



Ascending to Success

2014 Annual Conference
May 13-14, 2014
Hotel Roanoke & Conference Center

The V.R.A. Welcomes You to the 2014 Annual Conference

The Leading Resource for Litter, Recycling & Solid Waste in Virginia

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Thank you!

The following people dedicated their time and talents to make this conference educational, forward-thinking and fun!

Skip Decker, Tim Lee, Sam Wolford, John Snarr, Debbie Spiliotopoulos, Kate Vasquez, Christine McCoy, Erica Carter, Tom Griffin and Craig Coker

At the end of the conference, drop off your name badges at the registration table.
We'll use them again next year.

Agenda

Tuesday May 13

8:00 a.m. - 9:00 a.m.

Registration Begins, Exhibit Hall Opens, Breakfast
Lower Foyer

9:00 a.m. - 10:00 a.m.

WELCOME & OPENING

Washington

Tim Lee, President, Virginia Recycling Association

KEYNOTE: Jeffery A. Steers, Director, Division of Land Protection & Revitalization, Virginia Department of Environmental Quality

10:00 a.m. - 10:15 a.m.

Refreshment Break: Enjoy a refreshment while you visit exhibitors in the Lower Foyer.

10:15 a.m. - 11:30 a.m.

STORMWATER REGULATIONS: OVERCOMING OBSTACLES

Washington

Implications of newly enacted MS4 Stormwater Perimeter regulation, effects on local governments, using compost in stormwater management.

Lynn Klappich– Draper Aden
Matt Anderson– Tazewell County
Kyle White– McGill Compost

NO SUCH PLACE AS “AWAY”: LITTER EDUCATION & OUTREACH

Monroe

Learn about a holistic approach to combatting litter. Please bring your best practices for litter control in your community for a lively discussion.

Jen Cole– Clean Fairfax Council

EXPANDING OUR MESSAGE: RECYCLING EDUCATION & OUTREACH

Wilson

Find out about a program launching this summer –SERDC 120. Why our message is important. New technology for mobile education units.

Will Sagar– Southeastern Recycling Development Council
Kathy Russell– TFC Recycling
Clara Mills and Ben Loveday– Spotsylvania County

Tuesday May 13 (continued)

11:30 a.m. - 12:00 p.m.

PRESS CONFERENCE: Coca-Cola Recycle & Win (Meet on the Terrace)

12:00 p.m. - 1:00 p.m.

LUNCH (Door prizes will be announced.)

**Speaker: Chaz Miller, Director of Policy/Advocacy,
National Waste & Recycling Association**

Less is Less: An innovative look at the materials we use and discard in our daily lives and the impact of source reduction, zero waste and the role of organics.

Crystal Ballroom

1:00 p.m. - 1:15 p.m. **TOUR DEPARTURE**

Break

COCA-COLA BOTTLING TOUR: Meet at registration area for directions and carpooling information. Tour will return at 2:00 p.m.

1:15 p.m. - 2:00 p.m.

DEQ RECYCLING UPDATE

Washington

Important updates on environmental enforcement, inspections, regulations and the impacts these will have on recycling facilities.

Steve Coe—Virginia Department of Environmental Quality

EXPANSION OF GREEN TOURISM

Monroe

Importance of recycling in green tourism and to the consumer.

Tom Griffin—Greener Results

Brian Sallade—Local Roots Restaurant

Skip Decker—City of Roanoke

Gary Walton—Hotel Roanoke

THE FACE OF RURAL RECYCLING

Wilson

Discussion and research about recycling in rural America . Update on Lee County transfer station converted to an outdoor classroom

Kate Vasquez—Gershman, Brickner & Bratton, Inc.

Carol Doss—Upper Tennessee River Roundtable/Keep Southwest VA Beautiful

2:00 p.m. - 2:15 p.m.

Refreshment Break

Tuesday May 13 (continued)

2:15 p.m. - 3:00 p.m.

KEEPING VIRGINIA BEAUTIFUL

Washington

Keep Virginia Beautiful will discuss their strong initiatives to support and promote recycling from a statewide perspective.

Mike Baum— Keep Virginia Beautiful

WHAT'S HAPPENING AT DEQ

Monroe

Current and recent legislative and regulatory activity at DEQ. Guidance updates and upcoming solid waste initiatives.

Justin Williams—Virginia DEQ

RECYCLING OUTSIDE-THE-BOX

Wilson

Session will highlight a successful recycling program for public spaces and information on the How2Recycle Label campaign.

Linda Brown— City of Arlington

Kelly Lahvic—GreenBlue

3:00 p.m. - 3:30 p.m.

Refreshment Break: Enjoy a refreshment while visiting our exhibitors.

3:30 p.m. - 5:00 p.m.

TACKLING HOUSEHOLD HAZARDOUS AND UNIVERSAL WASTE

Washington

Challenges and solutions for electronics, HHW and universal waste management.

Chris O'Handley—VersAbility

Walter Alcorn—Consumer Electronics Association

Debbie Spiliotopoulos—Northern Virginia Regional Commission

Raea Jean Leinster—Yuck Old Paint

MAKING IMPROVEMENTS: LITTER ENFORCEMENT

Monroe

Tire clean up research project, the psychology and solutions of litter— a field review.

Nels Erickson—Lynchburg College

Jonathan Kiser- Kiser Environmental Consulting

(Sessions continued to next page)

Tuesday May 13 (continued)

POLICY AND LEGISLATION

Wilson

2014 Session of VA General Assembly, and discussion of HJ 28 – Virginia Manufacturing Development Commission to examine the economic and environmental benefits of the use of recycled material in the manufacturing process in Virginia.

Joel Andrus—Kemper Consulting

5:00 p.m. - 5:30 p.m.

Break

5:30 p.m. - 7:00 p.m.

After the sessions are over on Tuesday come relax at the Hotel Roanoke's terrace located adjacent to the conference area and enjoy music, food and drinks.

Included in conference registration.

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Wednesday May 14

8:00 a.m. - 9:00 a.m.

**Registration, Exhibit hall opens, Breakfast
Lower Foyer**

9:00 a.m. - 10:30 a.m.

MODERN MARKETS

Washington

Glass – Bill Clark, Reflective Recycling (Invited)
Paper/Plastic – Sonoco Recycling (Invited)
Organics—Craig Coker, Coker Composting & Consulting
Metal – Fred Cornell, Sims Metal Management

10:30 a.m. - 11:00 a.m.

Refreshment Break: Enjoy a refreshment while visiting the exhibitors.

11:00 a.m. - 12:00 p.m.

EMERGING TECHNOLOGIES

Washington

Technologies currently used in Europe are possible U.S. emerging technologies.

Bob Brickner– Gershman, Brickner & Bratton, Inc.
John Orlando– VenturSum
Peter Soriano—eCyclingUSA

ORGANICS

Monroe

Pilot Drop-off Food Scraps Diversion, Hub-and-Spoke Model, Managing Mortalities With Forced Aeration Composting at VDOT Maintenance Facilities

Stiles Peabody/Mike Clem- City of Alexandria
Craig Coker– Coker Composting & Consulting
Keith Warren- Advanced Composting Technologies

CONSTRUCTION & DEMOLITION RECYCLING

Wilson

Cara DiFiore– Fauquier County
Courtney Cotton—Virginia Department of Corrections
Kevin Herb—Broad Run Recycling, LLC

12:00 p.m. - 2:00 p.m.

AWARDS LUNCHEON (Door Prizes will be announced.)

Crystal

2:00 p.m. - 2:30 p.m.

Exhibit Hall Closed, Program Closes

TUESDAY MAY 13

8:00 - 9:00	Registration Begins, Exhibit Hall Opens, Breakfast (Conference Foyer)		
9:00 - 10:00	Opening Session & Keynote Address (Washington)		
10:00 - 10:15	Break		
10:15 - 11:30	Stormwater (Washington)	Litter Education and Outreach (Monroe)	Recycling Education and Outreach (Wilson)
11:30 - 12:00	Coca-Cola Press Conference on the Terrace		
12:00 - 1:00	Lunch Speaker: Chaz Miller (Crystal)		
1:00 - 1:15	Break		
1:00 - 2:00	Industry Tour: Coca Cola Bottling		
1:15 - 2:00	DEQ Recycling (Washington)	Green Tourism (Monroe)	Rural (Wilson)
2:00 - 2:15	Break		
2:15 - 3:00	KVB (Washington)	DEQ Regulations (Monroe)	Recycling Outside-the-Box (Wilson)
3:00 - 3:30	Snack Break		
3:30 - 5:00	Universal and Household Waste (Washington)	Litter Enforcement (Monroe)	Policy (Wilson)
5:00 - 5:30	Break		
5:30 - 7:00	Outdoor Reception on the Terrace		

WEDNESDAY MAY 14			
8:00 - 9:00	Registration Open, Exhibit Hall Open, Breakfast (Conference Foyer)		
9:00 - 10:30		Recycling Markets (Washington)	
10:30 - 11:00	Snack Break		
11:00 - 12:00	Emerging Technology (Washington)	Organics (Monroe)	Construction & Demolition (Wilson)
12:00 - 2:00	Awards Lunch		
2:00 - 2:30	Program closes: Departure		



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MARK R. WARNER
VIRGINIA



UNITED STATES SENATOR
WASHINGTON, D.C.

May 13, 2014

Dear Friends,

I am pleased to extend my warmest greetings to all who are gathered for the Virginia Recycling Association's 2014 Conference.

The conference's theme, Recycling: Ascending to Success, honors the strength of the mission that characterizes your organization. The programs and services you offer provide important resources to make a positive impact on the environment across the Commonwealth. Now more than ever, individuals, community groups, schools and businesses are renewing their commitment to participate in cleanup, beautification and recycling projects that help to keep Virginia beautiful and prosperous. We cherish our natural resources and must protect them so future generations can enjoy them as we have. I commend all those who work with your organization to help strengthen the community and improve the environment in which we live.

On this important occasion, I am very pleased to join with you all in wishing the Virginia Recycling Association the very best for a successful and fulfilling conference.

Sincerely,

A handwritten signature in blue ink that reads "Mark R. Warner".

MARK R. WARNER
United States Senator

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BE Equipment sells and services recycling equipment, waste reduction equipment, and solid waste handling equipment. We offer a wide variety of new, reconditioned and used recycling equipment including but not limited to: balers, conveyors, sorting systems, shredders, commercial/industrial compactors, MRF systems, core strippers, and briquetters.

www.beequipment.com

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Energy-from-Waste facilities convert municipal solid waste into renewable energy for numerous communities, predominantly in the United States.

www.covantaenergy.com

First Piedmont

First Piedmont Corporation is a full service waste management company providing waste hauling, disposal, and recycling services for residential, commercial, and industrial customers. We accept: industrial, commercial, construction, demolition, debris, asbestos, industrial sludge, non-hazardous special waste and other industrial by-products or off-spec materials in a CERCLA industrial landfill.

www.fpcwaste.com

G-S Products

G-S Products is a manufacturer of waste/recycling collection vehicles designed for use by a single operator in manual, semi-automated or fully-automated applications. All products are designed without PLC boards or complicated electronics providing safe, efficient and reliable operation regardless of the climate or application. ***Simplistic. Reliable. Profitable.***

www.g-sproducts.com

Joyce Engineering

Full-service solid waste management consulting firm specializing in engineering and environmental solutions for solid waste management—from siting to post-closure management or environmental remediation.

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My-Waste

The 'my-waste' communication tool instantly begins reducing the number of phone calls by providing easy answers to the most asked questions, 24/7 including personalized Collection and Event Calendar, local recycling or disposal instructions for over 1800 materials and real-time emergency notifications for weather-related collection delays, and more.

www.my-waste.com

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OmniSource Corporation is one of North America's largest processors and distributors of scrap metals. Our more than 70 U.S. scrap collection and processing facilities, including 11 operating shredders, provide the capacity to process 7 million tons of ferrous scrap annually, and more than a billion pounds of nonferrous metals.

www.omnिसource.com

ORBIS Corporation

Works with municipalities and haulers in planning curbside recycling or diversion programs. Product portfolio includes curbside recycling bins, organics recycling bins, the SYSTEMN Rain Barrel and the Earth Machine™ Backyard Compost Bin
www.orbiscorporation.com

Otto Environmental Systems North America, Inc.

Waste collection products and services including managing residential cart fleets for municipalities and trash haulers (cart welding, assembly and distribution for cart roll-out projects, used cart re-claim and disposal, and yard/inventory clean-up services.)
www.otto-usa.com

RDS– Recycling & Disposal Solutions

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www.rds-virginia.com

Rehrig Pacific Company

The industry and market share leader in recycle bins, roll-out carts and rotationally molded commercial containers across North America. Rehrig offers a growing number of container asset management and service tracking programs for their customers as well.
www.rehrigpacific.com

Republic Services, Inc.

Serves millions of residential customers under contracts with more than 3,000 municipalities for waste collection and residential services.
www.republicservices.com

Sims Metal Management

With operations encompassing the buying, processing and selling of ferrous and non-ferrous recycled metals. Network of processing facilities, many with deep-water port access, supported by an extensive network of feeder yards from which to source recyclable ferrous and non-ferrous metals.
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www.sonoco.com

TFC Recycling

Commercial and municipal residential recycling and solid waste removal. Cutting edge technology to process the materials it collects from businesses and residents in Virginia and North Carolina.
www.tfcrecycling.com

Trex

Turns millions of pounds of reclaimed plastic and waste wood each year into Trex decking. Raw materials come from recycled plastic grocery bags, reclaimed pallet wrap and waste wood.
www.trex.com

VersAbility Resources

Responsibly dispose of your technology while securing data and privacy. With VersAbility Resources' Electronics Recycling in Hampton Roads, individuals with disabilities earn wages by disassembling computers and keeping tons of waste and harmful materials out of local landfills.
www.versability.org

Waste Industries

Sustainability has become an essential part of every business across the nation. To assist businesses with maintaining a positive and impactful approach to sustainability, Waste Industries has spent years perfecting our recycling opportunities and optimizing our fleets to best serve businesses across America.

www.wasteindustries.com

WM Recycle America

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www.recycleamerica.com

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TFC has a long and storied history with recycling and an exciting future as a leader in the recycling industry. We have an unwavering passion for recycling and for finding solutions for turning waste into a resource. We continually seek innovative recycling programs that educate our customers and help protect the environment.

TFC innovates the recycling process by finding new markets for hard to recycle materials such as electronics and organics. We also offer an online rewards program called, Recycling Perks, which encourages higher participation rates for maximized diversion.

As the largest recycler in Virginia, we believe that the most important value is to do the right thing for our environment and our community as we provide Responsible Waste Solutions.

Learn how one 5 year old boy changed the way we view recycling.

www.TFCRecycling.com



www.RecyclingPerks.com

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