



**Recycling is Not Broken: Facts vs. Fiction**  
**Hyatt Regency, Princeton, New Jersey**  
**April 12 -13, 2016**

**AGENDA**

**TUESDAY, APRIL 12, 2016**

8:30 **Registration & Continental Breakfast** (provided)

9:00 **Welcome & Introductions** - Rick Watson, Chief Executive Officer, [Delaware Solid Waste Authority](#); President, NERC Board of Directors & Janet Pellichero, Princeton Recycling Coordinator, [Town of Princeton](#)

9:15 **Keynote Address - State of the Markets** - Eric Harris, Associate Counsel/Director of Government & International Affairs , [Institute of Scrap Recycling Industries \(ISRI\)](#)  
The session will explore information on current markets for recycled materials and the factors contributing to them. A historical perspective on recycling markets will be provided as well.

**Questions to be Addressed by the Speaker**

- How are today's recycling markets different or the same as previous market downturns?
- What immediate and long-term market impacts are to be expected for recycling businesses and government?

10:00 **Networking Break with Exhibitors**

10:30 **Market Impacts on Sustainable Materials Management**

The session will illustrate the strategies by a variety of stakeholders for dealing with today's recycling markets. **Session Facilitator:** Chaz Miller, Director of Policy & Advocacy, [National Waste & Recycling Association](#)

**Panelists**

- **Publicly-traded Hauler/Processor** - Susan Robinson, Senior Federal Public Affairs Director, [Waste Management, Inc.](#)
- **Municipal/County** - Joanne Shafer, Deputy Director & Recycling Coordinator, [Centre County Recycling & Refuse Authority](#)
- **Family-owned Hauler/Processor** - J.P. Mascaro III, Sales Manager & Environmental Compliance Director, [JP Mascaro & Sons](#)
- **Paper/Material Processor** - John Stanton, Director of Business Development, [Atlantic Coast Fibers](#)
- **Manufacturer** - Samara Norman, Senior Materials Buyer, [Trex Company, Inc.](#)

**Questions to be Addressed by Panelists**

- How have the current markets changed your operations?
- Are the changes you've made short-term or long-term?
- Do you see the changes as permanent or temporary?
- How can industry best support SMM?
- How can government best support SMM?

12:15 **Lunch** (provided)

**Advisory Member Lunch** (by invitation only)

**1:45 Economic & Environmental Benefits of Recycling**

The session will provide industry perspectives on why we recycle, as well as the economic and environmental benefits from recycling. It will also emphasize the continued need for recycled materials. **Session Facilitator:** Dave Keeling, Director of Recycling, [Steel Recycling Institute](#)

**Panelists**

- **Plastics Industry** - Patty Moore, President and CEO, [Moore Recycling Associates](#)
- **Paper Industry** - Brian Hawkinson, Executive Director, Recovered Fiber, [American Forest & Paper Association \(AF&PA\)](#)
- **Glass Industry** - Bryan Vickers, [Glass Packaging Institute](#)
- **Hauler** - Frank Chimera, Area Senior Manager, Municipal Sales, Northeast Area, [Republic Services](#)


**Questions to be Addressed by Panelists**

- Have the reasons why you recycle or use recycled feedstock changed over the years?
- What impact have the current markets made on your industry sector and individual business?
- How can industry and government work together to support recycling?

**3:15 Networking Break with Exhibitors**

**3:45 Open Discussion** - Conference attendees will be given the opportunity to share their strategies for dealing with the markets. **Session Facilitator:** Rick Watson, Delaware Solid Waste Authority

**4:45 Wrap Up** - Rick Watson, Delaware Solid Waste Authority

**5:30 Social Hour** (5:30 p.m. - 7:30 p.m.) Sponsored by 

**WEDNESDAY, APRIL 13, 2016**

**8:30 Continental Breakfast** (provided)

**9:00 Welcoming Remarks** - Guy Watson, Chief, Bureau of Recycling & Planning, [New Jersey Department of Environmental Protection](#); Vice-president, NERC Board of Directors

**9:15 Industry Perspectives on Succeeding With the Markets**

The session will look at traditional and new strategies for haulers, processors, and manufacturers confronted with current market lows. **Session Facilitator:** Eric Harris, Associate Counsel/Director of Government & International Affairs, Institute of Scrap Recycling Industries

**Speakers**

- **Locking Prices in with the Use of Financial Tools** - Brian Shine, President, [Manitoba Corporation](#)
- **Transitioning Business Model** - John Stanton, Director of Business Development, Atlantic Coast Fibers

**10:30 Networking Break with Exhibitors**

**11:00 Government Perspectives on Succeeding With the Markets**

The session will present strategies for government to keep recycling programs viable in a time of changing markets. **Session Facilitator:** Carl Hursh, [MSW Consultants](#)

**Speakers**

- **Strategies for Marketing Recyclables** - Richard Keller, Manager of Recycling & Marketing, [Maryland Environmental Service](#)

- **Creating Partnerships Between Local and Regional Governments & Processors** - Marie Kruzan, Executive Director, [Association of New Jersey Recyclers \(ANJR\)](#)
- **Delaware's Recycling System** - Mike Parkowski, Chief of Business & Government Relations, [Delaware Solid Waste Authority](#)

**Questions to be Addressed by Speakers**

- What is the key component to governments succeeding with recycling market changes?
- Do recycling markets create an opportunity for government and industry to partner on implementing specific strategies? If so, what type of strategies?

12:15 **Wrap Up** - Guy Watson, Chief, Bureau of Recycling & Planning, New Jersey Department of Environmental Protection

12:30 **Board Meeting/Lunch**

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