

# UNVEILING THE HARSH REALITIES OF RECYCLING IN COLORADO

# What can we do differently?

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## SUMMIT FOR RECYCLING

JUNE 7-9, 2015 VAIL, CO

## CONFERENCE PROGRAM



## Aluminum and Steel Cans are 100% Recyclable.

As the leading supplier of metal packaging in the world, we continuously work to further reduce the environmental impacts of our products. One way to achieve that is to increase recycling rates of 100%, infinitely recyclable cans. In 2013, recycling rates were 70% for steel packaging in North America and 67% for aluminum beverage cans in the United States.



Learn more at [www.ball.com/recycling](http://www.ball.com/recycling)



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## PROGRAM AT-A-GLANCE

Complete program information starting on page 10.

### Sunday, June 7

5:00-7:00 PM	Exhibit Hall Open <i>Grand Ballroom Foyer</i>
5:00-7:00 PM	Welcome Reception Sponsored by Waste Management <i>Grand Ballroom Foyer</i>

### Monday, June 8

7:00 AM-3:30 PM	Exhibit Hall Open <i>Grand Ballroom Foyer</i>		
8:00-10:00 AM	Plenary Panel <b>How THEY Make It Work</b> <i>Grand Ballroom</i>		
<b>Concurrent Sessions 1</b>			
10:10-11:00 AM	<i>Salon G-J</i> Colorado's Reality Check	<i>Blue Sky</i> Residential Single-Stream	<i>Sun Down</i> Wanting Brains to Go to Waste
<b>Concurrent Sessions 2</b>			
11:10-12:15 PM	Colorado's Reality Check	Residential Single-Stream	Composting BMPs
1:15-2:15 PM	Plenary Keynote <b>How to Train a Pig to Drive Your Truck</b> <i>Grand Ballroom</i>		
<b>Concurrent Sessions 3</b>			
2:30-3:15 PM	Better Ways to Measure	Stinkin' Cups	Eating the Recycling Elephant
<b>Additional Meetings</b>			
3:30-5:00 PM	CoPSC Business Meeting	Paint Stewardship	RMOC Business Meeting
			<i>Game Creek</i> ERRC Business Meeting
6:00-10:00 PM	Recycling Awards Gala <i>Donovan Pavilion</i>		

### Tuesday, June 9

7:00 AM-12:15 PM	Exhibit Hall Open <i>Grand Ballroom Foyer</i>		
8:00-9:20 AM	Plenary Panel <b>Are Public/Private Partnerships Boosting Recycling?</b> <i>Grand Ballroom</i>		
<b>Concurrent Sessions 4</b>			
9:30-10:30 AM	Moving Mountains	If the Children Are Our Future	Rural Recycling Barriers
10:45 AM	Silent Auction Closes		
<b>Concurrent Sessions 5</b>			
10:45-11:45 AM	Moving Mountains	Community Compost Conundrum	How to Increase Rural Recycling
12:15-1:45 PM	Plenary Panel <b>What Can WE Do Differently?</b> <i>Grand Ballroom</i>		
1:45	Drawing for 2016 Summit Registration <i>Grand Ballroom</i>		
2:00-3:30 PM	Workshop Community Based Social Marketing		
2:00-4:00 PM	Tours		



# WELCOME TO THE SUMMIT

On behalf of the Colorado Association for Recycling Board of Directors, Summit Planning Committee and staff, we welcome you to Vail and thank you for joining us for the Rocky Mountain region's premier recycling conference!

As always, we thank our sponsors (page 7), our exhibitors (page 5), and our many volunteers, whose financial support and generous efforts make the Summit possible. This year we have several speakers from out-of-state and we extend to them, and to all of our local speakers, a special thank-you for taking the time to contribute to our conference. And thanks to all of you, the Summit attendees, for joining us and sharing your ideas and expertise.

## The Harsh Realities

We'd like to introduce this Summit by telling you that recycling rates are soaring in Colorado. However, despite our efforts, the unvarnished truth is that with low landfill tip fees, a geographically dispersed population and one of the lowest MSW recycling rates in the country, overall recycling rates in Colorado have remained low for the past several years and may even be declining. We're making a special effort this year to focus the Summit on these troubling facts and asking YOU, our local recycling industry leaders, to put your imagination to work to find innovative ways to reinvigorate recycling in our state.

## What Can We Do Differently?

To help us in this process, we designed The Triumvirate Recycling Panels. We invited industry representatives from different parts of the country, where the economic and demographic circumstances are not that much different from those in Colorado. These leaders – who will form our first plenary panel (Part 1) – have already submitted some of their success stories to a second panel of local recycling leaders who have been examining their potential application in Colorado. This second panel will discuss these ideas with you in Part 2 before submitting a series of recommendations to a third plenary panel comprised of prominent Colorado legislators and policy makers (Part 3).

In addition to The Triumvirate Recycling Panels, we'll hear from two organizations that are successfully engaging private capital to create new recycling models in other states (why not in Colorado, we ask?) and from many of our local recycling leaders who will present fresh thinking and innovative ideas for creating new models with the potential to break Colorado out of the recycling doldrums.

## It's Up To All Of Us

We urge you to participate in these sessions vigorously, leverage the ideas you're hearing, and think outside the box. What COULD we do in Colorado that we're NOT doing and what would it take to get it done? CAFR intends that we all emerge from this Summit with a clear plan to partner with our local policy makers, private investors, and imaginative local government organizations to create half a dozen revolutionary models that will put Colorado back on the recycling map.

Let's get going!

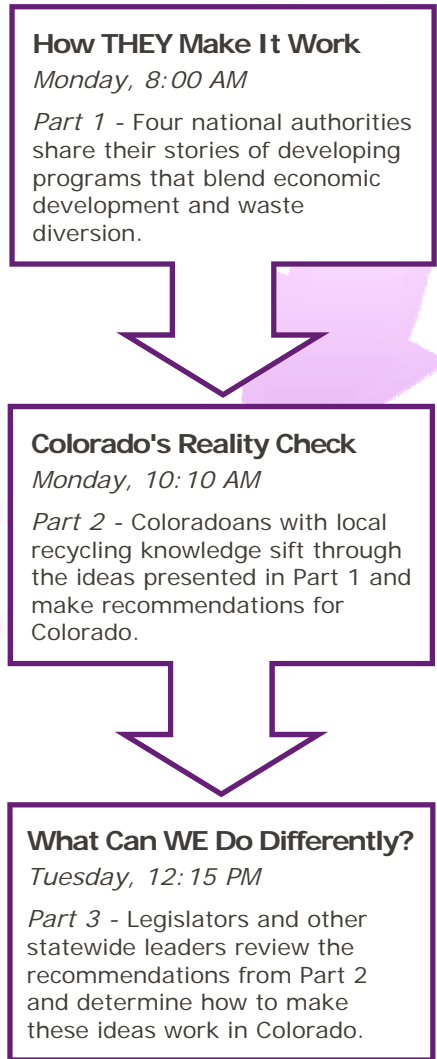
Marjorie Griek  
CAFR Executive Director

Graham Russell  
Program Coordinator

Bryce Isaacson  
Summit Chair

## Triumvirate Recycling Panels

Join us during the conference for a special three-part series with local, state and national experts as we wrestle with ways to rejuvenate recycling in Colorado.



## Program Highlights

### Monday, June 8

#### Morning Plenary

Triumvirate Part 1 - "How THEY Make It Work"

Natalie Betts, City of Austin  
Dan O'Neill, Arizona State University  
Will Sagar, Southeast Recycling Development Council  
John Trujillo, City of Phoenix

#### Luncheon Keynote

"How to Train Your Pig to Drive a Truck"



Michael Patton,  
The Metropolitan  
Environmental Trust

#### Recycling Awards Gala

A fundraiser for CAFR recognizing recipients of the 2015 Recycling Awards. 6:00 PM at the Donovan Pavilion Cost: \$55

### Tuesday, June 9

#### Morning Plenary

"Are Public/Private Partnerships Boosting Recycling?"



Karen Bandhauer  
Recycling Partnership



Chris Ladd,  
The Closed Loop Fund

#### Luncheon Plenary

Triumvirate Part 3 - "What Can WE Do Differently?"

Aaron Serna, Governor's Office of Policy & Research  
Kerry Donovan, State Senator  
Kit Roupe, State Representative  
Jill Ryan, Eagle County Commissioner



## VAIL

From hiking in the summer to skiing in the winter, there's always something to do in Vail. Visitors and residents alike enjoy the 1,100 acres of open space, 350,000 surrounding acres of national forest, 17 miles of recreation paths, golfing, fishing, biking, and the highest botanical gardens in the world.

Please explore and enjoy your stay!

### Recommendations

Dining and transportation recommendations for the Town of Vail are available at the Summit registration desk. Visit the Marriott desk for information about the hotel's shuttle service.

## Keep In Mind

### Internet Access

Internet is available in the hotel lobby area.

### Summit Attendee List

The Summit for Recycling attendee list will be distributed electronically, in PDF format, after the conference.

### Conference Evaluation

#### Your Feedback is Important

Please take a moment to complete the Summit evaluation that will be distributed via e-mail to all attendees after the conference. We value your opinions and use them to shape future events.

### SWANA CEUs Available

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



## EXHIBIT HALL

- Altitude Recycling Equipment
- Bio-Pappel International
- Bulk Handling Systems
- Can Manufacturer's Institute
- Carton Council
- Clear Intentions
- Demand Products
- Dempsters/AlleyCat Recycling
- Electronic Recyclers International
- EPA Region 8
- EVRAZ North America
- I.T. Refresh
- KOIS Brothers Equipment Co.
- MillerCoors
- PaintCare
- Power Screening, LLC
- RAFT Colorado
- Recycle Systems LLC
- Republic Services
- UNICOR Recycling
- USAgain LLC
- VAN DYK Recycling Solutions
- Wastequip/Toter
- Waste Management
- Western Metals Recycling
- Woodland Park School District

### Exhibit Hall Hours

The exhibit hall is located in the Grand Ballroom Foyer and is open during conference hours beginning Sunday, June 7, at 5:00 PM until Tuesday, June 9, at 12:15 PM.



### Exhibit Hall Bingo

The organizations in the exhibit hall offer a variety of products, services, and know-how. What can you unveil about the exhibitors?

Each exhibitor is supplying two facts about their organization. Visit their booths to find out if you have one of their facts on your card, then collect their company signature.

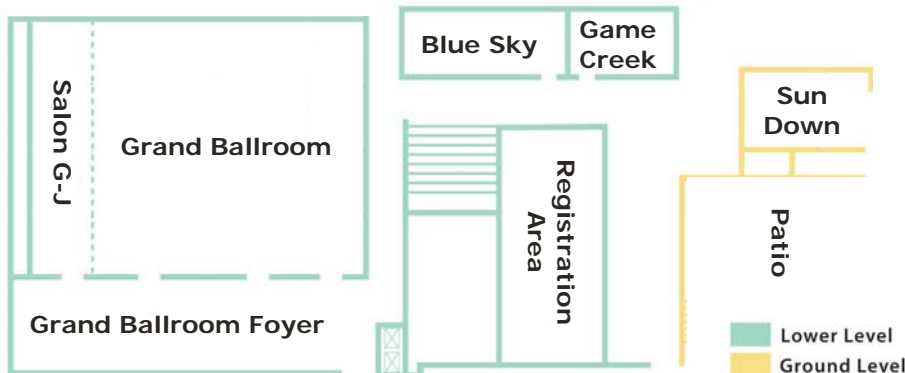
When your card has all answers covered diagonally, across a row or vertically in a column, you've got BINGO.

### Enter to Win 2016 Summit Registration

Turn in your winning BINGO card to the registration desk by Tuesday, June 9, at 12:15 PM to be entered into a drawing for free registration to the 2016 Summit for Recycling in Grand Junction.

**You must be present** at the drawing in the Grand Ballroom Tuesday, June 9, at 1:45 PM to win.

#### Vail Marriott



#### Marriott Green Activities:

- Recycling throughout the hotel
- Composting back-of-house for the Summit conference
- Aluminum water bottles in your hotel room to use while you're here. Leave them behind for reuse or take them with you.
- Use your same sheets and towels during your stay and receive 500 Marriott reward points

## CAFR Recycling Awards Gala

**Monday, June 8, 6:00pm**

Donovan Pavilion  
1600 S Frontage Rd W  
Vail, CO 81657

Fee: \$55

Join us as we recognize leaders in the recycling industry. The Recycling Awards Gala is a night of fun, food, and entertainment just a 20-minute walk or short drive from the conference center. Enjoy a gourmet buffet and entertainment provided by Jonny Mogambo. Tickets include dinner and two drinks.

Tickets available for purchase at the registration desk.

### Schedule:

6:00 PM Networking  
6:30 PM Dinner  
7:00 PM Recycling Awards Ceremony  
8:00 PM Live Music

### Congratulations to the 2015 Award Recipients:

Outstanding Outreach – Nonprofit  
**High Country Conservation Center**

Outstanding Outreach – Educational Institution  
**Lake County DOOR Program**

Outstanding Business Recycling Program  
**GreenSheen Eco-Friendly Paint**

Outstanding Nonprofit Recycling Program  
**Clean Valley Recycling**

Outstanding Elected Official  
**Mayor Christine Berg, City of Lafayette**

Outstanding Media Coverage  
**Harlin Savage, Eco-Cycle**

Recycler of the Year  
**Deanna Hostetler, Clean Valley Recycling**

Lifetime Achievement  
**Hilary Collins**  
**Joe Francis**

## SILENT AUCTION

Whether you're looking for something unique for yourself, searching for a gift for a special someone, or looking to add a little adventure to your life, you're sure to find something in the Summit Silent Auction. Every bid helps support CAFR.

### Onsite Auction

Items from many gracious donors are available to bid on in the Exhibit Hall during the conference. Visit and bid often! The silent auction closes at 10:45 AM on Tuesday, June 9.

#### How do I bid?

For on-site items only, there will be a paper bid sheet in front of each item. (These items will not be listed on the biddingforgood.com online auction.) Enter your name and bid and return often to see who out bids you.

### BiddingForGood.com

Back by popular demand, you can bid on additional items online via biddingforgood.com during the conference. The online auction closes at 10:45 AM on Tuesday, June 9.

#### How do I bid?

Use your smart phone or your computer to place your bids.

Go to [www.biddingforgood.com/CAFR](http://www.biddingforgood.com/CAFR) and set up your bidder profile. Once you find an item you like, follow the instructions to place your bid. Bidding for Good will notify you if someone outbids you!

#### Can I share this link with others?

Yes, please do! The more competition we have, the more money CAFR makes! So, share the link with your family and friends!

#### I'm confused. What should I do?

Visit the registration desk. They will do their best to answer your questions!

**Winning bids will be announced at 1:45, June 9, in the Grand Ballroom. Items will be available for pick up and payments will be accepted until 5:00 PM at the registration desk.**

# Onsite & Online

**Bid now! Bid often!**



## SUMMIT FOR RECYCLING SPONSORS

### Titanium

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### Platinum

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### Gold

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Altitude Recycling Equipment  
Centennial Recycling  
City of Loveland  
Electronic Recyclers International  
EVRAZ North America  
I.T. Refresh  
Larimer County Solid Waste  
Republic Services  
Waste Management  
Western Disposal Services



## SUMMIT FOR RECYCLING SPONSORS

### Silver

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Alpine Waste & Recycling  
Carton Council  
Colorado Industrial Recycling  
Geocycle  
Hunter Douglas  
Momentum Recycling  
Pollution Prevention Advisory Board  
Power Screening, LLC

### Bronze

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A-1 Organics  
Boulder County Resource Conservation Division  
CAFR Board of Directors  
Eco-Cycle  
Gallegos Sanitation, Inc.  
Town of Vail  
Western Metals Recycling

### Copper

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City and County of Denver/Denver Recycles  
Mesa County Solid Waste

### Nickel

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Discover Goodwill of Southern and Western Colorado  
Gracestone, Inc.  
High Country Conservation Center  
Summit County Resource Allocation Park



## 2015 SCHOLARSHIPS RECIPIENTS



**Synovia Duncan**  
University of Northern  
Colorado



**Gloria Kaasch-  
Buerger**  
University of Colorado  
Denver



**Makenna Linn**  
Colorado State  
University Pueblo



**Kaela Martins**  
University of Denver



**Zack Shuler**  
Colorado Mesa  
University

### Summit Scholarship Program

Now in its 4th year, the scholarship program funds the expenses for college or university students to attend the Summit. The students were chosen for their passion for recycling and waste activities, personal values, and recommendations from references. This year, the winners have varied interests such as environmental policy, community sustainability, women's studies, health promotion, ecology, wildlife management, and permaculture.

Make a point to congratulate and meet these 'up and comers' during the Summit.

Each scholar receives a full registration and conference meals, hotel accommodations, a field trip tour, Recycling Awards gala ticket, and a modest travel stipend. Consider contributing to the scholarship fund next year, so more students can attend the Summit in Grand Junction, June 12-14, 2016.

### Thank You Scholarship Sponsors

Colorado Industrial Recycling

Colorado State University  
Facilities Management

C.U. Recycling

EVRAZ North America

Geocycle

LBA Associates, Inc.

Secret Order of Recycling Mavens

Shepherd Sustainability

Western Disposal Services

Friends of CAFR

### Share What You Learn

Share some of what you learn at the Summit on Twitter with the hashtag **#cafr15**.

#### How can I see what's happening on Twitter?

Go to [twitter.com](https://twitter.com) and search **#cafr15** to see what people are saying. You don't have to sign up.

#### How can I join in the discussion?

Step 1: Go to [twitter.com](https://twitter.com) and sign up for a free account.

Step 2: Tell Twitter who you are. Feel free to reveal as much or as little information as you're comfortable with.

Step 3: Conference tweets will be tagged with a hashtag, **#cafr15**. A hashtag functions like a keyword, making it easy to search for tweets on a related topic.

Step 4: Start tweeting! Be sure to use the **#cafr15** hashtag in your tweets so that others will be able to find them.



## SUNDAY, JUNE 7

### Welcome Reception

#### Sponsored by Waste Management

5:00 PM - 7:00 PM *Grand Ballroom Foyer*

Kick off the conference in the Exhibit Hall with the CAFR Board of Directors and staff, Summit Planning Committee, sponsors, exhibitors, and local dignitaries. Light hors d'oeuvres and refreshments provided.

## MONDAY, JUNE 8

### Exhibit Hall Open

7:00 AM - 3:30 PM *Grand Ballroom Foyer*

### Opening Plenary

#### Breakfast

7:00 AM - 8:30 AM *Grand Ballroom*

#### Unveiling How THEY Make It Work

*The Triumvirate Part 1*

8:00 AM - 10:00 AM *Grand Ballroom*

Recycling in Colorado is challenged by low landfill tipping fees, a dispersed population, and a relative lack of local markets for most recycled materials. In this opening plenary, a panel of recycling leaders from regions with similar economic and demographic characteristics as Colorado share the innovative business and policy models they created to increase awareness of the importance of recycling, drive up diversion rates, and contribute to economic development, new technology, and job creation.

#### Speakers:

Natalie Betts, City of Austin  
Dan O'Neill, Arizona State University  
Will Sagar, Southeast Recycling Development Council  
John Trujillo, City of Phoenix

#### Moderator:

Suzanne Jones, Eco-Cycle

### Concurrent Sessions 1

#### Colorado's Reality Check

*The Triumvirate Part 2a*

10:10 AM - 11:00 AM *Salon G-J*

Recycling experts from Colorado will have studied the ideas presented by the panelists in the opening plenary for some weeks. In this two-part session they will discuss what they have learned and will offer their suggestions on which of the out-of-state recycling models might be adapted to local Colorado market conditions and what policy changes and incentive programs would be necessary to make them effective here.

#### Participants:

Alicia Archibald, Bestway Recycling  
Mickey Barry, Angel of Shavano Recycling  
Kristen Bertuglia, Town of Vail  
Roger Freeman, Davis, Graham and Stubbs  
Susie Gordon, City of Fort Collins  
Cliff Henry, Yuma County Landfill  
Deanna Hostetler, Clean Valley Recycling  
Sarah Jones, Yampa Valley Sustainability Council  
Charlotte Pitt, City & County of Denver/Denver Recycles  
Shak Powers, Montezuma County Landfill  
Casey Simpson, Four Corners Recycling Initiative  
Ken Stevens, Waste Management

#### Moderator:

Anne Peters, Gracestone, Inc.

#### Residential Single-Stream at a Crossroads - Part 1

10:10 AM - 11:00 AM *Blue Sky*

Single-stream value has declined even as the economy has improved. In Colorado there has been a change in haulers and recyclers willing to accept these materials, in their pricing structure, and in their messaging. In this session local governments, haulers, and commercial recyclers share their insight on the importance of recent shifts, how these and future changes will impact Colorado's recycling industry, and what mitigation steps CAFR members can take in convincing the public that recycling is still the right thing to do.

#### Speakers:

Stephen Gillette, Larimer County Solid Waste  
Brent Hildebrand, Alpine Waste & Recycling  
John Lair, Momentum Recycling  
Thaddeus Noll, Summit County  
Susan Robinson, Waste Management  
Christina Vinnola, Twin Enviro Services

#### Moderator:

Laurie Batchelder Adams, LBA Associates, Inc.

#### Wanting Brains to Go to Waste: How Colleges Can Help Solve Our Recycling Challenges

10:10 AM - 11:00 AM *Sun Down*

Many college campuses have established very successful programs to divert the majority of their waste streams from the landfill. Jack DeBell introduces a number of models from around the country in which the expertise gained in creating these programs by colleges and universities has been made available through faculty and student collaboration with other entities struggling with recycling challenges.

#### Speaker:

Jack DeBell, C.U. Recycling

#### Moderator:

Megan Lane, Aramark-Denver Arts & Venue



## Concurrent Sessions 2

### Colorado's Reality Check

*The Triumvirate Part 2b*

11:10 AM - 12:15 PM

*Salon G-J*

See previous description.

### Residential Single-Stream at a Crossroads - Part 2

11:10 AM - 12:15 PM

*Blue Sky*

See previous description.

### Compost BMPs: Why Aren't We Using Them?

11:10 AM - 12:15 PM

*Sun Down*

The Independence Pass Foundation's use of the 'compost blanket' on the pass has gained statewide recognition. Lisa Friend, on behalf of the Rocky Mountain Organics Council, leads a panel discussion on how to use the lessons from this project to identify and overcome the challenges associated with expanding the use of compost in this type of program around the state.

*Speakers:*

Jim Daulton, Green Earth Environmental, Inc.  
Mark Fuller, Independence Pass Foundation  
Basil Ryer, Colorado Department of Transportation

*Moderator:*

Lisa Friend, Boulder County

## Luncheon Plenary

### Networking Lunch

12:30 PM - 1:30 PM

*Grand Ballroom*

### How to Train a Pig to Drive Your Truck Getting Attention for Recycling With Little Money

1:15 PM - 2:15 PM

*Grand Ballroom*

Too often we rely on numbers and data to persuade people of the importance of recycling. It's often better to appeal to people's emotions and sense of fun to get things moving. Michael Patton shows how he has been successful in Oklahoma promoting recycling through a combination of crazy radio scripts, wacky events, oddball advertising messages, and social media: all low-cost alternatives to traditional recycling campaigns.

*Speaker:*

Michael Patton, The Metropolitan Environmental Trust

*Moderator:*

Marjorie Griek, Colorado Association for Recycling

## Concurrent Sessions 3

### Better Ways to Measure - and Recognize - Diversion Progress in Colorado

2:30 PM - 3:15 PM

*Salon G-J*

Percent of waste stream diverted, tons recycled per household, landfill diversion rate ... Which is the best way to measure recycling success? Lisa Skumatz argues that they all have their advantages and disadvantages but that there may be a simpler, better way to measure

the success of recycling programs, one which allows us to present information to the public in a more engaging way.

*Speaker:*

Lisa Skumatz, Ph.D., Skumatz Economic Research Associates

*Moderator:*

Wolf Kray, Colorado Department of Public Health and Environment

### Stinkin' Cups! Why Is It So Hard?

2:30 PM - 3:15 PM

*Blue Sky*

Dozens of different kinds of cups made of all sorts of materials, most used for no more than a few minutes and nearly all bound for the landfill. This is one of recycling's biggest challenges. What can we do about it? Dan Baril engages the audience in a lively discussion about the properties and purposes of cups with the objective of identifying a better way of looking at cups and what's possible in terms of their design, use, and disposal to keep the darn things out of the landfill.

*Speaker:*

Dan Baril, C.U. Recycling

*Moderator:*

Jesse Masten, Eagle County Government

### Eating the Recycling Elephant - One Bite at a Time

2:30 PM - 3:15 PM

*Sun Down*

Our recycling campaigns tend to try to be all things to all people. What if we had the "Year of Cardboard" or the "Year of Plastic Bottles"? Kate Bailey leads the audience in a discussion of the idea that we might be more successful if we broke the overall recycling challenge into more manageable bites, blitzing each of them for a year in terms of public education, markets development, and policy initiatives. And what would our order of priority be?

*Speaker:*

Kate Bailey, Eco-Cycle

*Moderator:*

Catherine Queen, Ball Corporation

## Additional Meetings

### Colorado Product Stewardship Council

3:30 PM - 5:00 PM

*Salon G-J*

This business meeting starts a new chapter for CoPSC with the results of an election for new leadership and discussion about the group's focus and next steps. Agenda topics include results of a recent survey of HHW programs and revisiting the list of priority materials being targeted for EPR.

### What You Need to Know About PaintCare and Colorado's Paint Product Stewardship Act

3:30 PM - 5:00 PM

*Blue Sky*

The Colorado Paint Product Stewardship Act launches

July 1, 2015. Attend this meeting to learn more about the program roll-out, what architectural paints are covered under the program, and how PaintCare can significantly reduce the cost to household hazardous waste programs that choose to participate.

**Rocky Mountain Organics Council**

3:30 PM - 5:00 PM *Sun Down*

The agenda for this council meeting includes affiliation of RMOC with the United States Composting Council as a state chapter, an update on the RMOC budget and goals, and plans for 2016. Composters and individuals interested in composting are invited to attend.

**Electronics Recycling and Reuse Council**

3:30 PM - 5:00 PM *Game Creek*

This council meeting will focus on the future of ERRC. If you'd like to see the council move forward with educational and networking activities, please attend.

**CAFR Recycling Awards Gala**

6:00 PM - 10:00 PM *Donovan Pavilion*

See page 6 for details. Fee: \$55

**TUESDAY, JUNE 10**

**Exhibit Hall Open**

7:00 AM - 12:15 PM *Grand Ballroom Foyer*

**Opening Plenary**

**Breakfast**

7:00 AM - 8:30 AM *Grand Ballroom*

**Are Public/Private Partnerships Boosting Recycling?**

8:00 AM - 9:20 AM *Grand Ballroom*

Funding recycling programs has always been the province of local government agencies or small non-profits. That is until the past few years when several major corporations have funded models with the objective of creating public/private partnerships to promote recycling. Representatives from two of these, The Closed Loop Fund and The Recycling Partnership, describe the objectives of their models, what criteria they use to identify promising opportunities, how the funding processes work, and what successes they are seeing in their projects to date.

*Speakers:*

Karen Bandhauer, The Recycling Partnership  
Christopher Ladd, The Closed Loop Fund

*Moderator:*

Graham Russell, TruPoint Advisors

**Ours is a world of Possibilities...**

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## Concurrent Sessions 4

### Moving Mountains: How to Increase Public Participation in Recycling - Part 1

9:30 AM - 10:30 AM

Salon G-J

The endless challenge: how do you get the public motivated to recycle? There is no perfect answer to this question, but some Colorado communities have made progress recently. Speakers from Eco-Cycle, the City of Lafayette, and High Country Conservation share some examples. Virginia Till outlines the essential elements of Community Based Social marketing (CBSM) as a promising way for encouraging public interest in recycling. Those wishing to explore CBSM in more depth can attend Virginia's interactive workshop on the subject later today from 2:00 – 3:30 PM.

*Speakers:*

Mayor Christine Berg, City of Lafayette  
Jessie Burley, High Country Conservation Center  
David Fridland, Eco-Cycle  
Randy Moorman, Eco-Cycle  
Virginia Till, EPA Region 8

### If The Children Are Our Future, We're In Trouble (just joking)

9:30 AM - 10:30 AM

Blue Sky

Helping our kids and grandkids understand the need for recycling is critical if we are to resolve our future resource challenges. Tina Yankee describes a replicable example of how a group of Colorado school kids formed a club to promote recycling in their neighborhood.

Social media is the best way to communicate with the younger generation, right? Dana D'Souza has researched the efforts of local recycling organizations in Colorado to exploit these communication channels and presents her findings on what's worked and what hasn't.

*Speakers:*

Dana D'Souza, Skumatz Economic Research Associates  
Tina Yankee, SEE Economic Solutions Institute

*Moderator:*

John Holcombe, Poudre School District

### How Can We Overcome Rural Recycling Barriers?

9:30 AM - 10:30 AM

Sun Down

A widely dispersed population represents another perennial challenge for recyclers. Casey Simpson and Shak Powers describe how two school districts collaborated to engage staff and students in a program for plastics recycling in thinly populated Montezuma County.

Mesa County Solid Waste Management had success using a local school and a local brewery to organize the collection of large volumes of compostable material, but the high cost of transporting the material from the

collection point to a processing location turned out to be a critical challenge.

Sarah Jones describes how Routt County coordinated recycling policies with a number of neighboring counties and solicits ideas about rural recycling successes and failures in other parts of the state.

*Speakers:*

Cameron Garcia, Mesa County Solid Waste  
Sarah Jones, Yampa Valley Recycling  
Shak Powers, Montezuma County Landfill  
Casey Simpson, Four Corners Recycling Initiative

*Moderator:*

Amber Swasey, Mesa County Solid Waste

## Silent Auction Closes

10:45 AM

Grand Ballroom Foyer

## Concurrent Sessions 5

### Moving Mountains: How to Increase Public Participation in Recycling - Part 2

10:45 AM - 11:45 AM

Salon G-J

Rasham Grewal explains that early, effective, and – importantly - ongoing education programs are key to securing widespread public participation in recycling programs. Education must focus on helping people understand how to comply with local waste management and recycling initiatives and how recycling benefits the local community.

Getting the business community to step up to the recycling plate is often even more difficult than persuading the public to recycle. Leigh Cushing describes how incentives, customized “hand-holding” programs, and robust measurement systems have increased the participation of reluctant local businesses. Are voluntary initiatives better than government mandates?

Juri Freeman explains some of the challenges he has faced in securing employee engagement across multiple work units and solicits the views of audience members on what has worked and not worked for them in promoting recycling in a work environment.

*Speakers:*

Leigh Cushing, Eco-Cycle  
Juri Freeman, City & County of Denver/Denver Recycles  
Rasham Grewal, USAgain

*Moderator:*

Jack DeBell, C.U. Recycling

### Community Compost Conundrum

10:45 AM - 11:45 AM

Blue Sky

Composting in rural areas is very challenging because of the high cost of transporting material from collection point to processing facility. Although small-scale technology is available to allow communities to have their own composting sites, current compliance regulations tend to limit such development in Colorado.



Tag your conference tweets with the hashtag #cafr15.

Perhaps it's time for interested communities to collaborate to change this situation.

*Speakers:*

Shawn Bruckman, Vail Honeywagon  
Dan Matsch, Eco-Cycle  
Liz O'Connell, City of Aspen  
David Snapp, Colorado Department of Public Health and Environment

*Moderator:*

Randy Dohne

### How Can We Increase Rural Recycling?

10:45 AM - 11:45 AM *Sun Down*

Michele Wagner leads a discussion on how the Carton Council is working to establish viable community-based recycling programs for small volumes of food, beverage, and other cartons in rural communities across the country.

Southwest Colorado Council of Governments represents five of Colorado's most rural counties. Miriam Gillow-Wiles tells us how the creation of viable regional hub-and-spoke models is bringing together different stakeholder groups that have not traditionally seen the benefit or feasibility of collaborating on recycling initiatives.

*Speakers:*

Miriam Gillow-Wiles, Southwest Colorado Council of Governments  
Michele Wagner, Carton Council

*Moderator:*

Melissa Kirr, Walking Mountains Science Center

## Luncheon Plenary

### Networking Lunch

11:45 AM - 1:15 PM *Grand Ballroom*

### Exhibit Hall Closes

12:15 PM *Grand Ballroom Foyer*

### What Can WE Do Differently?

#### *The Triumvirate Part 3*

12:15 PM - 1:45 PM *Grand Ballroom*

In this closing plenary, Colorado legislators and policy makers review the ideas and suggestions for increasing our diversion rate in Colorado developed by our panel of local recycling experts. These suggestions are based on the input obtained from the out-of-state recycling leaders appearing in the opening plenary (Part 1) and internal deliberations to determine which of these models might be adapted to conditions in Colorado (Part 2). The objective is to encourage the development of policies and incentives that will improve the climate for recycling in Colorado, contributing not only to better resource recovery but also to economic development and job creation.

*Speakers:*

Aaron Serna, Governor's Office of Policy and Research

Kerry Donovan, State Senator  
Kit Roupe, State Representative  
Jill Ryan, Eagle County Commissioner

*Moderator:*

Suzanne Jones, Eco-Cycle

## 2016 Summit Registration Drawing

1:45 PM *Grand Ballroom*

Exhibit Hall Bingo drawing for registration to the 2016 Summit for Recycling in Grand Junction.

## Workshop

### Leading Behavior Change: Community Based Social Marketing

2:00 PM - 3:30 PM *Salon G-J*

How do you change behaviors towards improved protection of human health and the environment? Look no further than community-based social marketing (CBSM). This session presents the basics of CBSM strategies, a Colorado application of the strategies to reduce household food waste (Food: Too Good To Waste pilot), and a few hands-on exercises to get the wheels turning (small groups). CBSM focuses on identifying a specific behavior we want to change in a community, determining barriers to changing that behavior, finding incentives for behavior change, and applying strategies.

*Facilitator:*

Virginia Till, EPA Region 8

## Tours

*To register for a tour, visit the registration desk. All tours meet on the sidewalk in front of the conference center; buses depart at 2:00 PM.*

### Eagle County MRF

*Cost: \$12*

The MRF, operated by Eagle County, opened in 2010 and is a dual-stream facility adjacent to the county landfill in Wolcott. The facility utilizes mechanized and manual sorting techniques to separate glass, steel/tin/aluminum containers, and plastic #1-7. In addition, paper, cardboard, and limited paperboard products are processed.

### Gore Creek Guided Nature Hike

*Cost: \$18*

Join local naturalists from Walking Mountains Science Center as they take you to one of the most beautiful destinations in the Vail area only accessible via boot! Gore Creek provides stunning views of the Gore Range and East Vail and the chance to see some late-season snow and early season wildflowers. This is a 2-hour hike, intermediate skill level, led by certified interpretive guides and wilderness first responders. Transportation is provided or you can drive your own vehicle to the trailhead.

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Western Disposal Services

## Thank You Summit Planning Committee

The Summit Planning Committee contributed countless hours, resources, and expertise over the past 12 months to plan and implement the 2015 Summit. Many thanks to:

Laurie Batchelder Adams, Dianne Beal, Hilary Collins, Elizabeth Connell, Geoff Davis, Randy Dohne, Susan Finzel-Aldred, Marjie Griek, Betsy Hartje, Eric Heyboer, Mark Hoblitzell, Bryce Isaacson, Kami McFall, Randy Moorman, Janice Oldemeyer, Amy Randell, Tara Roybal, and Virginia Till.

Special thanks to the Host Committee, led by Kristen Bertuglia of the Town of Vail and Melissa Kirr of Walking Mountains Science Center, who organized the tours and the Recycling Awards Gala and welcomed us to their community.

And, thank you to Graham Russell, our program coordinator, and to all of the session moderators and speakers, sponsors, and exhibitors. This event would not be possible without your involvement.

**See your organization listed here next year.**

**Membership information is available at [www.cafr.org](http://www.cafr.org). Join today!**

## Grand Junction

June 12-14, 2016



### **Save the date!**

*CAFR's 2016 Summit for Recycling conference is June 12-14 on the Western Slope in the heart of Colorado's wine country.*

