



May 17-19, 2017

Kellogg Center,
Michigan State University,
East Lansing, MI

- Explore the future of recycling, organics & sustainable materials management in Michigan
- Benefit from fantastic networking opportunities
- Join Advocacy Day outreach and talk about recycling with decision-makers
- Learn from thought-provoking keynote presentations
- Participate in informative educational & training sessions
- Meet with service providers & product manufacturers that can help you achieve your goals
- Get motivated to make even more of a difference than you already do ... and have fun doing it!
- A striving for zero waste event

RECYCLING

let's make it work

35TH ANNUAL
MICHIGAN RECYCLING COALITION
conference
GOVERNOR'S RECYCLING
summit



The Largest Recycling & Organics Conference & Exhibition in Michigan

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GENERAL MOTORS

ABOUT THE 35TH ANNUAL MRC CONFERENCE & GOVERNOR'S RECYCLING SUMMIT

Governor Synder's initiative to double Michigan's recycling rate has stakeholders working together to identify successful pathways to grow sustainable materials management in Michigan. Enhanced materials management programs and services have the capacity to benefit every business and community in the state. Join recycling and organics colleagues and champions to learn, share, network and contribute to the advancement of important and sustainable materials management goals that put Michigan first.

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PROCLAIM & REMIND

Recycle, MI is the Michigan Recycling Coalition's statewide recycling outreach campaign. Connect your program to the statewide effort to raise awareness about the value of recycling and move Michiganders to recycle at home, at work, and at play. Visit www.RecycleMichigan.org to learn about the Recycle MI Partner Program and get access to outreach materials, products, and other available campaign tools.

Program at a Glance

Conference WEDNESDAY, MAY 17

8 A.M.	8 A.M. – 8:00 P.M. REGISTRATION – KELLOGG CENTER			
9 A.M.	9 A.M. – Noon TOUR Dart Containter and MSU Surplus Store & Recycling	TOUR MSU Organics Operations and Hammond Farms	TRAINING Sustainability Goals	9 A.M. – 4 P.M. ADVOCACY DAY & TRAINING
10 A.M.				
11 A.M.				
12 P.M.	Noon – 1 P.M. LUNCH provided for Tour & Training participants			LUNCH provided for participants MML Room
1 P.M.	1 – 4:30 P.M. TOUR MSU Organics Operations and Hammond Farms	1 – 4:30 P.M. TOUR Dart Containter and MSU Surplus Store	1 – 4 P.M. TRAINING REUSE Master Class	
2 P.M.				
3 P.M.				
4 P.M.				
5 P.M.	4:30 – 6 P.M. – MRC Regional Meetings			
6 P.M.	6 – 8 P.M. State & Local Leaders Reception			Registration Open til 8:00 P.M.
7 P.M.				
8 P.M.	8 – 10 P.M. GRUB CRAWL HopCat 300 Grove, East Lansing & Harper's 131 Albert St., East Lansing			
9 P.M.				
10 P.M.				

Conference THURSDAY, MAY 18

7 A.M.	7:00 A.M. REGISTRATION – KELLOGG CENTER			
8 A.M.	8 – 9 A.M. BREAKFAST			
9 A.M.	9 A.M. WELCOME: The Honorable Sam Singh 9:10 – 10 A.M. KEYNOTE: Michele Nestor			
10 A.M.	10:10-11 A.M. Expanding Composting	Community Events	Making the Choice Easy	Circular Economy
11 A.M.	11:10-Noon Growing Compost Markets	Recycling Participation	Selling Recycling	The Business Case
12 P.M.	Noon – 1 P.M. Networking LUNCH MRC Annual Meeting, Report, & Awards			
1 P.M.	1 – 3 P.M. Exhibition Hall Dessert Reception & Speed Networking			
2 P.M.				
3 P.M.	3:10-4 P.M. Biobased & Compostable Plastics	Dynamic School Recycling	Planning for Action	Market Update
4 P.M.	4:10 - 5 P.M. Ag Compost Market	Multi- Family Recyclers	Analyze Your Audience	Shop for Sustainability
5 P.M.	5 – 7 P.M. Appetizers & Cocktails with the Exhibitors			
6 P.M.				
7 P.M.	7 – 10 P.M. Out-on-the-Town Sponsor Trivia Night Dublin Square 327 Abbot Rd., East Lansing			
8 P.M.				
9 P.M.				
10 P.M.				

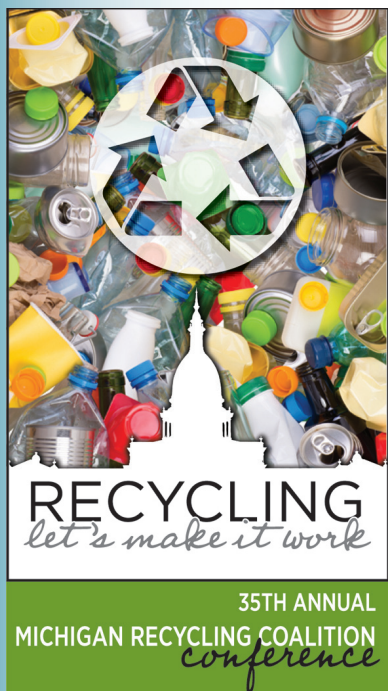
Summit FRIDAY, MAY 19

7 A.M.	7:30 REGISTRATION – KELLOGG CENTER			
8 A.M.	8:00 A.M. EXHIBITION HALL BREAKFAST			
9 A.M.	9:30 – 10:00 A.M. WELCOME: Heidi Grether			
10 A.M.	10:00 – 10:15 A.M. BREAK 10:15 – 10:30 A.M. Online Recycling Tools			
11 A.M.	10:30 A.M. – Noon LIGHTNING ROUND			
12 P.M.	Noon – 1 P.M. LUNCH & GOVERNOR'S RECYCLING AWARDS PROGRAM			
1 P.M.	1 – 1:30 P.M. Exhibition Hall Break 1:30 – 2:30 P.M. KEYNOTE: Sarah Dearman			
2 P.M.				
3 P.M.	2:30 – 3:30 P.M. POLICY UPDATE			
4 P.M.				
5 P.M.				
6 P.M.				
7 P.M.				
8 P.M.				
9 P.M.				
10 P.M.				

Exhibition Hall Open 8–9:30 A.M.

Exhibition Hall Open 1–1:30 P.M.

Exhibition Hall Open 1–7 P.M.



WEDNESDAY, MAY 17



MRC members get preferred pricing for the Conference. Join now for a conference registration discount and also benefit from weekly newsletters, access to a great network of recycling professionals, and representation at the state level on issues important to the future of recycling - all year long. [The online registration form](#) provides an opportunity to become a member.

REGISTRATION OPEN 8:00 A.M.

All programs start at 9 A.M. sharp. Please allow time for registration and check in.

ADVOCACY DAY & TRAINING IN LANSING 9:00 A.M. – 4 P.M.

MRC Conference attendees can sign up to be trained and equipped with the proper resources to begin educating state lawmakers on the consensus based recommendations of the Governor's Recycling Council (GRC) and Solid Waste & Sustainability Advisory Panel (SWSAP). There are many new lawmakers and staffers to educate about the recycling and organics issues that YOU care about. No experience is necessary.

Advocacy Day participants will be assigned to teams of 2-5 people to visit targeted legislators for brief 20 to 30 minute meetings that highlight key recycling issues. Two morning meetings and two afternoon meetings will be arranged for each advocacy team. Lunch will be provided in the [Michigan Municipal League](#) conference room.

MRC's Advocacy Day will convene at 9:00 A.M. at the Michigan Municipal League, 208 N Capitol Ave, in downtown Lansing on Wednesday, May 17th. We will meet in the Conference Room on the 1st Floor. Sign up for Advocacy Day through the Registration Form and staff will be in touch about the details as we get closer to the event.

OR

TOUR 9:00 A.M. – Noon

Transportation provided, will require some walking

DART CONTAINER

Dart Container is a manufacturer of high quality, affordable, and safe foodservice packaging made from bagasse (sugar cane), paper, and plastic (PET 1, PP 5, EPS 6, and PS 6). Dart works internally to be a responsible steward of the environment and externally to boost the recovery rates of their products. They are recognized for their leadership in creating and promoting recycling opportunities for EPS foam #6. Tour their expanded polystyrene recycling plant, see their public drop off center and collection process, and learn how they encourage employee recycling with their employee drive-thru drop off site.

AND

MSU SURPLUS STORE & RECYCLING CENTER

Experience how MSU's Surplus and Recycling operation provides environmentally, socially, and economically sustainable waste management solutions for Michigan State University and the local community. In 2009, MSU built the 74,000 square foot facility earning the U.S. Green Council LEED gold certification. The building brought both MSU Recycling and Surplus together under one roof to form a holistic waste reduction team, resulting in one of the most recognized college and university programs in the country.

OR

TRAINING 9:00 A.M. – Noon

BRINGING SUSTAINABILITY GOALS TO LIFE

Sharon Darby, Cascade Engineering

Bethany Weems & Jessica Spagnuolo-Villarreal, Consumers Energy

Autumn Sands, BarFly Ventures

Participate in a training that explores the many important details of creating and maintaining a recycling program as an integral part of a larger sustainability goal. Public and private organizations alike are contributing to the development and acceptance of triple bottom line and sustainability initiatives, measuring success by more than just the dollar. Presenters will share their unique perspectives on the movement and challenges their organizations have experienced throughout their work. Attendees will walk away understanding what it takes for commercial and corporate businesses and organizations to establish and ultimately meet their visionary goals. Learn what it takes to get buy-in from employees, how to set-up effective programs and most importantly learn to foster participation and continued growth in programs of all sizes. This is a journey without end. Learn how to effectively engage with internal leaders and advocates, service providers, and employees to tackle the challenges and to make programs successful. This training will offer valuable insight for businesses, institutions, and municipalities looking to work with market leaders, and service providers who want to help them accomplish their waste reduction and sustainability goals. Interact with presenters and attendees to problem-solve around key programmatic issues. Learn to make an impact through recycling by understanding practices from three very unique organizations.

WEDNESDAY, MAY 17

LUNCH

Noon – 1:00 P.M.

For Tour & Training participants at MSU's Brody Square Cafeteria

TOUR 1:00 – 4:30 P.M.

Transportation provided, will require some walking

MSU ORGANICS OPERATIONS

Enjoy lunch at MSU's Brody Square which serves up to 5,000 patrons per day and supplies nearly a quarter of the waste going to the Anaerobic Digester. See the on-site pulper that was incorporated to process post-consumer food waste. It employs a grey water system that conserves water while reducing the food waste volume and creating a closed food loop system. Visit the Bailey GREENhouse and Urban Farm, a passive solar greenhouse located in the Brody neighborhood of Michigan State University's campus. The greenhouse grows certified organic herbs and greens that are sold to the Brody Dining Hall and Kellogg Hotel.

Hear the history of the Student Organic Farm, its markets, and an overview of basic organic farming principles and practices, and see four-season hoop house vegetable production. Then visit Michigan State University's anaerobic digester, a system that not only reduces waste from MSU's farms and dining halls but also creates energy for select campus buildings. Get an insider's look at the system that takes in waste sources such as dairy manure from the MSU Dairy Teaching and Research Center, food waste from several campus dining halls, fruit and vegetable waste from the Meijer Distribution Center in Lansing, and fats, oil and grease from local restaurants.

AND

HAMMOND FARMS

Since 1982, Hammond Farms has been incorporating organic waste into a beautiful compost product. Tour their compost processing site and see how they use grass, leaves, brush, and food waste in a windrow system to produce their high quality compost blends from start to finish.

OR

TRAINING 1:00 – 4:00 P.M.

REUSE MASTER CLASS: LEARN HOW & WHY TO BUILD A REGIONAL REUSE SUPPORT NETWORK

MaryEllen Etienne, Reuse International

Nick Carlson, Goodwill Grand Rapids

Meegan Czop, Great Lakes Yard

Ken Estelle, Feed America West Michigan

Scott Vanderkooy, Comprenew

While recycling is an important part of the sustainability journey, communities that have also focused their efforts on reducing waste and supporting reuse systems have realized significant environmental, economic, and social benefits. Join this session to understand how your community can save money, reduce its environmental footprint, and better utilize its available resources by learning how and why to build a regional reuse support network. Fully understand the concepts of source reduction, waste prevention and reuse, and explore the types of waste reduction and reuse programs currently available to your community. Learn about the triple bottom line benefits of reuse, strategies to track the impacts of reuse, and ways to include it into your green procurement policies. You will also hear from an active reuse network and learn the key steps in developing a robust and diverse reuse support network that can become an asset to your region. MaryEllen Etienne has been working in the field of sustainable materials management for over 20 years, and is the creator and executive producer of ReuseConex, the international reuse conference, and is the author of "The Reuse Primer" and "The Reuse Movement Toolkit".

MRC REGIONAL MEETINGS

4:30 – 6:00 P.M.

Special time for MRC's Regional groups has been set aside for MRC regions to meet at the Conference. We will start and end by coming together as a large group to explore and discuss what unites the regions, and then break up into the eight MRC regions that span the state to continue to explore regional issues. Haven't connected with your region yet? Now is your chance. Light refreshments will be provided.



35TH ANNUAL MICHIGAN RECYCLING COALITION conference

WEDNESDAY, MAY 17

STATE & LOCAL LEADERS RECEPTION



6:00 – 8:00 P.M.

As the Governor's recycling initiative and policy work enters the next phase, getting the attention and buy-in of state and local leaders is key. Join us to mix and mingle with colleagues and invited leaders to talk about developing policies that support recycling, organics, and sustainable material management in communities and businesses across Michigan. Hearty appetizers and cash bar.

Want to See Your State & Local Leaders Here? We Can Help, Call Us.

GRUB CRAWL

8:00 – 10:00 P.M.

Join fellow attendees at two East Lansing favorites, HopCat and Harper's. Always a highlight of the MRC Conference, attendees can join colleagues on a short walk or ride into downtown East Lansing to continue the networking fun. Light food will be provided, you bring the networking and fun. Meet in the lobby. Maps will be available.

35TH ANNUAL MICHIGAN RECYCLING COALITION conference

THURSDAY, MAY 18



The Honorable Sam Singh

REGISTRATION OPENS 7:00 A.M.

BREAKFAST

8:00– 9:00 A.M.

WELCOME

9:00 – 9:10 A.M.

The Honorable Sam Singh, Michigan House Democratic Leader & Representative from Michigan's 69th District

KEYNOTE SESSION

9:10 – 10:00 A.M.

THE CROSSROADS OF CHANGE - WHERE POLICY, POLITICS AND PROFITS INTERSECT

Michele Nestor, Nestor Resources

Affecting change is complex and rarely transparent. Why do some issues languish for years, while others seemingly gain momentum from inception? Is revolution or evolution the best approach? As Michigan recycling advocates continue to work to modify social norms, improve public services, reform laws, and amend regulations, understanding the socio-political landscape is key. Learn to identify and prepare for the fluidity of power bases. Understand the extent and influence of masked partisan relationships. Appreciate the diligence and discipline necessary to outlast competing interests with greater resources. Hear how a mix of both individuals and organizations - grassroots campaigners, lobbyists, and officials works best to transform the status quo.

Regularly featured columnist in Waste 360, Michele Nestor, is the Principal and President of Nestor Resources, Inc. Michele Nestor provides consulting and project management services to a broad range of clients throughout the U.S. and Canada. She works with public and private operations to help improve their profitability through process evaluation, rates and services realignment, and overall organizational restructuring, and is known for her ability to successfully develop public/private partnerships and encourage private investment to achieve local goals. Nestor often serves as a mediator and liaison to facilitate the advancement of new projects and concepts. She focuses on long range strategic planning and the development of resource management systems for municipal government. Michele Nestor serves on a variety of national and state boards from her home in Pennsylvania.



Michele Nestor

CONCURRENT SESSIONS 10:10 – 11:00 A.M.

EXPANDING COMPOSTING FROM YARD DEBRIS TO WASTED FOOD: WHY AND HOW

Cary Oshins, U.S. Composting Council

What does it take to add wasted food to a composting collection program or operation? And why would you want to? Explore the benefits of expanding organics management services to the local community, businesses and compost producers, and the changes that would either be required or beneficial in terms of policies and operational adaptations. Look at the costs of these changes, and how they could be justified and/or recovered.

THURSDAY, MAY 18

COMMUNITY EVENTS: RECYCLING GOALS AND SUSTAINABLE SOLUTIONS

Jessica Loding, Schupan Recycling

Noelle Bowman, Washtenaw County

Three primary factors create challenges for communities and events to be sustainable: labor, funding, and availability of resources. Learn through Schupan case studies some innovative techniques communities and event planners have adopted to reach their recycling goals. Washtenaw County will also share their "Zero Waste Washtenaw" program model, complete with toolkit, outreach strategy, and policy language that supports local businesses, organizations, schools, and nonprofits to create their own zero-waste culture and integrate zero-waste in local events.

WHY ISN'T EVERYONE DOING IT? MAKING THE CHOICE EASY

Victoria Campbell-Arvai, U of M School of Natural Resources & Environment

Research and practice from a wide variety of disciplines and contexts suggest that information on its own is ineffective to prompt and sustain meaningful behavior change. Luckily, there are many innovative and effective interventions available to support desired changes in behavior. Learn how we use information to make decisions, explore some common mental short cuts and rules of thumb that often inadvertently interfere with the adoption of any beneficial action. See examples of behavioral interventions designed to take advantage of and overcome these particular—and often overlooked—barriers. Get a set of useful tools and approaches to inspire and promote citizen engagement in waste reduction, recycling and composting programs.

THE CIRCULAR ECONOMY: COMING SOON TO A COMMUNITY NEAR YOU

Lenny van Klink, IMG Rebel

Diane Bunse, Herman Miller

How can we achieve economic growth while preserving the same resource base that is fueling our economy? The 'take-make-dispose' approach is rapidly being replaced by a circular approach which is more restorative and regenerative; where we no longer consider anything to be 'waste'. The circular economy holds the promise of reconciling these seemingly opposing objectives and creating long-term value for all. In many cases, the circular economy creates and even requires dialogue and collaboration between private and public entities to achieve the common goal of long-term value creation. Understand the complexity of this emerging trend and envision a roadmap that will help both businesses and communities begin the transition from the linear to the circular.

CONCURRENT SESSIONS 11:10 A.M. – Noon

GROWING MARKETS FOR COMPOST-BASED PRODUCTS

Cary Ohsins, U.S. Composting Council

Assuring demand for the compost-based product is essential in expanding organics collection programs. Examine the traditional and emerging markets for compost and compost-based products - what buyers are looking for and how a good quality compost can help solve their problems. Understand what it would take to reach those markets and why closing this loop has many benefits for your operation and community.

MOVING COMMUNITIES, BUSINESSES & SCHOOLS TO RECYCLE

Rachel Klegon, Green Living Science

Natalie Young, Green Living Science

Recycling programs are only effective if people use them. As a result of Detroit's opt-in recycling program, educational nonprofit Green Living Science, has had to develop a variety of tools and techniques to foster engagement and effectively inform local communities, businesses and schools so individuals can correctly use the recycling systems available to them. Explore the marketing and educational materials tailored specifically for each group and the reasoning behind the messages. Learn how to increase the number of people utilizing recycling systems in the work place, at schools and at the curb and drop off facilities.

SELLING RECYCLING UP THE LADDER

Chris Kolb, Michigan Environmental Council

Shanna Draheim, Michigan Municipal League

Effectively communicating with local, regional, and state leaders and legislators can be an intimidating proposition, however, good decision-makers rely on input from their constituents and content experts. If Michigan is to finally step up to managing waste as a resource, policies will have to change. Understand how to engage effectively with our public representatives. Explore the nuance of state and local politics and learn more about what they need to justify a vote for sustainable materials management.



MAKING THE BUSINESS CASE FOR RECYCLING PROGRAMS

Marty Seaman, Resource Recycling Systems

Program managers are essential to achieving the Governor’s recycling goal of 30% in Michigan. Understanding what Michigan communities and businesses already spend to manage their solid waste is important to identifying what is needed to capture and process the additional recyclables diverted through expanded programs across the state. Learn about the estimated need for new infrastructure and how that need is likely to impact local and regional investment. See how you can analyze different ways to deliver services, their costs, and their capacity for increased diversion to make more informed choices. Being able to make the business case for recycling by understanding the costs and benefits that accrue and conveying this information to decision makers is critical to success. Learn how to demonstrate the need for infrastructure and program investment to decision makers for approval.

**NETWORKING LUNCH
MRC ANNUAL MEETING, REPORT, & AWARDS**

Noon – 1:00 P.M.

Hear about MRC’s progress this year and plans for next. MRC’s Excellence in Recycling Award will honor the most successful and innovative waste reduction and recycling program and leader in Michigan. Hear the results of the MRC Board of Directors election.

EXHIBITION HALL DESSERT RECEPTION & SPEED NETWORKING

1:00 - 3:00 P.M.

There is no doubt that the Conference is a great place to meet new people and find new resources. This year we want to supercharge face-to-face networking with exhibitors and attendees by facilitating some Speed Networking in the Exhibition Hall. Prior to visiting exhibitors, all attendees, including sponsors and exhibitors, will be guided through a Speed Networking activity to assure you make contact with the right people. Come with ideas regarding challenging materials and programs.

Enjoy a fine dessert while our conference exhibitors showcase their products and services. Relax a bit and mingle with conference attendees, speakers, sponsors, exhibitors, and invited guests.

CONCURRENT SESSIONS 3:10 – 4:00 P.M.

USING BIOBASED & COMPOSTABLE PLASTICS TO MANAGE FOOD WASTE

Ramani Narayan, MSU Department of Chemical Engineering & Materials Science

Melissa Phipps, General Motors

Designing single use disposable packaging and products for complete biodegradability-compostability in controlled, managed disposal systems like composting or anaerobic digestion can offer an environmentally responsible end-of-life value proposition. However, much confusion, misuse, and misleading claims abound in the market place. Understand the science and issues surrounding biodegradability – what “biodegradable or compostable” means and the value it brings to an end-of-life solution? Learn about GM’s post-consumer food waste compost collection program at a cafeteria which serves 650 people every day and how compostable food service ware, bin liners, and food waste contributes to the overall success of the program.

DYNAMIC SCHOOL RECYCLING THROUGH PARTNERSHIP & COORDINATION

Lisa Perschke, Recycle Ann Arbor

Katy Adams, Ecology Center

How do we successfully support schools to adopt a culture of recycling? Establishing robust recycling systems within schools can be challenging, yet rewarding if recycling coordinators and educators learn to tailor their approach to identify and meet school needs. Learn about the 2015-2017 Washtenaw Intermediate School District School Recycling pilot program, and consider how the program methods designed for this pilot may be adapted to your community schools. This presentation will describe key program methodologies including: collaborative model, ongoing recycling system support, formats for education, pre- and post- attitude and knowledge surveys, and quantitative recycling audits to ensure success.

THURSDAY, MAY 18

PLANNING FOR ACTION: PLANS, PROGRAMS, PROGRESS

Elisa Seltzer, Emmet County

Changes at the state level are likely and the reinvention of the Solid Waste Planning Process is a dynamic opportunity to drive plans and progress on recycling in your community. Understand how Emmet County has used the current planning process to create a model program and significantly increase diversion through super drop offs, adding recycling capacity at the curb, and expanding organics offerings. Learn more about policy recommendations contained in both the Solid Waste & Sustainability Advisory Panel and Governor's Recycling Council reports that may make a big difference in your next county plan and ultimately pave the way for significant strides in your community's programming with big results in diversion.

HOW THEY HANGING? A MARKET UPDATE

Brett Jolly, Strategic Materials Inc.

Dave Keeling, Steel Recycling Institute

Tonya Randall, More Recycling

Jeff Snyder, Pratt Industries

Despite the negative press to the contrary, recyclable materials are still being processed and successfully marketed throughout the country, albeit at stubbornly low prices but rising prices. Join a panel of industry experts as they discuss their insights into the trends and best practices for the materials that are being collected and processed from recycling programs across Michigan and the Great Lakes. Bring comments and questions for the extensive Q&A portion of the session.

CONCURRENT SESSIONS 4:10 – 5:00 P.M.

THE AGRICULTURE COMPOST MARKET AND HOW TO ACCESS IT

Tom Zimnicki, Michigan Environmental Council

Adam Brent, Cocoa Compost

When applied to agricultural operations composted products can reduce chemical fertilizer inputs, decrease nutrient runoff, improve soil health, protect water quality, and bolster local food production. These diverse benefits boost quality of life and economic productivity for producers in rural communities as well as downstream municipalities. But the potential of compost will be lost if municipalities view organic material as simply another component of a larger waste stream. Successful management of organics has the potential to reduce environmental risks, minimize landfill usage, and create a circular economy around the holistic use of organic 'waste'. Learn more about one of Michigan's most significant markets for compost.

OPPORTUNITIES & CHALLENGES FOR MULTI-FAMILY UNIT COMMUNITIES

Christine Chessler-Stull, Recycle Ann Arbor

How do we engage a transient and often diverse population of recyclers? Outreach and education in the multi-family unit sector is challenging, but those residents can become recyclers. Learn all about a 2-year pilot program focused on three Ann Arbor MFU communities (1,047 units) and explore how these pilot program methods might be adapted to your own multi-family communities. See the design and distribution tactics of community surveys, indoor recycling bin events and behavior surveys, introduction of a community-wide rewards program, and field work practices.

USING ANALYTICS TO UNDERSTAND YOUR AUDIENCE

Tracy Purrenhage, Iris Waste Diversion Specialists

Katie Fahey, Michigan Recycling Coalition

Research has shown that environmental educators and managers who understand their audience are more likely to achieve program goals and objectives and effectively deliver program information. Data and analytics from tools such as online email marketing systems, social media, recycling information directory(s), and event surveys can provide valuable insight on how your target audience obtains and uses information, what information they are requesting and how they feel about a program and potential changes. Attendees will interpret actual analytic samples and questions using the MRC Recycle, MI program to glean information and suggestions about their target audience.

THURSDAY, MAY 18

SHOPPING FOR SUSTAINABILITY? LEARN TO THINK LIKE WALMART

Michele Nestor, Nestor Resources, Inc.

How can your company or organization use general procurement practices to get the services it needs to reach waste diversion and recycling goals? Look broadly, beyond the bin for innovative service options. Understand what the opportunities and limitations are, compare integrated and core services, and know your needs. Effectively communicate to potential contractors what it is you're looking for to get the best price for the services you want.

APPETIZERS & COCKTAILS WITH THE EXHIBITORS

5:00 – 7:00 P.M.

Small plates and cash bar provide the perfect opportunity to unwind, schmooze a little and prepare for an evening of fun. Exhibitors and sponsors will be available to continue the dialogue while you renew old friendships and cement new ones.



SUPPORT RECYCLING AT MRC'S FUND AFFAIR

The Fund Affair is back this year with more Michigan inspired prizes. You could be the winner of one of the big ticket items given away each day of the Conference. And back by popular demand, the Tin Can Raffle offers many smaller prizes, too. Help communities and organizations enhance their education and outreach campaigns. All funds go to support the Recycle, MI campaign and MRC operations. Visit the MRC website for more specifics on your prize winning potential.

OUT-ON-THE-TOWN SPONSOR TRIVIA NIGHT

7:00 – 10:00 P.M.

More fun in the heart of East Lansing's downtown. Again, join colleagues on a short walk or ride into East Lansing to continue the networking. We'll provide some light fare and fun at Dublin Square! Keep the conversations going as colleagues and new friends will have fun working on teams to be named this year's MRC recycling trivia champions. Assemble your team or join one when you arrive. Meet in the lobby. Maps will be available.

CONSIDER EXHIBITING & SPONSORING!

The MRC Annual Conference & Trade Show attracts state and municipal recycling representatives, waste & recycling equipment suppliers, waste prevention, reuse, recycling, and composting professionals in the public and private sector, recycled product manufacturers and distributors, and other industry stakeholders. There are still a variety of opportunities to support the Summit & Conference. Learn more on the MRC website.

The Exhibitor Booth Package includes an 8' dressed table, two chairs, and two, one-day passes.

\$550 MRC Members
\$700 Non-Members

Register at www.michiganrecycles.org or call the office at (517) 974-3672.

EXHIBITION HALL DEDICATED HOURS

CONFERENCE Thursday, May 18

Dessert 1:00 – 3:00 P.M.
Reception 5:00 – 7:00 P.M.

SUMMIT Friday, May 19

Breakfast 8:00 – 9:15 A.M.
Final Break 1:00 – 1:30 P.M.

EXHIBITOR HOURS

Set-up, Thursday, May 18 7:00 – 9:00 A.M.
Open, Thursday, May 18 1:00 – 7:00 P.M.
Open, Friday, May 19 8:00 – 9:15 A.M.
Open, Friday, May 19 1:00 – 1:30 P.M.
Take-down, Friday, May 19 2:00 – 5:00 P.M.

GOVERNOR'S RECYCLING summit

FRIDAY, MAY 19



Heidi Grether

REGISTRATION OPENS 7:30 A.M.

EXHIBITION HALL BREAKFAST 8:00 – 9:15 A.M.

Enjoy breakfast in the Exhibition Hall and early morning networking with fellow Summit attendees, recycling and composting experts from the public and private sectors across the state. Visit the Exhibitors who will be showcasing their products and services.

WELCOME 9:15 - 10:00 A.M.

Heidi Grether, Department of Environmental Quality Director Governor Rick Snyder (invited) and Heidi Grether, Director of the Michigan Department of Environmental Quality, welcome you to the Governor's Recycling Summit.

RECYCLING DATA REPORTING, RECYCLE SEARCH AND RECYCLED MATERIALS MARKET DIRECTORY 10:00 – 10:15 A.M.

Steve Noble, DEQ Sustainable Materials Management Unit Learn about three new online tools to promote recycling accessibility. Get information about recycling opportunities at the local level, reporting recycling data on-line, and identifying end-users for recyclable materials. Also receive an update on implementation of Public Act 175, recycling measurement.

LIGHTNING ROUND 10:30 A.M. – Noon

Are you a representative of the public sector? The private sector? A nonprofit organization? Understanding your role in the recycling system is critical for making recycling work in Michigan. Learn about what how your counterparts are making recycling work. Hear what they are doing to promote recycling and organics diversion through a lightning round of talks. Hear success stories from representatives doing innovative things at Zero Waste Detroit (non-profit organization), the City of Lansing (organics diversion project), the City of East Lansing (public space recycling project), Family Farm and Home (recycling at a business), the U.P. Copper Country Recycling Initiative (rural recycling), and more.

LUNCH & GOVERNOR'S RECYCLING AWARDS PROGRAM Noon – 1:00 P.M.

Join us for lunch, while celebrating award-winning recycling programs across Michigan. The 2017 Excellence in Recycling Awards will celebrate increased access to recycling programs in 2016, utilization of recycled materials, effective education campaigns and events, and creation of recycled products.

EXHIBITION HALL BREAK 1:00 – 1:30 P.M.

Visit the Exhibitors who will be showcasing their products and services for one last time.

KEYNOTE 1:30 – 2:30 P.M. RECYCLABILITY TO COMMUNITY RECYCLING: HOW A BRAND IS ADVANCING SUSTAINABILITY

Sarah Dearman, Director of Sustainable Packaging, Coca Cola Company Sarah Dearman will share highlights about Coca-Cola's ongoing efforts to improve the sustainability of its packaging. Learn about Coca-Cola's sustainable sourcing efforts, from increasing recycled content to partially sourcing their recyclable PET bottles from plants, as well as their work to design packages to be recyclable. Coca-Cola is a partner in supporting recycling infrastructure through supporting a variety of non-profit organizations, including curbside recycling grants through The Recycling Partnership, infrastructure loans through the Closed Loop Fund, and public space recycling bin grants through Keep America Beautiful. Sarah Dearman leads Sustainable Packaging for The Coca Cola Company in North America, collaborating internally and externally to reduce the environmental footprint of Coca Cola's iconic packaging through design, innovation, and recycling. Prior to joining Coca-Cola more than five years ago, Dearman worked on sustainability programs for the State of Georgia.

POLICY UPDATE 2:30 – 3:30 P.M.

Steve Sliver, Michigan Department of Environmental Quality As the Assistant Director of the DEQ Waste Management and Radiological Protection division, Sliver will discuss the steps being taken to support alignment of Michigan's policies and laws with Michigan's utilization and recycling goals. Sliver will share the State's perspective on two new reports released in spring 2017 that tackle these concepts and provide recommendations to Governor Snyder and the DEQ on how to move recycling forward. Learn about the two key groups involved in this work - the Solid Waste and Sustainability Advisory Panel and the Governor's Recycling Council - and how the work of these groups will support the next phase of waste minimization, utilization, and recycling in Michigan. Interact with DEQ staff and leadership to understand how you can help advance important policies that will be important to your communities, businesses, and our state.



Sarah Dearman

Leave the Governor's Recycling Summit with new connections, the knowledge necessary to take your recycling efforts to the next level, and the energy required to make it all work.

REGISTRATION OPTIONS

ONLINE [registration](#)

MAIL registration form and payment to: MRC, PO Box 10070, Lansing, MI 48901

EMAIL scanned form with payment notification to kschalter@michiganrecycles.org

FAX form with payment notification to (517) 487-9541

OR **CALL** the MRC office at (517) 974-3672

REGISTRATION PREFERENCES	MEMBER by 4/19	MEMBER after 4/19	NON MEMBER by 4/19	NON MEMBER after 4/19	\$ AMOUNT	REQUIRED INFORMATION
Full Registration (Wed-Fri) Includes Conference & Summit keynotes, sessions, training, exhibits, meals, and networking events	<input type="checkbox"/> \$350	<input type="checkbox"/> \$375	<input type="checkbox"/> \$450	<input type="checkbox"/> \$500		Wednesday (check selections) <input type="checkbox"/> ADVOCACY DAY OR <input type="checkbox"/> AM TOUR OR <input type="checkbox"/> AM TRAINING <i>Dart & MSU</i> <i>Sustainability</i> AND <input type="checkbox"/> PM TOUR OR <input type="checkbox"/> PM TRAINING <i>MSU & Hammond Farms</i> <i>Reuse</i>
Wednesday only Tours, Training, Advocacy only Includes your choice of tours, training, or Advocacy Day, lunch, and evening networking events	<input type="checkbox"/> \$125	<input type="checkbox"/> \$150	<input type="checkbox"/> \$200	<input type="checkbox"/> \$225		
Thursday only Includes keynote, plenary, sessions, lunch, exhibits, reception, and evening networking events	<input type="checkbox"/> \$175	<input type="checkbox"/> \$200	<input type="checkbox"/> \$250	<input type="checkbox"/> \$275		
Friday only - DEQ Summit Includes keynote, sessions, lunch, Lightning Round	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75		
<i>Interested in bringing a group for a day at the conference? Call the MRC office for special group rates.</i>	TOTAL PAYMENT					

DIETARY NEEDS: Vegetarian Other _____

NAME & TITLE _____

COMPANY/ORGANIZATION _____

ADDRESS, CITY, STATE, ZIP _____

PHONE, FAX _____

EMAIL (REQUIRED FOR CONFIRMATION) _____

PAYMENT METHOD Please check one:

Check, make checks payable to Michigan Recycling Coalition

Visa or Mastercard

CARD NUMBER _____ SECURITY CODE _____

NAME ON CARD _____ EXPIRATION DATE _____

SIGNATURE OF CARDHOLDER _____ ZIP CODE _____

CANCELLATION POLICY: SUBSTITUTIONS ARE ENCOURAGED.
REFUNDS SUBJECT TO \$75 CANCELLATION FEE PER REGISTRANT. NO REFUNDS AFTER APRIL 19, 2017

HOTEL INFORMATION



Kellogg Hotel & Conference Center

219 S Harrison Rd.
East Lansing, MI 48824
(517) 432-4000

Reserve room using "Michigan Recycling Coalition" by April 19, 2017 to receive the MRC Conference discount.
Parking included with reservation



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www.michiganrecycles.org