Evolution Through Innovation

2013 Annual Conference
May 7-8, 2013
Wyndham Virginia Beach Oceanfront
The V.R.A. Welcomes You
to the
2013 Annual Conference

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

**President**
Tim Lee, TFC Recycling

**Vice President**
Debbie Devine, TFC Recycling

**Treasurer**
Kate S. Vasquez, Gerschman, Brickner & Bratton, Inc.

**Secretary**
Ann Meadows, Bay Disposal & Recycling

**Member**
Skip Decker, City of Roanoke

**Member**
Allison Lohrenz, City of Falls Church

**Member**
Debbie Spiliotopulos, Northern Virginia Regional Commission

**Member**
Sam Wolford, Tazewell County

**Chair**
Toby Edwards, Cumberland Plateau Regional Waste Authority

**Staff:**
Erica Trout, Association Manager

**Webmaster:**
John Snarr, Metropolitan Washington Council on Governments

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

Skip Decker, Kate Vasquez, Tim Lee, Sam Wolford, John Snarr, Debbie Spiliotopulos, Nathaniel Townley, Debbie Devine, Tom Griffin, Mike Baum, Tim Horkay, Craig Coker and Kristian Ferguson
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. - 9:00 a.m.</td>
<td>Registration Begins, Exhibit Hall Opens, Breakfast</td>
</tr>
<tr>
<td></td>
<td>Atlantic Foyer</td>
</tr>
<tr>
<td>9:00 a.m. - 10:00 a.m.</td>
<td>WELCOME &amp; OPENING</td>
</tr>
<tr>
<td></td>
<td>James</td>
</tr>
<tr>
<td></td>
<td>Tim Lee, President, Virginia Recycling Association</td>
</tr>
<tr>
<td></td>
<td>KEYNOTE: Brenda Pulley: Senior Vice President, Keep America Beautiful</td>
</tr>
<tr>
<td>10:00 a.m. - 10:30 a.m.</td>
<td>Refreshment Break: Enjoy a refreshment while you visit exhibitors in the Atlantic Foyer</td>
</tr>
<tr>
<td>10:30 a.m. - 11:45 a.m.</td>
<td>GREEN TOURISM AND THE VIRGINIA GREEN PROGRAM</td>
</tr>
<tr>
<td></td>
<td>Cape Charles A</td>
</tr>
<tr>
<td></td>
<td>Representatives from the hospitality industry will discuss significant recycling efforts including a grant to add composting to 10 Virginia Beach restaurants.</td>
</tr>
<tr>
<td></td>
<td>Tom Griffin– Virginia Green</td>
</tr>
<tr>
<td></td>
<td>Laura Habr– Croc’s 19th Street Bistro</td>
</tr>
<tr>
<td></td>
<td>Deborah Albera-Dorato– TFC Recycling</td>
</tr>
<tr>
<td></td>
<td>Shaun Kirby– Crestline Hotels</td>
</tr>
<tr>
<td></td>
<td>IMPROVING LITTER EDUCATION &amp; OUTREACH</td>
</tr>
<tr>
<td></td>
<td>Rappahannock</td>
</tr>
<tr>
<td></td>
<td>Learn about the Virginia Adopt-A-Highway Program. Results of recent visible litter surveys conducted. Fostering environmental stewards of our waterways.</td>
</tr>
<tr>
<td></td>
<td>Steven Stein– Environmental Resources Planning, LLC</td>
</tr>
<tr>
<td></td>
<td>Clara Elias– Alice Ferguson Foundation</td>
</tr>
<tr>
<td></td>
<td>Bryant Cuffey– Virginia Department of Transportation</td>
</tr>
<tr>
<td></td>
<td>SYSTEM CHANGE IN RECYCLING EDUCATION &amp; OUTREACH</td>
</tr>
<tr>
<td></td>
<td>York</td>
</tr>
<tr>
<td></td>
<td>Session will include information on how RFID tags are shaping communication, bringing your outreach program into compliance with ADA rules regarding web content and how an outdoor classroom was created from a coal site.</td>
</tr>
<tr>
<td></td>
<td>John Deuel– Keep Norfolk Beautiful</td>
</tr>
<tr>
<td></td>
<td>Marion Plummer– Fairfax County</td>
</tr>
<tr>
<td></td>
<td>Carol Doss– Keep Southwest Virginia Beautiful</td>
</tr>
</tbody>
</table>
Tuesday May 7 (continued)

11:45 a.m. - 12:00 p.m.

Break

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

LUNCH (Door prizes will be announced.)
James

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

Break

TFC RECYCLING TOUR: Meet at registration area for directions and car-pooling information. Tour will return at 3:30 p.m.

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

PLENARY SESSION: Virginia DEQ Enforcement
James
Important updates on environmental enforcement, inspections, regulations and the impacts these will have on recycling facilities.

Jeff Steers, Virginia Department of Environmental Quality

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

Break

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

KEEPING VIRGINIA BEAUTIFUL
Cape Charles A
Keep Virginia Beautiful will discuss their strong initiatives to support and promote recycling from a statewide perspective.

Mike Baum– Keep Virginia Beautiful

RURAL RECYCLING
Rappahannock
Adding a recycling program in a small community can create jobs. This session will focus on how to encourage locally elected officials to approve creating or expanding your programs.

Sam Wolford– Tazewell County

C&D
York
Source reduction through construction and demolition recycling.

Sam Fisher– Sherman Valley Recycling
Wayne Roskop– S.B. Cox Demolition
Barbara Hudson– Four Season Recycling
Snack Break: Enjoy a snack while you visit our exhibitors in the Atlantic Foyer.

VIRGINIA DEQ DEVELOPMENTS
Cape Charles A
Get the latest information from the Virginia Department of Environmental Quality including changes to the tire management program and recycling rate reporting (new legislation reducing required reporting cycle for some SWPUs).
Steve Coe - Virginia Department of Environmental Quality

MAKING IMPROVEMENTS: LITTER ENFORCEMENT
Rappahannock
Presentation will focus on new software for the Assign-A-Highway program. Current state and local codes, suggestions to improve the laws, to include a discussion of potential Environmental Court Legislation.
Brandon Moore, King Moore Associates
Greg Cross, Wise County

POLICY AND LEGISLATION: STATE AND REGIONAL
York
Virginia General Assembly update and what states in our region are doing to expand laws for recycling.
Tim Lee, TFC Recycling
Will Sagar, Southeastern Recycling Development Council

Break

BARBEQUE ON THE BEACH
After the sessions are over on Tuesday come relax in the Wyndham’s oceanfront patio and enjoy a beachfront barbeque and friendly corn hole tournament. Included in conference registration.

Sign up for the corn hole game at the registration table.
Wednesday May 8

8:00 a.m. - 9:00 a.m.
Registration, Exhibit hall opens, Breakfast
Atlantic Foyer

9:00 a.m. - 10:30 a.m.
MODERN MARKETS
James
Tim Horkay, TFC Recycling
Glass
Composting
Paper
Plastic
Metal
Aseptic

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

11:00 a.m. - 12:00 p.m.
TOXIC WASTE AT THE WORKPLACE
Cape Charles A
How businesses should dispose of electronics, light bulbs and batteries. Conditionally Exempt Small Quantity Generators. Green Business Challenge program.
Debbie Spiliotopoulos– Northern Virginia Regional Commission (Know Toxics)
Nathaniel Townley– Fauquier County
Lynn Rubinstein– State Electronics Challenge

ORGANICS
Rappahannock
Focus on emerging technologies, sales and marketing and planning collections.
Kate Vasquez– GBB, Inc.
Kyle White– McGill Environmental
Craig Coker– Coker Composting & Consulting

REGIONAL ROUNDUP
York

(continued to next page)
REGIONAL ROUNDUP
York
Kim Hynes– Central Virginia Waste Management Authority
Diane Dodd– Region 2000
Steve Geissler, Virginia Peninsula Public Service Authority
Lisa Hardy– Hampton Roads Planning District Commission
Sue Lhotka– Northern Virginia Regional Commission
Toby Edwards– Cumberland Plateau Solid Waste Authority

12:00 p.m. - 2:00 p.m.
AWARDS LUNCHEON
James

2:00 p.m. - 2:30 p.m.
Exhibit Hall Closed
Program Closes

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

VRA Conference Green Meeting Facts

- Recycled 2 cubic yards of mixed paper, glass, cans, plastic & cardboard
- Diverted approximately 3,640 handouts by asking speakers to not print out their presentations
- Saved approximately 600 disposable bottles of water from the waste stream
- Diverted .75 cubic yards of organic waste from landfill and sent to a composting facility
- All condiment and food items are served in bulk.
# TUESDAY MAY 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 - 9:00</td>
<td>Registration Begins, Exhibit Hall Opens, Breakfast (Atlantic Foyer)</td>
</tr>
<tr>
<td>9:00 - 10:00</td>
<td>Opening Session &amp; Keynote Address (James)</td>
</tr>
<tr>
<td>10:00 - 10:30</td>
<td>Refreshment Break: Atlantic Foyer</td>
</tr>
<tr>
<td>10:30 - 11:45</td>
<td>Green Tourism Virginia Green Program (Cape Colony A)</td>
</tr>
<tr>
<td></td>
<td>Litter Education and Outreach (Rappahannock)</td>
</tr>
<tr>
<td></td>
<td>Recycling Education and Outreach (York)</td>
</tr>
<tr>
<td>11:45 - 12:00</td>
<td>Break</td>
</tr>
<tr>
<td>12:00 - 1:00</td>
<td>Lunch (James)</td>
</tr>
<tr>
<td>1:00 - 1:15</td>
<td>Break</td>
</tr>
<tr>
<td>1:00 - 3:30</td>
<td>Industry Tour: TFC Recycling in Chesapeake, VA</td>
</tr>
<tr>
<td>1:15 - 2:00</td>
<td>Plenary Session: DEQ Enforcement (James)</td>
</tr>
<tr>
<td>2:00 - 2:15</td>
<td>Break</td>
</tr>
<tr>
<td>2:15 - 3:00</td>
<td>KVB (Cape Colony A)</td>
</tr>
<tr>
<td></td>
<td>Rural (Rappahannock)</td>
</tr>
<tr>
<td></td>
<td>C&amp;D (York)</td>
</tr>
<tr>
<td>3:00 - 3:30</td>
<td>Snack Break: Atlantic Foyer</td>
</tr>
<tr>
<td>3:30 - 5:00</td>
<td>DEQ Recycling (Cape Colony A)</td>
</tr>
<tr>
<td></td>
<td>Litter Enforcement (Rappahannock)</td>
</tr>
<tr>
<td></td>
<td>Policy (York)</td>
</tr>
<tr>
<td>5:00 - 5:30</td>
<td>Break</td>
</tr>
<tr>
<td>5:30 - 7:00</td>
<td>Beachfront Barbeque Dinner- Mariner's Court</td>
</tr>
<tr>
<td></td>
<td>Included in Conference Registration</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>8:00 - 9:00</td>
<td>Registration Open, Exhibit Hall Open, Breakfast (Atlantic Foyer)</td>
</tr>
<tr>
<td>9:00 - 10:30</td>
<td>Plenary Session: Recycling Markets (James)</td>
</tr>
<tr>
<td>10:30 - 11:00</td>
<td>Break</td>
</tr>
<tr>
<td>11:00 - 12:00</td>
<td>Toxics at Work (Cape Colony A)</td>
</tr>
<tr>
<td></td>
<td>Organsics (Rappahannock)</td>
</tr>
<tr>
<td></td>
<td>Regional Roundup (York)</td>
</tr>
<tr>
<td>12:00 - 2:00</td>
<td>Awards Lunch (James)</td>
</tr>
<tr>
<td>2:00 - 2:30</td>
<td>Program closes: Departure</td>
</tr>
</tbody>
</table>

is a proud sponsor of the Virginia Recycling Association
Visit our booth to learn how a full-scale waste reclamation audit could change your waste streams into revenue streams.
When you think green, think Bay.

BAY DISPOSAL & RECYCLING

Eco-Friendly

RDS RECYCLING & DISPOSAL SOLUTIONS

Make the power of proper recycling and waste management work for you.

SMART. RESPONSIBLE. CONVENIENT.

A FULL SERVICE RECYCLING & WASTE DISPOSAL COMPANY

- Recycling and waste collections
- Waste audits and consulting
- Brokerage of recyclable materials
- Equipment financing

RDS-VIRGINIA.COM

Good for your planet... your business... your bottom line.
Last year we recycled enough paper to save over 41 million trees.

Find out more at ThinkGreen.com
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.

Bay Recycling & Disposal
Providing area governments, businesses, apartment and condominium communities and construction companies with a full-service trash collection company that has the flexibility to meet the specific needs of every individual customer.
www.baydisposal.com

ECOFLO, Inc.
Founded in 1982, ECOFLO is one of the first TSDFs designated under RCRA law. We carefully choose and approve disposal facilities to benefit from an added layer of insurance protection. Our clients are insured from the end disposal site as well as our site. We take title to your waste and treat it like we would our own. We provide all levels of service from pick-up transportation to on-site management. Your one call for all hazardous waste needs.
www.ecoflo.com

Glasdon, Inc.
50 years ago Glasdon, convinced of the potential of plastic material, sold a road sign that never needed painting to a locality. We pioneered the use of plastic material for road signs and street furniture, which offered low cost and long life compared to conventional materials. Today, Glasdon remains a market leader in the supply of recycling bins, trash receptacles, cigarette units, benches and safety equipment.
www.glasdon.com

International Paper
Committed to delivering the products our customers want while ensuring responsible stewardship of natural resources today and for generations to come.
www.internationalpaper.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.
www.joyceengineering.com

Mid-Atlantic Waste Systems
With seven convenient locations we pride ourselves in being your "one stop" shop for waste handling equipment. We provide new & used equipment sales, service & maintenance by factory trained technicians, equipment rentals, and parts & accessories. Garbage trucks, balers, compactors, wire granulators, sweepers, sewer cleaners, & recycling equipment - we do it all!
www.midatlanticwaste.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 SYSTERN Rain Barrel and the Earth Machine™ Backyard Compost Bin
www.orbiscorporation.com
Otto Environmental Systems North America, Inc.  
Pioneered the 2-wheel trash cart that is now in use today. In addition to waste collection products we also have services for the waste industry including managing residential cart fleets for municipalities and trash haulers (cart welding, assembly and distribution for cart roll-out projects, used cart reclaim and disposal, and yard/inventory clean-up services.)
www.otto-usa.com

PBE, Incorporated  
The regional leader in designing, providing and installing recycling and waste reduction systems for over 30 years. Offering a complete selection of recycling equipment including balers, conveyors, sorting systems and shredders.
www.pbe-usa.com

RDS– Recycling & Disposal Solutions  
Whether your business is industrial, commercial, retail or wholesale, private sector or municipality, RDS-Virginia can create a program specifically for you, inside your building or out, install needed equipment, then implement and monitor your plan.
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  
The world’s largest metal recycler, with operations encompassing the buying, processing and selling of ferrous and non-ferrous recycled metals. Geographically diverse operations comprising a 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.
www.simsmm.com

Sonoco  
One of the world's largest recyclers, collecting more than 3.5 million tons per year of various grades of paper, plastic, metal and other materials. Secure, reliable and innovative recycling solutions.
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

WM Recycle America  
Provides manufacturers with high quality raw materials and offers communities and businesses more effective and affordable recycling program options.
www.recycleamerica.com
Platinum Sponsors

Silver Sponsors

Bronze Sponsors