



SWANA[®]

SOLID WASTE ASSOCIATION
of North America

SWANA'S THINKING OUTSIDE THE BLUE BOX:

The Road to Zero Waste

See inside
panel for
registration
bonuses!

February 16-17, 2011

Crowne Plaza - Los Angeles Airport | Los Angeles, California

SWANA's 2011 Winter Training Center

February 16-18, 2011



www.thinkingoutsidethebluebox.org



Schedule of Events

WEDNESDAY, FEBRUARY 16, 2011

9:00 AM – 12:00 PM **Welcome and Keynote Presentations**

Keynote Presentations: Zero Waste Policy Makers

- **Zero Waste: The EPA Perspective** | Jarred Blumenfeld, U.S. EPA, Regional Administrator - Invited
- **The State of Zero Waste in California** | Wesley Chesboro, California State Assembly Member - Invited
- **A 10-Year Bridge Strategy to Build a Zero Waste Community** | Eric Lombardi, Executive Director, Ecocycle
- **The Role of Extended Producer Responsibility** | Heidi Sanborn, Executive Director, California Product Stewardship Council

12:00 PM – 1:30 PM **Lunch**

1:30 PM – 5:00 PM **Recycling and Waste Reduction**

- **Waste Reduction Strategies** | Bert Ball, Executive Director, LA Shares
- **How Far Can You Take Recycling?** | Steve Young, CEO, Allan Company
- **How Far Can You Take Composting?** | Bill Camarillo, Owner, Agromin
- **The Role of Material Recovery Facilities and Conversion Technologies** | Coby Skye, Civil Engineer, County of Los Angeles Dept. of Public Works - Invited

5:00 PM – 5:30 PM **Recycling & Special Waste Division Meeting**

5:30 PM – 7:30 PM **Welcoming Reception and Trade Show Opening**

Join SWANA's Recycling & Special Waste Division in Los Angeles as we explore "The Road to Zero Waste." Featuring a variety of zero waste experts and case studies, this two-day event will provide the latest information on zero waste initiatives and practical advice on how your community can utilize these concepts in your municipal solid waste management plan.

To sponsor or exhibit at SWANA's 2011 Thinking Outside the Blue Box, please visit www.thinkingoutsidethebluebox.org or contact SWANA at exhibits@swana.org.

Get up-to-date technical information with SWANA's 2010 Applied Research Foundation report: Revenue-Sharing Strategies for Local Government Recycling Programs

www.SWANA.org/ARF • Free for members!

THURSDAY, FEBRUARY 17, 2011

8:00 AM – 1:30 PM **Exhibit Hall Open**

9:00 AM – 10:30 AM **Zero Waste Plans and Metrics**

- **Different Approaches to Creating a Zero Waste Plan** | Ruth Abbe, Vice President, HDR
- **The Disposal Index, How to Measure your Progress towards Zero Waste** | Jeremy O'Brien, Applied Research Foundation Director, SWANA

10:30 AM – 11:00 AM **Break in the Exhibit Hall**

11:00 AM – 12:30 PM **Rethinking Collection, Franchising and Finance for Zero Waste**

- **Franchising and Finance** | Constance Hornig, Attorney, Constance Hornig Law Offices
- **Rethinking Collection in Seattle, WA** | Susan Robinson, Director, Public Sector Services, Waste Management, Inc.

12:30 PM – 1:30 PM **Lunch in the Exhibit Hall**

1:30 PM – 3:00 PM **Public Sector Zero Waste Programs**

- Kristina Gallegos, Recycling Market Development Zone Administrator, City of San Jose, CA
- Bill Worcester, Director of Solid Waste, Marion County, OR

3:30 PM – 5:00 PM **Private Sector Zero Waste Programs**

- NBC Universal Zero Waste Coordinator - Invited
- Sony Zero Waste Coordinator - Invited

For continuous updates go to

www.thinkingoutsidethebluebox.org



Hotel Information

Crowne Plaza – Los Angeles Airport

5985 W. Century Boulevard | Los Angeles, CA 90045

Rates: \$109 Single/Double (rate includes daily complimentary breakfast)

For reservations, please call VIP Meetings & Conventions

800-926-3976 | Cut-Off Date: January 15, 2011

**Thank you HDR for sponsoring the carbon offsets
for SWANA's 2011 Thinking Outside the Blue Box!**

HDR



Winter Training Center

WEDNESDAY FEBRUARY 16 – FRIDAY, FEBRUARY 18 • 9:00 AM–5:00 PM

Manager of Landfill Operations (MOLO): 3-Day Course

This course provides a comprehensive study of efficient landfill operations. Participants will discuss issues surrounding landfill site restrictions, compliance with design requirements and what to consider when planning, operating and closing landfills.

Managing Transfer Station Systems: 3-Day Course

If you are, or want to be a transfer station manager or consulting engineer, then this course will expand your understanding of effectively planning, designing, and operating an MSW Transfer Station.

Managing Recycling Systems: 3-Day Course

Increase your skills in the planning, designing and management of waste reduction, recycling and composting systems. Learn innovative reduce, reuse and recycle strategies plus marketing views on recycling to apply to your program.

Managing MSW Collection Systems: 3-Day Course

This course is for anyone interested in understanding the key elements and gaining hands on instruction in the planning, management and operations of solid waste and recyclable collection services.

Managing Construction & Demolition Materials: 3-Day Course

This three-day course provides the information and knowledge required to properly manage Construction and Demolition debris material and the disposal of any residuals from such operations. Environmentally and economically sound design of recycling and disposal operations for C&D debris materials is also addressed.

Certification Exams: Saturday, February 19, 2011 | 7:30 AM – 11:00 AM

For CEU information, please visit www.thinkingoutsidethebluebox.org or contact SWANA at certification@swana.org.

Conference Pricing

On or before
12/31/10

After
12/31/10

Conference Registration – February 16-17, 2011

Full Registration Full registration includes welcoming reception, scheduled technical sessions, proceedings, meals and Trade Show.	Member Includes a one year membership to SWANA's Recycling & Special Waste Technical Division	\$465	\$565
	Non-Member Includes a one year SWANA membership and a one year Recycling & Special Waste Technical Division membership.	\$665	\$765
Wednesday Only (2/16)	Member	\$270	\$335
	Non-Member	\$445	\$525
Thursday Only (2/17)	Member	\$270	\$335
	Non-Member	\$445	\$525

For student member pricing call 800-467-9262.

Training Course Registration February 16-18, 2011

	Member	Non-Member	Member	Non-Member
Managing Recycling Systems	\$720	\$870	\$770	\$920
Managing Transfer Stations	\$720	\$870	\$770	\$920
Managing MSW Collection Systems	\$720	\$870	\$770	\$920
Managing C&D Materials	\$720	\$870	\$770	\$920
Manager of Landfill Operations	\$725	\$875	\$775	\$925
Manager of Landfill Operations (MOLO) Recertification	\$725	\$875	\$775	\$925

Certification Exam – February 19, 2011

Certification exam	Member \$175	Non-member \$300
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Register online at

www.thinkingoutsidethebluebox.org

SWANA MEMBERSHIP CAN STRENGTHEN YOUR RECYCLING CAREER

SWANA membership provides:

- » Inclusion in a network of more than 8,000 solid waste professionals and membership in your local SWANA Chapter
- » Members-only information including access to SWANA's updated e-Library with over 250 publications on recycling
- » A members-only site, MySWANA, where you can easily find other members that share your interests

Learn more about these and other great benefits at www.SWANA.org/membership



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SWANA'S THINKING OUTSIDE THE BLUE BOX:

The Road to Zero Waste

**Register today and benefit for a year!
See inside panel for details.**

www.thinkingoutsidethebluebox.org

If receiver is no longer with this office, please deliver
to: Solid Waste Director, Solid Waste Manager, Special
Waste Manager/Coordinator, Recycling Manager/
Coordinator, Collection Manager, C&D Manager