

Summit for Recycling

Colorado's Premier Recycling Conference
June 5-7, 2011 • Breckenridge, CO



Managing resources in today's economy

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Welcome to the Summit for Recycling

Thank you for joining us in Breckenridge for the premier recycling conference in the Rocky Mountain region. It is our extreme honor to welcome you back to the Colorado mountains for our 22nd annual Summit for Recycling. On behalf of the Colorado Association for Recycling (CAFR), the CAFR Board of Directors, the Summit Planning Committee, and CAFR staff, we encourage you to maximize your time during the next two and a half days as you are provided with the opportunity to gather with fellow CAFR members and Summit attendees for networking, strategy, and even some fun. You can be a part of the solution as we continue to bring recycling to the next level in Colorado.

Whether you are a sponsor, exhibitor, speaker, moderator, attendee, or volunteer, your participation throughout the Summit is crucial to ensuring a successful outcome. We offer a special 'thank you' to each of our sponsors and exhibitors. It is through your contributions that the Summit comes alive each year to provide an extremely valuable environment for all attendees. And thank you to each attendee for taking the time to make the trip to Breckenridge—time away from your family and job—to help us guide the future of recycling in the Rocky Mountain region.

Managing Resources in Today's Economy

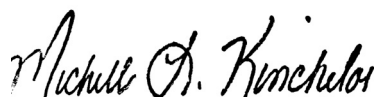
Recycling in Colorado continues to be a priority for everyone here at the Summit, and it is increasingly becoming a priority for the general public and the Colorado legislature—whether the goal is to decrease waste, foster sustainability, create better product stewardship, or figure out the cost of garbage and recycling to taxpayers. Managing our resources in today's economy continues to provide both challenges and opportunities at all levels of our state legislature and community infrastructures.

The number of Colorado communities offering curbside recycling, composting, and pay-as-you-throw programs continues to grow, and key issues like electronics recycling, product stewardship, and zero waste are commanding attention. What can we, as members of CAFR and as an organization, do to influence these trends and steer Colorado to a sustainable future?

Within CAFR, a new Council, the Colorado Product Stewardship Council, has been added to our membership infrastructure. This is an exciting time for this Council, and at the Summit you can see they are in full swing!

From informative break-out sessions on electronics, composting, recycling education, and increasing diversion to keynote presentations and panels on the future of recycling, the goal of the 2011 Summit is to create a synergy that gets our minds thinking and gets us working together to help formulate the solution. We encourage you to take full advantage of the sessions, tours, and networking opportunities. Your honest feedback and constructive criticism is strongly encouraged to allow us to continue to build on the success of the Summit year after year.

Highest regards,



Michelle Kincheloe
Summit Planning Chair



Marjorie Griek
CAFR Executive Director

PS. Join us June 10-12, 2012, in Pueblo, Colorado, for the 23rd annual Summit for Recycling!

Program At-A-Glance

Sunday, June 5

5:00pm Welcome Reception

Monday, June 6

7:00am Welcome & Breakfast

8:30am Morning Concurrent Workshops

- Product Stewardship: Action and Evolution
- Making Electronics Recycling Work
- Using Compost to Create Sustainable Sites and Manage Erosion

11:30am Luncheon

- Poster Contest Awards
- Recycling Visioning Panel (Part 1): Turning Ideas Into Reality

1:30pm Afternoon Concurrent Workshops

- CoPSC Business Meeting
- Composting Case Studies
- Recycling Visioning Panel (Part 2): Making the Next Step a Reality

3:30pm Additional Activities

- High Country Composting Facility and The Learning Classroom Tour; \$10
- Upper Blue Valley Open-space Hike; Free
- Fusion Yoga; \$5

6:00pm CAFR Fundraising Gala; \$40

Tuesday, June 7

7:00am Welcome & Breakfast

7:45am Coffee Topics

8:45am Concurrent Sessions I

- Markets: Trends and Updates
- Changing the Status Quo of Solid Waste Collection and Recycling
- Recycling Education: Building the Right Program for You

10:30am Concurrent Sessions II

- Policy: Strategies for 2011 and Beyond
- Case Studies on Increasing Recycling Diversion
- Maximizing Public and Private Partnerships

12:00pm Luncheon

- 2011 Recycling Awards
- Keynote Speaker L. Hunter Lovins

1:45pm Silent Auction Winners Announced

2:00pm Concurrent Sessions III

- Diverting Challenging Materials from Colorado's Waste Stream
- Business Recycling: Managing Materials for Maximum Return
- Recycling Education: Non-traditional Methods and Social Media

3:15pm Closing Remarks

Welcome Reception

Join the CAFR Board of Directors, staff, Summit Planning Committee, sponsors, and exhibitors Sunday evening from 5:00pm to 7:00pm in the Forest Room to kick off the conference in style!

Recycling Visioning Panel: Turning Ideas Into Reality



Monday, June 6
12:00pm

Building on the findings of Colorado's statewide solid waste visioning meetings, a panel comprised of key statewide recycling leaders discusses how to make the Rocky Mountain Region's shared vision for recycling a reality.

CAFR Fundraising Gala

Join us Monday evening at the Riverwalk Center for a night of food, entertainment, and networking. All proceeds benefit CAFR. See details on page 7.

Coffee Topics *New!*

A new feature of the 2011 Summit is Coffee Topics on Tuesday morning. Join a subject-matter expert for coffee in the Exhibit Hall to discuss zero waste events, building carton and aseptic package recycling access nationwide, or brainstorming for the 2012 Summit for Recycling in Pueblo. A moderator will provide a high-level overview of the topic and then lead discussion among the participants.

L. Hunter Lovins, Natural Capitalism Solutions

Tuesday, June 7
12:45pm

Lovins is president and founder of the Natural Capitalism Solutions (NCS). In partnership with leading thinkers and implementers, NCS creates innovative, practical tools and strategies to enable companies, communities, and countries to become more sustainable while increasing prosperity and quality of life.





Welcome to Breckenridge

On behalf of the community of Breckenridge, welcome to the 22nd annual Summit For Recycling! I invite you to discover the myriad of activities and attractions that make our 152-year-old "Real Town" so unique, where recreation and culture thrive side-by-side.

A good place to begin is our extraordinary Welcome Center in the heart of one of the largest historical districts in Colorado. It showcases not only our vibrant, unique history, but also tells where Breckenridge is headed. Enjoy a stroll down our authentic Main Street to discover a multitude of dining and shopping experiences.

Sustainability is a high priority for me personally, and for my community. We believe sustainability encompasses climate, economics, and quality of life, while comprehensively looking at our environment, energy consumption, how we use our land, transportation systems, housing for locals, and other important issues. Over the past two years, we've collectively brainstormed how we can enjoy our resources today without compromising the ability of future generations to use them. The result will be a Sustainable-Breck Action Plan outlining actions as well as on-going monitoring aimed at sustaining our community to 2030 and beyond.

Breckenridge was recently named a Bicycle Friendly Community by the League of American Bicyclists—a prestigious award presented only to communities with a remarkable commitment to bicycling. On August 27, Breckenridge is proud to host a final stage of the USA Pro Cycling Challenge, which is on the level of the Tour de France.

Thanks again for choosing Breckenridge and come back for another visit soon.

John Warner, Mayor of Breckenridge
www.townofbreckenridge.com

Getting Around Breckenridge

The Town of Breckenridge offers free public transportation within the town limits. For a schedule, visit townofbreckenridge.com.

Avoid Altitude Sickness

Remember to drink plenty of water; you're at an elevation of 9,600 feet!

Breckenridge Restaurants

All restaurants listed are within two blocks of the hotel. For a complete list, visit www.breckenridgediningguide.com.

Park Avenue Pub
In the Village Hotel
(970) 453-5139

Taddeo's Italian
655 S. Park Ave (on the plaza of the Village at Breckenridge)
(970) 547-5959

Quandary Grille (American)
505 S. Main St.
(970) 547-5969

Mi Casa Mexican Restaurant
600 S. Park Ave.
(970) 453-2071

Shangri-La (Indian, Continental, and Fusion)
Main Street Station
(970) 453-9108

Blue Moose (Breakfast)
540 S. Main St.
(970) 453-4859

Breckenridge Brewery (American)
600 S. Main St
(970) 453-1550

Empire Burger (American)
520 S. Main St. (La Cima Mall)
(970) 453-2329

Burke and Riley's Irish Pub
520 S. Main St. (La Cima Mall)
(970) 547-2782

Mountain Flying Fish (Japanese)
500 S. Main St. (La Cima Mall)
(970) 453-1502

My Thai
500 S. Main St. (La Cima Mall)
(970) 547-2887

Things You Need to Know

Summit Attendee List

The Summit for Recycling attendee list will be distributed electronically, in PDF format, after the conference. Pick up your 2011-2012 printed membership directory at the registration desk.

Your Feedback is Important

Please take a moment to fill out your Summit evaluation. An electronic evaluation will be distributed via e-mail to all attendees after the conference or a paper form is available at the registration desk. Please let us know what you think.

SWANA CEUs Available

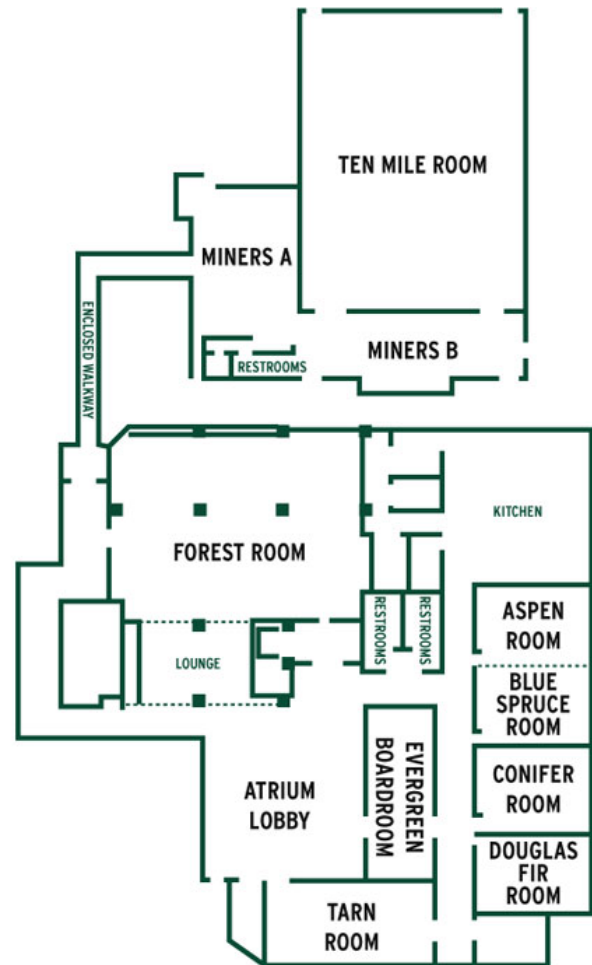
CAFR and the Solid Waste Association of North America are partnering to offer Continuing Education Units (CEUs) for Summit for Recycling attendees. Report forms are available at the registration desk.

Carbon Offsets

CAFR encourages all attendees to calculate and offset the emissions from your Breckenridge trip via the Colorado Carbon Fund. All contributions to the Fund support new clean energy projects in Colorado that reduce greenhouse gas emissions.
www.coloradocarbonfund.org

Sustainability and Recycling at The Village at Breckenridge

The Village is committed to global environmental protection and uses organic and fair-trade products whenever possible, implements back-of-house composting, and provides recycling throughout the facility. CAFR thanks The Village for also providing bulk packaging and compost bins in the restrooms.



The Village Conference Center
Wireless internet is available throughout the facility.

Visit the Silent Auction Before Noon on Tuesday

CAFR's fundraising silent auction, in the Evergreen Boardroom, benefits CAFR events and programs. It's a fun opportunity for Summit attendees to try and out-bid each other on coveted items. The silent auction closes at 12:15pm on Tuesday, and winners will be announced at lunch. Items can be paid for and retrieved in the Evergreen Boardroom after 2:00pm. Items to bid on this year:

- iPad 2, 16 G with WiFi
- Hunter Douglas window shades
- ReSource Woodworks Adirondack Chair
- Lift tickets or season passes for the 2011-2012 ski season
- Eco-faux finish paint job
- Refurbished laptop computer
- Beer! Cases of Railyard Amber Ale, Silverback Pale Ale, Blue Moon Ale...
- Tickets to Elitch Gardens
- Earth Machine Compost Bin
- Artwork, books, and goodies
- And much, much more... Check it out!

iPad 2!



Monday, June 6

Registration

7:00am - 5:00pm *Atrium Lobby*

Welcome and Breakfast

7:00am - 8:15am *Ten Mile*

Exhibit Hall Opening

7:00am - 8:30am *Forest*

Morning Concurrent Workshops

Product Stewardship: Action and Evolution

8:30am - 11:30am *Aspen*

Join us for an in-depth look at current product stewardship activities and successes in Colorado and beyond. During the first 30 minutes of this session, learn about the recently defeated Colorado electronics recycling bill (a joint presentation with the Making Electronics Recycling Work session). Moving into the Product Stewardship portion, there will be an update on the recent activities of the Colorado Product Stewardship Council (CoPSC), followed by an exciting lineup of speakers on current Product Stewardship programs and elements of evolution within the movement. Topics include sharps, pharmaceuticals, carpets, and sustainable product design. There will be time for updates on other programs from the group, including one on the Yellow Pages industry opt-out site. This session will conclude with a lively open discussion.

Speakers: Eric Anderson, Metech Recycling; Robert Bogatin, BolderPath Inc.; Greg Fabisiak, Colorado Dept. of Public Health and Environment; Scott Hutchings, Waste Management; Matt Krug, Yellowbook; Anne Peters, Gracestone, Inc.; Georgina Sikorski, Carpet America Recovery Effort. *Moderator:* Jennifer Bohn, Boulder County Resource Conservation Division

Making Electronics Recycling Work

8:30am - 11:30am *Aspen/Tarn*

With electronics, from the initial consumer purchase to end-of-life recycling, many factors come into play to ensure these toxic 'toys' get safely disposed of. Meet in the Aspen room for the first 30 minutes of this session, which will focus on the recently defeated Colorado electronics recycling bill (a joint presentation with the Product Stewardship: Action and Evolution session). Following a quick break, move to Tarn and learn about:

- The latest in electronics recycling certification
- Innovative ways to ensure environmental and health and safety compliance at e-waste recycling sites
- Decreasing the environmental footprint of computers within government and school institutions
- And data privacy standards in electronics recycling

This session is intended to cover information applicable to electronic recyclers and those who generate electronics for recycling.

Speakers: Dag Adamson, LifeSpan Technology Recycling; Eric Anderson, Metech Recycling; Kim Bartels, EPA Region 8; Danielle Delacroix, Metech Recycling; Kerri Moury, WM Recycle America; Anne Peters, Gracestone, Inc.; Risa Weir, Metech Recycling. *Moderator:* Mary Jo Lockbaum, Metech Recycling

Using Compost to Create Sustainable Sites and Manage Storm Water and Erosion

8:30am - 11:30am *Conifer*

A Rocky Mountain Organics Council and American Society of Landscape Architects workshop sponsored in part by Ground Solutions. This workshop covers interactive specification design, how to specify and inspect soil and compost, and how to market compost and compost products to new and expanding markets and best management practices applications.

Speaker: Ron Alexander, R. Alexander Associates, Inc. *Moderator:* Bob Yost, A1 Organics

Luncheon

11:30am - 1:15pm *Ten Mile*

Recycling Poster Contest Awards

11:45am - 12:00pm *Ten Mile*

All students in Colorado public and private schools and youth organizations were invited to participate in CAFR's 5th annual recycling poster contest. Twelve winners were selected for their artistic talent and commitment to the environment. Join us in recognizing those students able to attend the presentation.

Moderator: Dianne Bennett, EDS Waste Solutions

Recycling Visioning Panel (Part 1): Turning Ideas Into Reality

12:00pm - 1:15pm *Ten Mile*

Building on the findings of Colorado's statewide solid waste visioning meetings, a panel comprised of key statewide recycling leaders discusses how to make the Rocky Mountain Region's shared vision for recycling a reality. Juri Freeman, Skumatz Economic Research Associates, Inc., will provide the findings from the 2010 visioning meetings. The panel will then discuss their vision and outlook for the future of the Rocky Mountain region and how to get there.

Panelists:

- Deborah Barton, Montezuma County Landfill
- Anita Comer, Waste-Not Recycling
- Jack DeBell, C.U. Recycling
- Dan Gibbs, Summit County Commissioner
- Susie Gordon, City of Fort Collins
- Eric Lombardi, Eco-Cycle

Moderator: Gary Horton, Western Disposal Services

Afternoon Concurrent Workshops

Colorado Product Stewardship Council (CoPSC) Business Meeting

1:30pm - 3:00pm *Aspen*

CoPSC will attend to action items and will present the results of the statewide HHW and HMMF Programs Survey. Join us as a council member or if you would like to hear more about work being done locally to grow support and involvement for product stewardship in Colorado. We welcome your input and interest.

Moderator: Hilary Collins, Boulder County Resource Conservation Division

Composting Case Studies

1:30pm - 3:00pm *Conifer*

This session covers composting issues relevant to governments, businesses, and composting operators. You will learn about the details of a year-long study analyzing the best management practices in the collection and composting of food scraps; how an ice cream plant evaluated processing options for various recycling and organic waste streams, including 12 daily tons of liquid ice-cream waste; and the potential risks of putting petro-coated fibers through a composting process and how that may leave micro particles in the compost.

Speaker: David Juri Freeman, Skumatz Economic Research Associates, Inc.; J.D. Lindeberg, Resource Recycling Systems; Dan Matsch, Eco-Cycle.

Moderator: Bob Yost, A1 Organics

Recycling Visioning Panel (Part 2): Making the Next Step a Reality

1:30pm - 3:00pm *Tarn*

This round-table discussion will more deeply explore the concepts presented during the lunchtime panel, Recycling Visioning Panel (Part 1). Join the panelists, CAFR Board of Directors, and your peers in further brainstorming ideas for the vision of recycling in Colorado and creating an action plan to turn those ideas into reality.

Moderators: Gary Horton, Western Disposal Services; Michelle Kincheloe, CAFR Board Member

Additional Activities

High Country Composting Facility & The Living Classroom Tour

3:30pm - 5:30pm *Meets in the Atrium Lobby*

See how the High Country Composting Facility collects and processes locally generated organic waste and sells it as compost. The facility has been in operation since May of 2008 and has processed over 28,100 tons of feedstock. While this program began as a way to process a substantial amount of wood waste from mountain pine beetle kill, it has become the solution for managing organics collection throughout Summit County. Then, visit The Living Classroom (TLC), a



Grandprize Artwork by Zoë Asztalos

5th Annual Poster Contest Winners

See all of the artwork online at www.cafr.org or ask CAFR staff about ordering your 2012 calendar. Order early and save \$5.

Kindergarten through 2nd Grade

- 1st Maya Skurski, 2nd grade
Marshdale Elementary, Evergreen
- 2nd Dylan Perlow, 2nd grade
Upper Blue Elementary, Breckenridge
- 3rd Sylvie Newman, 2nd grade
Crested Butte Community School, Crested Butte

3rd through 5th Grade

- 1st Sarah Peters, 4th grade
Mary Blair Elementary, Loveland
- 2nd Malia Olson, 5th grade
Crested Butte Community School, Crested Butte
- 3rd Kayli Plantiko, 4th grade
Girl Scout Troop 10132, Grand Junction

6th through 8th Grade

- 1st Sophie Dommer, 7th grade
Stone Creek Charter School, Avon
- 2nd Monica Garcia, 7th grade
Boys and Girls Clubs of Metro Denver, Denver
- 3rd Siena Miller, 7th grade
Stone Creek Charter School, Avon

9th through 12th Grade

- 1st Zoë Asztalos, 10th grade
Standley Lake High School, Westminster
- 2nd Marissa Avalos, 10th grade
Fort Morgan High School, Fort Morgan
- 3rd Shane Schlothauer, 10th grade
Fort Morgan High School, Fort Morgan

permanent educational classroom and demonstration site for gardening and composting located on Main Street in Frisco. TLC promotes the application of local compost and high-altitude backyard composting and is a beneficial place for students to visit and learn how composting in their schools goes full circle—from the cafeteria, to the soil, to the plant, and eventually back to the cafeteria. *Cost: \$10*

Upper Blue Valley Open-Space Hike

3:30pm - 5:30pm *Meets in the Atrium Lobby*

Hike about 3.5 miles and learn about Breckenridge's open space preservation efforts. Participants are encouraged to dress for the weather, which could be anything! Trails may still be affected by snow, an alternate route of the same length may be substituted. *Cost: Free*

Fusion Yoga

3:30pm - 4:45pm *Meets in the Atrium Lobby*

This class works with breath-synchronized movements. Modifications are offered for beginners and advanced students. This class is energizing, uplifting, and relaxing—and it's open to all ages, styles & levels!

Instructor: Darla Ariens, Boulder County Resource Conservation Division. *Cost: \$5* (All proceeds benefit CAFR)

CAFR Fundraising Gala

6:00pm - 11:00pm *Riverwalk Center*

See box below for details.



CAFR Fundraising Gala

Join us Monday evening for a night of fun, food, and entertainment at the Riverwalk Center in downtown Breckenridge, just a short walk from The Village. The Riverwalk Center, a multifaceted, award-winning performing arts facility, is a beautiful setting for this special event. Entertainment provided by the Pine Beatles. Tickets include dinner and two drinks. *Cost: \$40.* Thank you to the Town of Breckenridge Riverwalk Center, Harvest Catering, Eco Products, and Breckenridge Brewery for their contributions toward making this year's gala a success.

Tuesday, June 7

Registration

7:00am - 2:00pm *Atrium Lobby*

Welcome and Breakfast

7:00am - 8:15am *Ten Mile*

Coffee Topics in the Exhibit Hall

7:45am - 8:45am *Forest Lounge*

Join a subject-matter expert for coffee in the Exhibit Hall to discuss one of the following topics.

Zero Waste Events - Discuss vendor relations, event planning and layout, and other aspects of implementing a zero-waste event. *Leader:* Leigh Cushing, Eco-Cycle

Building Carton and Aseptic Package Recycling Access Nationwide - Learn more about carton recycling and how you can help bring it to your area. *Leader:* David Stead, Carton Council

2012 Summit and Beyond - Come and share your ideas, expectations, and lessons learned from other conferences to help CAFR plan a successful event. *Leaders:* Michelle Kincheloe and Susan Finzel-Aldred, CAFR Board Members

Concurrent Sessions I

Markets: Trends and Updates

8:45am - 10:15am *Aspen*

Industry experts will explore the latest trends of the commodities in the curbside cart. They will cover supply and demand analysis, export markets impact, pricing, material quality, and success stories in collections/partnerships.

Speakers: David Keeling, Steel Recycling Institute; Ryan Modlin, Owens-Illinois, Inc.; Dennis Sabourin, NAPCOR; Beth Schmitt, Alcoa. *Moderator:* Gerri Walsh, Ball Corporation

Changing the Status Quo of Solid Waste Collection & Recycling: Dealing With Organized Opposition

8:45am - 10:15am *Conifer*

In the last two years, Fort Collins, Broomfield, Westminster, and Arvada were subjected to powerful opposition as they evaluated their solid waste collection systems for ways to improve diversion and reduce environmental impacts. In many cases, these campaigns included tactics with faulty information and questionable ethics. CAFR members need to be better prepared for energetic debates in their communities. This presentation will challenge some of the half-truths used by opponents such as:

- Trash collection by any means other than open subscription is a local government conspiracy to put small haulers out of business and earn more "rainy day" revenues from unwitting residents.
- Most recyclables are shipped to China or disposed of in landfills (the concept of sustainability is a sham).

- Local governments have no role in solid waste management.
- The general public needs to block any information from city leadership and fight all changes to their trash services and charges.

A panel of individuals experienced with this debate will discuss useful information and strategies that have been developed specifically for local government's use in sorting the facts from the fiction and for successfully tackling the public politics associated with future collection studies and assessments.

Speakers: Jody Erikson, The Keystone Center; Brent Hildebrand, Alpine Waste & Recycling; Preston Loos, EDS Waste Solutions; Kelly Ohlson, City of Fort Collins. *Moderator:* Laurie Batchelder Adams, LBA Associates, Inc.

Recycling Education: Building the Right Program for You

8:45am - 10:15am *Tarn*

Designing education and outreach campaigns is an integral part of any job position and is critical to ensuring the success of your program. This workshop provides a high-level overview of key components to consider when developing a campaign, whether you are a small community, serve a large urban community, or are working in the for-profit sector. You will hear from local experts on education and outreach strategies that work to influence others and break through the multiple messages an audience receives daily.

Speakers: Leslie Baer, Mountain Muse Communications; Cary Bush, Recycle-Creede; Katy Severinsen, Aramark. *Moderator:* Stacy Lambright, Shades of Green

Concurrent Sessions II

Policy: Strategies for 2011 and Beyond

10:30am - Noon *Aspen*

This session focuses on the 2011 legislative session from the viewpoint of lessons learned. It was an educational and occasionally eye-opening session. Discussion will then move on to incorporate those lessons and think about new approaches for improving CAFR's legislative success. These include creating a Small Donor Committee, statewide public relations, and field staffing. This will be followed by a group discussion where audience participation is strongly encouraged.

Speakers: Laurie Batchelder Adams, LBA Associates, Inc.; Randy Fischer, State Representative; Marjorie Griek, Colorado Association for Recycling; Scott Hutchings, Waste Management; Annmarie Jensen, Jensen Public Affairs; Randy Moorman, Colorado Environmental Coalition. *Moderator:* Liz McIntyre, Grand County Business and Economic Development Assoc.

Case Studies on Increasing Recycling Diversion

10:30am - Noon *Conifer*

This panel brings together three compelling stories from communities that have taken a unique approach to

diverting municipal solid waste from landfills. We'll hear about Ann Arbor's success at increasing recycling by commercial generators through waste franchise agreements, a drop-off program for food scraps implemented in Duluth, and requirements for zero-waste events being applied in Aspen. Come prepared to learn from our panelists about what motivated their community decision-makers. Together, we'll discuss some shared "keys to success" that are transferable to your community programs.

Speakers: Ashley Cantrell, City of Aspen; Dana D'Souza, Skumatz Economic Research Associates, Inc.; David Stead, Resource Recycling Systems. *Moderator:* Susie Gordon, City of Fort Collins

Maximizing Public and Private Partnerships

10:30am - Noon *Tarn*

Partnerships are key in any line of business. This session highlights three innovative public and private partnerships in the Rocky Mountain region that have utilized creativity and persistence to improve recycling in local communities. Bringing corporations, non-profits, and local governments together to provide better service to the local community or state provides a win-win situation for all.

Speaker: English Bird, New Mexico Recycling Coalition; Erin Makowsky, HC3; Bill Morris, Blue Star Recyclers. *Moderator:* Jamie Dandar, Renewable Choice Energy

Silent Auction closes at 12:15. Get in your final bids!

Luncheon

Noon - 1:30pm *Ten Mile*

CAFR Recycling Awards

12:15pm - 12:45pm *Ten Mile*

These prestigious awards recognize governmental entities, individuals, companies, and organizations for their excellence in recycling. See page 10 for the list of recipients and descriptions of their accomplishments.

Moderator: Laura Frank, I-News Network

Keynote Speaker

L. Hunter Lovins, Natural Capitalism Solutions

"The Business Case for Climate Protection, Recycling, and Beyond"

12:45pm - 1:30pm *Ten Mile*

Dubbed by *Newsweek* in 2008 as a "Green Business Icon," Lovins is formerly a professor of business at Presidio Graduate School in the first accredited MBA program in sustainable management. In 1999 Lovins received the Lindbergh Award for Environment and Technology. In 2000 she was named a "Hero for the Planet" by *Time*.

Silent Auction Winners Announced

1:45pm *Forest*

Items may be picked up and paid for after 2:00pm in the Evergreen Boardroom.

Concurrent Sessions III

Diverting Challenging Materials from Colorado's Waste Stream

2:00pm - 3:15pm Aspen

We all recycle paper, bottles, and cans but what about managing materials like pet waste, latex paint, and debris from natural disasters such as the Fourmile Canyon Fire? Learn from this panel about how Colorado communities and businesses are working to recycle these materials that may not always be in the spotlight yet can be commonly found in our waste streams. Speakers will share the challenges, successes, and partnerships formed when dealing with these materials.

Speakers: Justin Carter, Mix Paints; Hilary Collins, Boulder County Resource Conservation Division; Kathy Deitsch, Author of "Pets Gone Green" and "Pets Gone Green University"; Rose Seemann, EnviroWagg.
Moderator: Charlotte Pitt, Denver Recycles

Business Recycling: Managing Materials for Maximum Return

2:00pm - 3:15pm Conifer

This session features real-life examples demonstrating three different companies' creativity and success with regard to sustainability. Who knew that old rubber could be re-used in so many ways or that the Denver Zoo is one of the most progressive zoos in the country when it comes to using its resources responsibly?

Speakers: Robert Bogatin, BolderPath Inc.; Jennifer Hale, Denver Zoological Foundation; J.D. Lindeberg, Resource Recycling Systems. *Moderator:* Michelle Kincheloe, CAFR Board Member

Recycling Education: Case Studies in Non-traditional Methods and Social Media

2:00pm - 3:15pm Tarn

Today we have many options for getting a message out and motivating our stakeholders to take action. But how do you decide which methods and which media are right for your organization? This panel will briefly walk you through new media basics, including some background statistics and what you really need to know. We'll also discuss how to evaluate the financial impacts of a social marketing campaign to help you answer the question, "Is it worth it?" And, of course, we'll have great real-world examples from a variety of perspectives: grassroots, corporate, and research.

Speakers: David Juri Freeman, Skumatz Economic Research Associates, Inc.; Bridget Johnson, Green Girl Recycling; Matt McLaughlin, Electronic Recyclers International. *Moderator:* Leslie Baer, Mountain Muse Communications, LLC

Closing Remarks

3:15pm - 3:30pm Forest

Drawing for the 2012 Summit registration package! Pick up silent auction items in the Evergreen Boardroom.



2012
June 10-12

Summit for Recycling

Colorado's Premier Recycling Conference



Join us for the 23rd annual Summit for Recycling June 10-12, 2012 at the Pueblo Convention Center in Pueblo, Colorado.

Come to the Summit and discover all that Pueblo has to offer, from world-class artwork to natural getaways. Did you know Pueblo is one of the largest steel-producing cities in the U.S.? Located in southeastern Colorado between rivers and mountains, Pueblo's climate is enjoyable year round with outdoor activities available for every season.



2011 Recycling Awards

Presented in recognition of excellence in recycling or promotion of recycling in Colorado.

Outstanding Outreach Educational Institution

Eco-Cycle, Green Star Schools Program

One of Eco-Cycle's most successful, innovative, and inspiring model programs is the Green Star Schools Program. This unique and comprehensive program emphasizes waste reduction and teaches students and staff to recycle and compost waste from ALL areas of the school (cafeterias, classrooms, bathrooms, and offices).

Through Eco-Cycle-led activities and projects, students, staff, and families learn to reduce waste and make better choices about what they do consume. All Green Star Schools discontinue the use of disposable, non-recyclable Styrofoam and plastic food service items (including trays, cutlery, bowls, and cups) and instead substitute washable tableware. Students, staff, and teachers are retrained on recycling guidelines and motivated to increase their recycling rate.

As of March 2011, the Green Star Schools program is impacting 10,300 students (ages 3-14) and more than 1,510 school staff in 27 Boulder County public schools.

Outstanding Business Diversion Program

SBM Management

SBM Management has been an environmental leader in the facility maintenance industry for nearly 20 years. In 2010, SBM diverted nearly 86,500 tons of materials from landfills through its corporate sustainability initiatives and supported 130 major recycling locations for its customers, with recycling and reuse programs providing \$16.2 million in client savings.

SBM managed several large-site recycling programs in Colorado in 2010, recycling a wide variety of materials. The impacts for Colorado were significant: SBM recycled 8,745,000 pounds of materials and reused 2,731,000 pounds; the average diversion rate was 85 percent; program revenue (rebates) was \$51,839; and reuse savings totaled \$137,179.

To increase customer diversion rates, SBM educates end users about how to contribute to increased diversion through educational booths and lunchtime "chats" hosted by SBM employees who provide recycling resources. SBM's waste-stream audit process provides a sample of a client's current waste stream and shows how it is impacting their solid waste program and environmental footprint.

Outstanding Government Diversion Program

City of Golden

The City of Golden's Residential Pay-As-You-Throw Waste & Recycling program utilized partnerships between the community, local government, and private industry to create a successful waste-collection model that addressed a community need and created a win-win-win for residents, the economy, and the environment.

Golden's program is the result of a two-year process started in 2008 with the adoption of seven sustainability goals, including a solid waste goal, followed by unprecedented public outreach efforts, more than one request for proposals, neighborhood block parties, and a "Let's Talk Trash" public open house. After thousands of public comments collected from emails, phone calls, internet submissions, and written comments, the Golden City Council approved a single-hauler contract with a tiered-pricing system.

Rolled out in September 2010, now almost half of the total residential units within the city participate in the program. The average household now recycles 50 pounds of material each month, diverting more than 2.5 million pounds from the local landfill each year.

Outstanding Media Coverage

Kristin Jones, Rocky Mountain Investigative News Network

Two years ago *60 Minutes* did a story on e-waste in Colorado and found clear evidence that a local recycler was allowing Colorado e-waste to be exported to China and developing nations. Kristin Jones thought there was more to the story and began digging deeper, and in her investigation she found out more than *60 Minutes* did, with just a fraction of the budget.

Her story covered some issues that had never been reported before in the national and international dialogue on e-waste—such as backyard aqua regia recovery right here in Colorado, where practitioners claim to responsibly dispose of the toxic chemicals they use to extract gold but may be sending these chemicals down the drain.

The story represents something new in the way of coverage of recycling issues: an investigative approach by the I-News Network intended for distribution via many channels. The story likely reached millions of Coloradans, thus increasing much-needed awareness of the e-waste problem here.

You can read "The Afterlife of Electronics: What really happens to e-waste" online at www.inewsnetwork.org/special-reports/e-waste-budget/—and be sure to watch the entertaining and informative videos.

(Continued on next page)

(2011 Recycling Awards continued)

Outstanding Elected Official

Randy Fischer, State Representative

In the past three years, Rep. Randy Fischer has worked tirelessly to pass electronic device recycling legislation in Colorado. In 2009, he sponsored legislation creating the Electronic Device Recycling Task Force and led the task force in bringing together electronics manufacturers and recyclers, community leaders, and other stakeholders to discuss how best to move e-waste recycling forward in Colorado.

Based on the results of this task force, the following year Rep. Fischer introduced a recycling collection program bill, which was defeated. Rep. Fischer again worked with recyclers and manufacturers in 2011 to develop a new bill to require electronic device recycling in Colorado, spending hours in meetings and acquiring an even better understanding of the challenges of electronics recycling and the nature of the recycling industry. Unfortunately this year's bill was also defeated. But Rep. Fischer has vowed to continue to work on this issue because he believes it is necessary to public health and the environment and beneficial to job creation in Colorado.

Outstanding Volunteer of the Year

Cary Bush, Recycle-Creede

Cary Bush runs Recycle-Creede, a non-profit recycling operation dedicated to taking all possible recyclables from the residents of Creede and the San Luis Valley. Initially, a lack of recycling services and facilities anywhere near Creede forced residents with a desire to recycle to drive 1-3 hours. In 2007, operating out of her garage, Bush began taking recyclables from residents of Creede and Mineral County and from tourists and residents of adjacent counties.

Run on 100% volunteer labor, the project has grown steadily. Last summer, Bush put more than 100 volunteers to work, including herself. She does not get paid for the countless hours she spends writing grants, putting on fundraisers, coordinating volunteers, performing all of the bookkeeping and administrative duties, and sorting, loading, and hauling recycling materials.

In 2007, Recycle-Creede recycled almost 42,000 pounds of materials, and in 2010 that increased to more than 103,000 pounds. In its fifth year, Recycle-Creede has diverted a total of 366,816 pounds of recyclable materials, all largely due to Bush's unprecedented ability to provide recycling in a seriously under-served portion of Colorado.

Recycler of the Year

Bill Morris, Blue Star Recyclers

Bill Morris has consistently distinguished himself as a passionate and articulate advocate for recycling in Southern Colorado. As president of Blue Star Recyclers, an electronic recycler in Colorado Springs, Morris has developed and implemented innovative program models that have significantly increased the level of diversion of recyclable material in the region and helped to raise the public's understanding of the many benefits of recycling. Over the course of 2010, Blue Star collected over 700,000 pounds of electronic waste and is on pace to collect over 1,000,000 pounds in 2011.

The mission of Blue Star Recyclers is to use the ethical processing of electronic waste as a mechanism to create jobs for individuals with developmental disabilities. Individuals in this population are currently facing 88% unemployment in Southern Colorado. The company now has 10 individuals with disabilities working at its facility. In a region where environmental concerns do not always resonate with the general public, the unique mission developed by Morris has rebranded recycling as fuel for job creation.

Lifetime Achievement

Kelly Ohlson, Mayor Pro Tem, City of Fort Collins

Kelly Ohlson has been a dedicated, effective, and persistent voice for recycling and other environmental and social issues in Fort Collins for the past three decades. Ohlson sets high standards for recycling in his personal life and has worked constantly to improve recycling opportunities through the political process.

Serving as a city council member, mayor, assistant mayor, and on several city advisory boards, Ohlson played a key role in creating the first community recycling drop-off site in Fort Collins, convincing the Larimer County Board of Commissioners to support building the Larimer County materials reprocessing facility, pushing the city to build a full-service recycling center, and banning the disposal of electronic waste in Fort Collins' waste stream. Ohlson has also supported "Green Purchasing" standards for the City of Fort Collins, the creation of the highly successful Climate Wise program, funding local household hazardous waste collection events, and implementing land use planning tools such as recycling enclosures that must now be built into multi-family construction.

Kelly's style is to research issues, meet with affected parties, and forge effective coalitions to change public policy. Whether addressing a short-term need or a systemic issue that requires years of work, Kelly brings the same thoughtfulness, diligence, and hard work.

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Scholarship*

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**Summit scholarships provide registration, lodging and transportation costs for high school and college students to attend the Summit. This year's scholarship recipients are Bryan King, Colorado State University; Virginia Till, University of Colorado Denver; and Caitlyn Klein, University of Colorado Denver.
Please welcome them!*

2011 Summit for Recycling Exhibitors

Altitude Recycling Equipment, LLC
BHS Equipment
BioGroupUSA (BioBag)
Busch Systems International, Inc.
Carton Council
Colorado Product Stewardship Council
Electronic Recyclers International
Gallegos Sanitation, Inc.
Governor's Energy Office
Haul-All Equipment
International Paper
Metech Recycling
Norseman Environmental Products
Otto Environmental Systems North America, Inc.
Power Screening, LLC
Rehrig Pacific Company
Republic Services
Resource Recovery Systems
Shred-It
Sims Metal Management
UNICOR, Federal Prison Industries, Inc.
WM At Your Door Special Collection / WM Recycle America
Wastequip / Toter
Waxie Sanitary Supply
Yellowbook

Exhibit Hall Hours

Forest Room

Sunday

The exhibit hall is open from 5:00pm to 7:00pm

Monday

The exhibit hall is open from 7:00am to 5:00pm

- 7:00am - 8:30am
Exhibit Hall Opening
- 1:15pm - 1:30pm
Break in Exhibit Hall
- 3:00pm - 3:30pm
Snacks in Exhibit Hall
- 3:30pm - 5:00pm
Exhibit Hall Open

Tuesday

The exhibit hall will be open from 7:00am to 3:30pm

- 7:45am - 8:45am
Coffee Topics in Exhibit Hall
- 10:15am - 10:30am
Break in Exhibit Hall
- 1:30pm - 2:00pm
Break in Exhibit Hall
- 3:15pm - 3:30pm
Exhibit Hall Drawing

FREE 2012 Summit Registration, Lodging, and Dinner!

2012 Summit for Recycling
June 10-12 in Pueblo, Colorado

Enter the Exhibit Hall Drawing for a chance to win registration and lodging for the 2012 Summit, including:

- One two-day Summit registration
- One conference tour of your choice
- Up to three nights lodging
- \$25 certificate to Bingo Burger, a casual dining establishment featuring local and organic produce and meats

The drawing will take place Tuesday, June 7, at 3:15pm in the Exhibit Hall. You must be present to win!



PUEBLO

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Republic Services
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Waste Management
Western Metals Recycling
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Colorado Association
for Recycling's

Annual Meeting

October 19, 2011

Red Rocks Park
and Amphitheatre

This annual event is a networking meeting for CAFR members to learn about what others are doing around the state and includes an annual update of the program, services, and state of CAFR. It is also an opportunity for members to be introduced to the CAFR Board of Directors and officers.



Thank You Summit Planning Committee

Special thanks to CAFR's Summit Planning Committee, who contributed their time and expertise to plan and implement this event:

- Kim Bartels
- Kevin Berg
- Jack DeBell
- Becky Goyton
- Marjie Griek
- Gary Horton
- Jennifer (Bohn) Jarland
- Michelle Kincheloe
- Julie Klein
- Erin Makowsky
- Dave November
- Amy Randell
- Tim Towndrow

And thank you to our session moderators, speakers, sponsors, and exhibitors, this event would not be possible without their involvement.

