
**Winning the Food Loss Game**

To address the complex issue of excess food, we need to bring the players onto the same field. This session will explore how communities and businesses are moving the edible part of wasted food through food banks, and diverting the rest through public and private composting partnerships. The session will also highlight how municipalities and schools can provide food diversion services. Attend this session to learn how these programs were established and find potential partners to help win the food loss game.

**Moderator:** Jorge Montezuma, NC DEACS  
**Speakers:** Meghan Baldwin, Wake County, NC; Harvey Gibson, Charleston County Bees Ferry Compost Facility; Amy Brooks, Brooks Contractor; Paulette Dunn, Loaves & Fishes

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**Putting Data to Work to Improve Program Performance**

Recycling data isn’t boring, it’s powerful! This session will explore how program data can be gathered and used to improve public recycling systems. Learn about program metrics and benchmarks, and hear from communities that have put data to work in ways that help them evaluate and improve their recycling systems.

**Moderator:** Sherry Yarkosky, NC DEACS  
**Speakers:** Bianca Howard, City of Raleigh, NC; Nick Crawford, Mecklenburg County, NC; Rob Taylor, NC DEACS; Tim Atkins, City of Spartanburg, SC

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**Better Together: MRF and Community Programs**

Magic happens when MRFs and the communities they serve unite, bringing something special to the places where they operate. Whether it’s outstanding education, stronger communication tools, or a common suite of materials, we’re always better when we’re together. Why conduct your community’s program all on your own? If you want to improve upon your partnership, or build it from the ground up, this session is full of ideas for you.

**Moderator:** Heather Cashwell, NC DEACS  
**Speakers:** Cody Marshall, The Recycling Partnership; Suki Janssen, Athens-Clarke County, Georgia; Laurette Hall, Mecklenburg County, NC; Jane Hiller, Sonoco Recycling

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**Keeping it Clean: Real Contamination Solutions**

Have you been told your community’s recycling is too dirty? Contaminated? You are not alone. Transitions to automated recycling, confusion about recyclability, and dwindling budgets have contributed to reduced quality at the curb, raising the amount of non-program material coming to MRFs. What are the worst contaminants for MRFs and downstream processors? What can we do to clean up our recycling? Join this session to learn about addressing one of the most pressing issues of the day.

**Moderator:** Mary McClellan, ReCommunity Recycling  
**Speakers:** David Lank, ReCommunity Recycling; Alex Arnett, City of Greensboro, NC; Srijana Guilford, Town of Cary, NC; Jacob Seldin, Springfield, Massachusetts

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**Moderator:** Sherry Yarkosky, NC DEACS  
**Speakers:** Bianca Howard, City of Raleigh, NC; Nick Crawford, Mecklenburg County, NC; Rob Taylor, NC DEACS; Tim Atkins, City of Spartanburg, SC

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**Best of the Rest: Recovering Challenging Materials**

Are you considering adding some non-traditional recyclable materials such as C&D, paint, batteries, fluorescent bulbs, mattresses, tires, cooking oil, or carpet padding to your collection programs? Hear the details in this fast paced session from responsible markets working with these materials and from communities that are operating successful programs.

**Moderator:** Mike Greene, NC DEACS  
**Speakers:** Samantha Yager, City of Columbia, SC; Beverly Hester, Catawba County, NC; Biojoe Renwick, Midlands Biofuels; Ben Bryant, New River Tire; Shirley Mims, Richland County, SC; John Votaw, Southeastern Plastics Recovery; Joe Suleymann, New Hanover County, NC; Ken Webb, ECOFLO, Inc.; Joel Willard, Cleanlites; Tim Warren, Call2Recycle; Roy Baldwin, Wake County, NC

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**Break through Plateaus: Recycling On the Go**

What was a trend has become a movement. Recycling bins are popping up next to trash cans on sidewalks, festivals, parks, beaches, athletic fields and other public spaces. Attend this session to learn the steps to make public space recycling work right the first time and hear about challenges and results since implementation.

**Moderator:** Heather Cashwell, NC DEACS  
**Speakers:** Christina Moskos, Charleston County, SC; Blair Pollock, Orange County, NC
Conversation Café

WEDNESDAY, MARCH 23
1:30 – 3:00pm

Are you bummed that you had to choose between the Education and Outreach session and the MRF Panel, but darn it, you just can’t be in two places at once? Do you want to ask an expert a tough question that’s been eating away at you? If you answered yes to either of these questions, then this is the session for you. Conversation Café will allow you to hear some of the topics you might have missed during the sessions as well as completely new hot topics. Attendees will gather in the same room and enjoy an energetic, vibrant and highly informative networking event (with the help of plenty of coffee). There are 12 carefully chosen “hot topics”, each assigned to 12 tables, with room for 10 attendees at each table. You will enjoy 15 minutes at the table of your choosing, which will be hosted by two experts on that topic. Attendees will be asked to switch to a new table after 15 minutes, for a total of 4 different table visits. Table hosts will facilitate dialogue and answer questions, letting the unique combination of guests of each table steer the conversation. It’s kind of like nerdy musical chairs, but with more networking and no music.

MODERATOR: Mary McClellan, ReCommunity

TABLE 1 Confessions of a Recycling Professional: Making the Most of Mistakes
SPEAKERS: Amy Preble, UNC Chapel Hill; Tonya Randell, Moore Recycling Associates

TABLE 2 Public Policy Tools to Increase Recycling
SPEAKERS: Scott Mouw, NC DEACS; Will Sagar, SERDC; Sandy Skolochenko, NC DEACS

TABLE 3 Hard-to-Recycle Items: Residential
SPEAKERS: Joe Fitzpatrick, NC DEACS; Esther Murphy, Horry County, SC

TABLE 4 State Resources of the Carolinas
SPEAKERS: Wendy Worley, NC DEACS; Jana White, SC DHEC

TABLE 5 Hard to Recycle Items: Commercial and Industrial
SPEAKERS: Matt Todd, RRS; Mandy Taylor, Waste Management

TABLE 6 Emerging Technologies that May Change Recycling as We Know It
SPEAKERS: Amanda Fairley, Waste Management; Blair Pollock, Orange County, NC

TABLE 7 Education and Outreach
SPEAKERS: Heather Barberio, SC DHEC; Elizabeth Schussler, The Recycling Partnership

TABLE 8 Ready-made Recycling Campaigns
SPEAKERS: Chantal Fryer, SC DOC; Heather Cashwell, NC DEACS

TABLE 9 Business and Commercial Recycling Programs
SPEAKER: Mike Greene, NC DEACS

TABLE 10 Safety Management
SPEAKERS: Joel Pack, Waste Management; Shirley Belton, City of Charlotte, NC

TABLE 11 Data Management
SPEAKERS: Rob Taylor, NC DEACS; Cody Marshall, The Recycling Partnership

TABLE 12 Organics Management
SPEAKERS: Jorge Montezuma, NC DEACS; Anna Lange, SC DOC
Exhibitor

You may have missed your opportunity to advertise in the conference program, but it’s not too late to add a banner ad in the brand new CRA Mobile App. These are available at the discounted rate of $250.

Call Jenn now! 877-972-0007

From March 21 - 24, 2016 the Carolina Recycling Association, your customers and potential customers will gather for the 26th Annual Carolina Recycling Association (CRA) Conference and Trade Show at the Wilmington Convention Center in beautiful Wilmington, NC.

As an Exhibitor you will receive the following benefits:

- Highlight your company to CRA members as a leader in the recycling industry.
- The Exhibit Hall opens on Tuesday at 4:30 with a 2-hour Grand Opening Reception. On Wednesday, we will host another reception in the Exhibit Hall as well as breakfast, lunch and breaks with the exhibitors.
- Exhibitors will have information about their companies published in the conference program that is available to all attendees, as well as the interactive floor map and mobile conference app.
- Drawings, silent/live auction activity and new for 2016, mobile push notifications will help keep traffic in the Exhibit Hall, in addition to the breaks, meals and receptions.
- Your exhibit booth registration includes one complimentary full registration to the conference.
- Your representatives will have the opportunity to provide promotional giveaways and make sales from your booth.
- Trade Show passes can be purchased for your clients to tour the Exhibit Hall.

Exhibitor Registration
Companies and organizations interested in being part of the 2016 conference can register online on our conference webpage: www.cra-recycle.org/2016conf. Each Exhibitor registration includes one complimentary registration. Additional registrations are $285. To be included in the conference program, you must be registered by February 29, 2016.

Enhanced Mobile App Listing
Introducing the CRA Conference Mobile App. Highlight your listing, add your logo and include product literature, show brochures, press releases, and other .pdf documents.

Booth Selection
All Sponsors and Exhibitors will be offered the opportunity to select their booth space at the time of registration with the help of an interactive floor map. Sponsors will be able to register and make their selections first, followed by Exhibitors. The earlier you register, the better the opportunity at first booth selection. Exhibitors will also be able to upgrade to a Prime Booth space in the Exhibit Hall for an additional fee.

Exhibit Hall Special Events - Live Auction - Silent Auction And Door Prize Drawings
This year’s conference features more activities in the Exhibit Hall. A Live Auction as well as our Silent Auction will be held in the Exhibit Hall. If you bring an item to donate for the auction, you may keep this item and the bidding sheet at your booth, inviting conference attendees to prolong their stay at your booth! We’re also offering door prize drawings throughout the conference. If you choose to bring an item for the door prize drawing, we will select the winner of your prize from business cards dropped at your booth. Encourage attendees to linger longer at your booth and participate in the Silent Auction and the Door Prize Drawings!
Sponsorship

Over 500 representatives from recycling companies, local governments, state & federal agencies, universities & colleges, state recycling organizations, and other non-profits will gather in beautiful Wilmington, NC for the CRA 26th Annual Conference & Trade Show. Join us March 21-24, 2016 to network, learn, plan, and influence issues affecting recycling in both states and beyond.

To gain maximum exposure at one of the most powerful regional recycling conferences in the nation, review the levels of sponsorship opportunities inside this brochure.

Selected Event Recognition...

Sponsors can receive additional recognition by having their name associated with specific events during the conference. The sponsor’s name and logo will appear on signage at the actual event.

Diamond Sponsors have the opportunity to select recognition packages associated with CRA’s first conference mobile app.

Titanium and Platinum Sponsors may select a top-level event including the:
- Opening Session • General Session with Keynote
- Exhibit Hall Reception • Conversation Café
- Closing General Session, OR • CRA Golf Classic (overall event).

Gold Sponsors may choose from:
- Meal • Combined Workshop/Tour • Break, OR • a Selected Event During the CRA Golf Classic.

Silver Sponsors are invited to choose a specific conference session or a selected event during the CRA Golf Classic. Among the selected events available for sponsor recognition during the CRA Golf Classic are:
- Lunch • Beverage Cart • Putting Contest • Hole Sponsor • Team Prizes
- Awards, and • Longest Drive.

New for 2016

Diamond: $15,000 Sponsors have the opportunity to choose from new benefit & recognition packages including opportunities within CRA’s first mobile conference app. Would you like to be our first Diamond sponsor? Contact the CRA office to discuss your Diamond Sponsor package.

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<thead>
<tr>
<th>Titanium: $10,000</th>
<th>Platinum: $5,500</th>
<th>Gold: $3,500</th>
<th>Silver: $2,000</th>
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<td>COMPLIMENTARY FULL-PAGE AD in the Final Conference Program</td>
<td>COMPLIMENTARY HALF-PAGE AD in the Final Conference Program</td>
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<td>ONE TOP-LEVEL EVENT RECOGNITION (Opening Session, Exhibit Hall Reception, Awards Dinner, General Sessions or CRA Golf Classic)</td>
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<td>COMPLIMENTARY CONFERENCE REGISTRATION FOR FIVE PEOPLE</td>
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All sponsorship packages include annual memberships with CRA, allowing sponsors to join CRA or renew membership and receive all the benefits listed during the conference. Each sponsor receives added membership value during the year with preferred advertising in CRA’s newsletter, recycling networking meeting opportunities and more.

Become A Sponsor

Please call CRA staff to discuss your sponsorship.

Call Jenn Cooper at 877-972-0007 or Diane Davis at 704-467-7774. Both can be reached via email at staff@cra-recycle.org.

We will be happy to assist you in registering for your sponsorship and discussing your sponsorship benefits with you.
Navigate the event like a pro with the Carolina Recycling Association mobile app, powered by core-apps.com.

**Download the CRA Annual Conference MOBILE APP!**

With the CRA mobile app, you can:

- Stay organized with up-to-the-minute Exhibitor, Speaker, and Event information
- Sync the app across all of your devices with Multi-Device Sync
- Receive important real-time communications from CRA
- Build a personalized schedule and bookmark exhibitors
- Take notes and download event handouts and presentations
- Rate the sessions you attend and comment on them, too
- Interactively locate sessions and exhibitors on the [host venue] maps
- Visit your bookmarked exhibitors with the Quick Route
- Find attendees and connect with your colleagues through Friends
- Share your event photos and experiences with the Photo Gallery
- Find Wilmington Local Places
- And much, much more!

**For All Other Device Types** (including BlackBerry, Windows, and all other web browser-enabled devices):

While on your smartphone, point your mobile browser to m.core-apps.com/crac2016 to be directed to the proper download version for your device.

**Platform Compatibility:** Android v4.x+ and iOS v7.x+

Should you have any questions, please contact support@core-apps.com.
Each year, the Carolina Recycling Association honors top performers that advance waste reduction and recycling in the Carolinas. Award recipients will be honored at the 26th Annual Conference. For the first time, the award categories have all been consolidated into a general pool and a panel of judges will select outstanding people, projects, and/or programs to recognize with our 26th Annual Awards. The CRA will accept nominations that address all aspects of the industry as before, but we are focusing on recognizing the new and innovative projects that are changing the way recycling happens in the Carolinas.

The awards are open to companies, individuals, governments, schools, organizations, non-profits, and councils – Projects and programs large and small. If you’re recycling or reducing waste, you’re eligible!

CRA 2016 Awards will be presented during the CRA Annual Meeting.

### 2015 Winners

**Recycler of the Year Award**
- Donald Phelps

**Local Government Award**
- City of Rock Hill

**Outstanding College or University Program**
- NC State – The Pizza Box Composting Project

**Outstanding School Program**
- Ocean Bay Middle School

**Outstanding Business/Industry Recycling**
- N.S. Farrington & Co

**Outstanding Composting or Organics Recycling Program**
- Charleston County Park & Recreation Commission

**Getting the Word Out: Sensational Education and Outreach**
- Sharnelle G. Simpson

**Volunteer Leadership Award**
- Alex Del Castillo

**Keep America Beautiful Outstanding Litter Prevention Program Award**
- Keep Mecklenburg Beautiful Panther Tailgate Recycling Program

**Bill Evans & Carol Bond Memorial Award for Outstanding Toxicity Reduction**
- Joseph Fitzpatrick
2016 CRA Golf Classic
Hosted by Magnolia Greens

MONDAY, MARCH 21
12:00 – 5:00pm • Shotgun start at 1 PM

CRA Conference Sponsors, Exhibitors, and Attendees You Do Not Want to Miss This!

Magnolia Greens will be hosting the Annual CRA Golf Classic. Magnolia Greens Golf Course is a fun and challenging course for golfers of all skill levels. Sponsors, Exhibitors, Members, and Guests will be challenged on the course while also enjoying a relaxing, picturesque backdrop.

Each Golfer will Enjoy:
- Driving Range
- 18 Holes of Golf w/ Cart
- Putting Contest (small entry fee)
- Hole Prizes “Longest Drive” & “Closest to the Pin”
- Tee Gift
- One Beverage Ticket per Golfer
- Awards Dinner (Immediately Following Golf at the Club House) featuring a Low Country Boil

Price per Golfer: $150 • Price per Team: $575

Sponsorships Available:
- Golf Classic Premier Sponsor, Awards Dinner, Putting Contest, Beverage Cart, & Golf Carts

For More Information Contact:
Dave VanDeventer
864-643-6030 / dvand@clemson.edu
or Chad Beane
910.947.3637 / cbeane@moorecountync.gov
CRA’s 26th Annual Trade Show & Conference • www.cra-recycle.org/2016conf

2016 Annual Auction

WEDNESDAY, MARCH 23
Noon – 5:30pm

CRA will be holding its 26th Annual Conference and Trade Show from March 21-24, 2016 in Wilmington, NC. As a part of that event, we will be holding a fundraising auction to support the CRA’s mission: to conserve resources by advancing recycling and waste reduction throughout the Carolinas.

The CRA accomplishes this in the following ways:

Education: CRA uses workshops, networking meetings, and the Annual Conference to spread the knowledge and skills of recycling professionals and experts, as well as educating members on new technologies and programs that will benefit their businesses and communities.

Public-Private Partnerships: CRA develops broad-based community alliances throughout the Carolinas and beyond, to achieve sustainable community improvement in recycling and waste reduction methods.

Board and Council Action: By engaging Board Members and Councils, we extend the reach of our educational activities and increase the impact of our efforts.

Please consider assisting the CRA in furthering their mission by donating an item or items for our auction. The CRA is a registered 501(c)(3) organization and your donation will be tax deductible. Thank you for your generosity!

Would you like to donate an item for the auction?
Go to www.cra-recycle.org/2016conf/auction.

Marathon 7230 Vertical Baler

Pinehurst Golf Package
Registration

Please note registration rates vary for members and non-members. We offer full conference registration packages, single-day conference rates, and special rates for speakers, volunteers and students.

To view the full schedule of registration rates and to register, go to www.cra-recycle.org/2016conf

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<tr>
<th>Conference Pricing Schedule</th>
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<tr>
<td>Registration Type</td>
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<td>Attendee, Full Conference</td>
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<td>Attendee, Single Day</td>
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<td>Exhibitor, Single Booth</td>
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<tr>
<td>Exhibitor, Double Booth</td>
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<td>Exhibitor, Additional Attendees*</td>
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*Note each booth registration includes 1 registration. Additional registrations for 2 and more persons are $285.

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<tr>
<th>Non-Variable Rates</th>
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<tr>
<td>Registration Type</td>
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<td>Speaker, On the day you speak</td>
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<td>Speaker, Full Conference</td>
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<tr>
<td>Single Day Registration</td>
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<tr>
<td>Student, Single Day</td>
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<tr>
<td>Student, Full Conference</td>
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<td>Volunteer Rate</td>
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Wilmington Convention Center

CRA is pleased to partner with The Wilmington Convention Center (WCC) for our 2016 Conference. The LEED Silver Certified structure was specifically designed to protect the riverfront ecosystem and minimize the environmental impact while also rehabilitating a former industrial site. It’s design is reminiscent of Wilmington as an old “Port City.” The interior and exterior reflect the designer’s usage of angles and lines similar to that of a ship’s sail and hull, giving the Convention Center a classic, yet unique look true to the city’s historical beginnings. The WCC building site is on the north edge of the city urban core and adjacent to the Cape Fear River. Surrounding the Center and Event Lawn is the River Walk that spans approximately 1 mile south of the WCC, linking guests to Wilmington’s historic downtown.

For information about Conference Hotels and links to online registration, please visit www.cra-recycle.org/2016conf.