

Association of Oregon Recyclers

SUSTAINABLE OREGON 2010

presented by the

Association of Oregon Recyclers



**32nd Annual
Conference
& Trade Show**

**June 17 - 19, 2010
Salem Conference
Center
Salem, Oregon**

CONFERENCE PROGRAM

SUSTAINABLE OREGON 2010



The Association of Oregon Recyclers began in 1977. After more than 32 years the AOR Conference is still the place to come to get the latest recycling and solid waste industry information and to discuss the most innovative ideas.

AOR THANKS ALL OF OUR SPONSORS. . .

- Waste Connections, Inc.
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- Recology Ashland Sanitary Service, Inc
- Lee Barrett
- Friends of AOR 2010



AM 8:00 Registration Opens

in the **Gallery**

9:00 Keynote: Designing Green Behaviors

Speakers: **Steve Bishop, Sean Seymour, IDEO**

Sponsored by **Pride Disposal**
Santiam Ballroom

Designing curbside collection and specialty recycling programs is one thing. Getting people to use the programs and change their behavior to result in waste reduction is another. Through examples and research, this presentation gives insight into the human factors that drive desirability in wellness and green design opportunities that are often overlooked in favor of more tangible supply-side efficiencies. Facilitators will guide groups through a “once-over-lightly” workshop with the aim of designing a system that encourages participants to adopt a green behavior.

10:00 Trade show opens

in the **Gallery**

10:30 Concurrent Sessions

Sponsored by **Metro RCR**
Santiam Ballroom 1

Latest Developments with Waste, Materials and Climate Change

This panel shares state, regional and national information on the sources and policies impacting greenhouse gas emissions: products, packaging, materials management, waste prevention, consumption and zero waste policies.

Moderator: **Babe O’Sullivan**, City of Portland

David Allaway, Oregon DEO

Bill Sheehan, Product Policy Institute

Vicky Salazar, EPA Region 10

Sponsored by **Dex**
Santiam Ballroom 2

Messaging Your Information through Social Media

How to use Facebook, Twitter and other tools to tell your story and engage people

Moderator: **Judie Miller**, Metro

Carri Bugbee, Big Deal PR

Kathleen Stansberry, University of Oregon

Sponsored by **Rehrig Pacific**
Santiam Ballroom 3

Implementing Sustainable Events

Implementing the procedures needed to create a sustainable public event requires planning, coordination and education.

These speakers focus on recycling as well as best practices for zero waste.

Moderator: **Yvonne Garcia**, City of Portland

Lindsey Newkirk, Elysium Events

Sarah Grimm, Lane County Public Works

Noon Lunch

Willamette Room

Sponsored by **City of Gresham**

There will be a brief bottle bill update on the new redemption center proposals by Oregon Beverage Recycling Cooperative during lunch.

Oregon Green Schools Lunch meeting

Croisan Room B

An OGS Regional Coordinator Training. Come hear more about the OGS program.

1:00 Trade Show time—Coffee & Desert

in the **Gallery**

Sponsored by **Wastequip/Toter**



Session Schedule • Thursday, June 17th

1:30 Concurrent Sessions

Sponsored by Metro RCR
Santiam Ballroom 1

Product Stewardship

Oregon has recently adopted product stewardship laws for e-waste and paint in which producers are responsible for providing collection and recycling services for their products. This session will address issues related to the use of existing recycling infrastructure in the development of such programs.

Moderator: **Scott Klag**, Metro
Bill Sheehan, Product Policy Institute
Jim Quinn, Metro
Kim Holmes, 4R Sustainability, Inc.

Santiam Ballroom 2

Cleaning Up with Greenwashing

Learn the tools to recognize and evaluate greenwashing in product and service marketing. The hour of information will prepare the audience to rank and discuss an ad.

Moderator: **Stan Jones**, Port of Portland
Valerie Davis, Enviromedia Social Marketing, Inc.

Sponsored by City of Portland
Santiam Ballroom 3

Energy Recovery from Organic Waste

Anaerobic digestion technology offers energy recovery from food and other organics at the end of first life. Learn the fundamentals, cost effectiveness and feedstock sources to maximize benefits of this technology.

Moderator: **Babe O'Sullivan**, City of Portland
Meredith Sorenson, Harvest Power
Dean Foor, EcoOregon
Luke Werner, Kennedy Jenks Consultants

3:00 Break in the Trade Show

In the Gallery

Sponsored by City of Eugene

3:30 Concurrent Sessions

Sponsored by Metro RCR
Santiam Ballroom 1

Decisions and Life Cycle Analysis

Life cycle analyses offer extensive information. Learning to wisely use that information requires skills and training. This session provides the foundation for LCAs, how they are designed, what they can and cannot be used for, and trends in this science.

Moderator: **Aymie Reynolds**, Portland State University CES
David Allaway, Oregon DEO
Juliet Johnson, American Center for Life Cycle Analysis

Santiam Ballroom 2

Sustainable Business Practices

Businesses are identifying and implementing specific solutions to help their organization operate in a more sustainable fashion. The tools to measure success (people, profit and planet) and create performance indicators will be discussed.

Moderator: **Shannon Martin**, Clackamas County
Elin Shepard, Oregon Dept. of Administrative Services
Tracy Meyer, SAIF Corporation
Natalie White, Organically Grown
Alan Pennington, Marion County

Santiam Ballroom 3

Green Building 101

Focusing on residential construction and local examples, we will cover a broad introduction to the environmental impacts of buildings, site selection, water efficiency, energy efficiency, material selection, waste prevention, indoor air quality, and green building rating systems.

Moderator: **Amy Roth**, Green Spectrum Consulting
Jordan Palmeri, Oregon DEO

5:00 Opening reception with exhibitors

In the Gallery

Sponsored by American Chemistry Council, Rogue Disposal & International Paper



8:00 9 hole golf tournament at the Salem Golf Course

Sponsored by ORRA

Tours

Tours depart from the Gallery

Sponsored by Marion County

8:30 – 10:30

Walking tour of Sustainable Salem

Salem may be the Sustainability Capital of Oregon. Within just a one mile stroll along the verdant Pringle Creek Pathway, you will explore the Conference Center Complex including the Grand Hotel and Bentley's Grill, the SAIF Corporation headquarters, and Willamette University. Each of these facilities has won awards and accolades locally, statewide and nationally for sustainability excellence. Tour begins with a one-half hour Sustainability tour of the Salem Conference Center. Walking tour begins at 9:00 am. This tour will return to the conference center in time for the 11:00 am presentation.

Sponsored by Bell & Associates

9:00 – 12:30

Covanta waste to energy plant and Ash Monofill

Learn how the Waste to Energy Facility operates with an introduction by the site manager and a tour of the control room. Follow waste moved from the pit to the burner with the "claw" and view the tipping floor. Tour the Ash Monofill and view the leachate collection system. The tour guide will hike the group to the top of the grass-topped completed first cell and view the active cell up close weather and abilities permitting.

Sponsored by Marion County

9:00 -10:50

Compost Oregon

This large-scale compost operation handles a large percentage of yard debris from Marion County. It is also planning on getting permitted to handle food waste in the future. Get an explanation of the process and view the piles in various stages of processing.

Sponsored by Marion County

8:30 – 10:50

Sequential Biofuels and Pringle Creek Community

Tour the only operating biodiesel plant on the West Coast. The general manager provides a tour describing the process from receipt of dirty waste oil, to processing and quality control. 95% of their product is comprised of used vegetable oil which is collected curbside and at depots in Marion County as well as directly from restaurants and processors. Pringle Creek is a community being built with sustainability as its tenet for every aspect of the community. Community infrastructure - roads, drainage, heat sources, gardens as well as green building principles in the buildings themselves make this a model of sustainable living. Get an introduction and tour of the grounds & select buildings. Pringle Creek Community also houses the Flower Power Biodiesel Cooperative. Their fuel station is the only one to offer 100% biodiesel from Sequential Biofuels.

Sponsored by Marion County

9:00 – 12:45

Garten Services facilities and Agri-Plas

Garten Services provides employment to people with developmental disabilities while providing vital recycling services for paper and electronics and they often collect other items as well. An introduction will be provided followed by a tour of the plant to see the sorting/shredding/disassembly in action. Agri-Plas is a one-of-a-kind operation in the U.S. The primary focus is agricultural plastics - baling twine, nursery pots, etc., but they also handle & process many other kinds into flakes and pellets (raw material). A facility tour includes sorting, processing, finished product storage. Agri-Plas bales some plastics for processing in other markets, and has developed plastic-to-oil technology that is housed in a different facility out of the County.



Session Schedule • Friday, June 18th (Continued)

AM 9:00 **Let's Chat About . . . That** in the **Gallery** Sponsored by **New Seasons Market**

So what is "That"? It is anything you want to talk about, comment on or simply suggest, that has to do with AOR's mission and goals. Join AOR's Chair Rick Winterhalter for coffee and treats and an "anything goes" brainstorming session. Bring your ideas, questions and comments.

Moderator: **Dave White**, *ORRA*
Rick Winterhalter, *Clackamas County*

11:00 **Communicating Waste Prevention to Residents:** **Croisan Room B** Sponsored by **Dex**

A Conversation with Conference Attendees. All local governments in Oregon are required to promote waste prevention as part of the Opportunity to Recycle requirements. However, outreach around prevention and directed at households/residents/individuals is sometimes criticized as being stale and of questionable effectiveness. This session will present important new research by the City of Portland on how residents understand and view waste prevention and the importance of shifting from a traditional "waste" frame of reference to one of "thoughtful consumption", and incorporating the positive values and benefits associated with making individual consumption more sustainable. The City will also introduce its new *Be Resourceful Campaign* an innovative outreach campaign promoting thoughtful consumption. DEQ will provide a short overview of their work researching this topic, and the remainder of the time will be devoted to a conversation between attendees to identify resources (existing and new) that would help local communities be more effective in communicating thoughtful consumption/waste prevention.

Moderator: **Craig Filip**, *Oregon DEQ*
Lauren Norris, *City of Portland*
David Allaway, *Oregon DEQ*

PM 1:00 **Lunch and annual meeting with Board of Directors elections** **Santiam Ballroom**

Sponsored by **North Lincoln Sanitary, Gresham Sanitary, OBRC and City of Gresham**

It is time to elect half of AOR's Board of Directors. Meet the candidates and cast your vote. Voting quorum must be present

2:30 **Trade Show time, - Join us for coffee and dessert** in the **Gallery**

3:00 **Keynote Speaker: Tom Bowerman with PolicyInteractive** Sponsored by **Dex**
Croisan Creek Ballroom

What do you know and what do you think about climate change and consumption? Tom Bowerman with Policy Interactive will present the results of polling Oregonians on attitudes around consumption. This tool is a good foundation for waste prevention policies and outreach.

Moderator: **Babe O'Sullivan**, *City of Portland*
Tom Bowerman, *Policy Interactive*

4:30—6:30 **Family bowling** **Bus will depart from the Gallery** Sponsored by **Far West Fibers**

7:00 **No host beverages and networking** in the **Gallery**

7:30 **Dinner and annual awards presentation, election results, and entertainment**
Dance the night away with the Cover Kings **Santiam Ballroom**
Dinner sponsored by **Waste Connections**
Awards presentation sponsored by **TetraPak**



AM 8:00 Breakfast buffet

In the **Gallery**

8:30 Annual AOR Policy Session

Santiam Ballroom

This is an opportunity for AOR members to discuss and prioritize the organizations' policies and emphasis for the upcoming year.

Moderators: **Rick Winterhalter**, *Clackamas County, AOR Chair*
Lee Barrett, *Eco-Logistics, AOR past chair*

9:30 Concurrent Sessions

Sponsored by **Dex**
Santiam Ballroom 1-3

Sponsored by **Oak Grove Disposal**
Santiam Ballroom 6

Markets Panel

AOR's forum in January touched on two topics that need follow up: plastic bag bans and taxes, and BCAP and urban wood issues. Additionally, we are getting the latest on the metals markets, paper and curbside issues, as well as markets for new materials and new markets for old materials.

Moderator: **Jerry Powell**, *Resource Recycling Magazine*
Patty Moore, *Moore Recycling Associates*
Gordon Culbertson, *Forest2Market, Inc.*
John Lucini, *SP Recycling*

Green Building in Practice

This panel discussion will cover 3 topics: Pringle Creek Community's recycling and reuse initiatives, and how the neighborhood has responded to the challenges of waste reduction; the relatively new rating system, LEED for Existing Building: Operations & Maintenance (EBOM); and the REX Project, an experience aimed to reuse everything from an old home while rebuilding a new one in Portland's Westmoreland neighborhood.

Moderator: **Amy Roth**, *Green Spectrum Consulting*
James Santana, *Pringle Creek Development*
Rita Haberman, *Brightworks*
Shannon Quimby, *REX Project*

11:00 Break

in the **Gallery**

AOR wishes to thank the many people who contributed their time to make this year's conference a reality—Special thanks goes to the 2010 Conference Planning Committee...

Alexis Allan - *NW Energy Efficiency Alliance*

Amy Roth - *Green Spectrum Consulting*

Aymie Reynolds - *Portland State University*

Babe O'Sullivan - *City of Portland*

Bailey Payne - *Marion County*

Ronda Chapman-Duer - *Washington County*

Cindy Brown - *Tri County Hazardous Waste*

Dave White - *ORRA*

Shannon Miller - *Clackamas County*

Stan Jones - *Port of Portland*

Yvonne Garcia - *City of Portland*

Josy Wright - *Waste Connections*

Kristin Leichner - *Pride Disposal*

Judie Miller - *Metro*

Meredith Sorenson - *Harvest Power*

Shanna Eller - *Portland State University*

Tanya Gray - *City of Vancouver*

Will Elder - *Metro*

John Matthews - *Garten Services*



Session Schedule: • Saturday, June 19th (Continued)

11:30 Concurrent Sessions

Sponsored by **Washington County**
Santiam Ballroom 4

Dirty MRF-ing

Examples and results of MRF-level sorting for recyclables and compostables will inform the audience on feasibility of these types of operations. When is this practice necessary and how is it best implemented?

Moderator: **Will Elder**, *Metro*
Richard Gertman, *Cascadia Consulting*

Mark Bowers, *City of Sunnyvale, California*

Sponsored by **Metro RCR**
Santiam Ballroom 5

Waste Prevention

Waste Prevention techniques and opportunities vary drastically across industries. But with motivated staff and financing opportunities, businesses can see success. Examples of those successes and funding opportunities will be presented in this session.

Moderator: **Risa Buck**, *Recology Ashland Sanitary Service*
Alex Amarotico, *Standing Stone Brewing Company*
Alicia Polacok, *City of Portland*
Terry McDonald, *St. Vincent de Paul*

Santiam Ballroom 6

Wise Use of Bans, Incentives and Mandates

Overall - Presentation and discussion on recent examples of 3 policy tools in use: incentives, bans and mandates. This will include mandatory business recycling in the Portland metro region, Oregon E-cycles electronics landfill ban, and perspectives on experiments with direct incentives for recycling participation.

Moderator: **Shanna Eller**, *PSU CES*
Scott Klag, *Metro*
Megan Stein, *City of Portland*
Kathy Kiwala, *Oregon DEQ*

PM 1:00 Lunch

Sponsored by **Denton Plastics & Joseph Cook Consulting**

Santiam Ballroom

2:00 Sustainable Consumption Roundtable

Santiam Ballroom

Sponsored by **Metro RCR**

This panel will facilitate interactive discussions on the impact of consumption, consumer behavior, product design and manufacturing on sustainable practices, policies, and waste prevention.

Moderator: **David Allaway**, *Oregon DEQ*
Tom Bowerman, *PolicyInteractive*
Bill Sheehan, *Product Policy Institute*
Steve Bishop, *IDEO*

... See you next year, June 16 – 18, 2011 in Seaside, Oregon!

Scholarships sponsored by...

- **Metro Resource Conservation & Recycling**
- **Dex**
- **Lee Barrett**

Packet folders provided by **Environmental Fibers International, Inc.**