



Pennsylvania
Recycling Markets Center

717.948.6660 • FAX: 717.948.6753
WEBSITE: WWW.PARMC.ORG



NATIONAL
RECYCLING
COALITION
INC.

**NATIONAL RECYCLING COALITION
PENNSYLVANIA RECYCLING MARKETS CENTER
PARTNERSHIP**



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Sustainable Materials Management Webinar Series

A partnership between the RMC and NRC in delivering innovative programming to those who are seeking integrated opportunities for materials management.

- From the comfort of your own location, join us for this webinar series -
Second Monday of each month, 1:30pm – 2:45pm EST - July 2011 – June 2012*
To reserve your webinar seats today, email info@parmc.org, Subject NRC – RMC Webinar

At a Glance...

2011

July	E-Waste as RE-Source: A Webinar on Electronic Waste Reuse, Recycling, and Policy
August	Leading the Charge : A webinar on Local Government's Role in the Product Stewardship Movement
October	The Importance of Third-Party Product Certification – Don't get Greenwashed
November	Environmental Management Systems of E-Scrap Recyclers – What is it, what do I look for?
December	Social Networking & E-Marketing – Where do I begin?

2012

January	Organics – Food Waste Composting – Does it add up?
February	Single Stream Recycling – Potential Solutions for Triple Mix Glass Management
March	Leadership in Environmental and Energy Design (LEED) - LEED systems and recycling – how does it fit together?
April	Plastics Manufacturing Technology 101 for the non-engineer
May	Reverse and Removal Supply Chain Dynamics – What's in it for recycling?
June	Product Stewardship – Who really pays?



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July 2011

E-Waste as RE-Source: A Webinar on Electronic Waste Reuse, Recycling, and Policy

Hosted by the Environmental Finance Center, this webinar will explore how consumers and municipalities alike can get the highest and best use possible out of electronic waste. As technology continues to advance, countless numbers of computers, cell phones, televisions, and other electronics need to be diverted from the waste stream. Panelists will discuss e-waste recycling resources for consumers, educators, municipal officials, and those in the solid waste management industry; best practices for establishing an e-waste reuse program; and Extended Producer Responsibility e-waste laws, such as New York State's new law.

Speakers:

Resa Dimino, WeRecycle!

Diane Cohen, Finger Lakes Reuse

Eric Harris, Institute for Scrap Recycling Industries

August 2011

Leading the Charge : A webinar on Local Government's Role in the Product Stewardship Movement

This webinar will cover how municipal governments are propelling policy changes to ensure sustainable management of end-of-life products such as batteries, carpeting, and products containing mercury and other harmful substances. Presenters will provide sample resolutions that can be adapted for your community, go over case studies of communities that have already enacted policies, and talk about how local movements lead to policy change at the state and national level. Speakers will include leaders from state and national product stewardship organizations, including Katherine Bourbeau of the New York State Product Stewardship Council.

Tuesday August 23/10:00 – 11:30 EDT

October 2011

The Importance of Third-Party Product Certification – Don't get Greenwashed

According to a recent report, as many as 95 percent of the consumer products that claim to be "green" either provide no proof, make vague claims, or actually misrepresent themselves. Deceptive green marketing is called "greenwashing." Learn how an independent review of a claim is critical to credibility in today's marketplace.

Speakers:

Tad Radzinski, P.E., LEED AP, Managing Partner, Green Circle Certified

Robert Bylone, LEED AP, PA SCRP, Executive Director & President, Pennsylvania Recycling Markets Center, Inc.



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November 2011

Environmental Management Systems of E-Scrap Recyclers – What is it, what do I look for?

Many states and now the Environmental Protection Agency require e-scrap recyclers to develop and implement rigorous management systems for their operations. Learn how this relatively new process can be developed and provides assurances to those who manage or collect e-scrap.

Speakers:

John Himes, P.E., Senior Recycling Program Manager, Pennsylvania Recycling Markets Center, Inc.

Sarah Westervelt, e-Stewardship Policy Director, Basel Action Network

Corey Dehmey, Consultant, Momentum Management Consulting

Ned Eldridge, President, eLOOP LLC

Karrie Gibson, President, Vintage Tech Recyclers Inc.

December 2011

Social Networking & E-Marketing – Where do I begin?

Learn how these marketing tools can help you reach your business goals. How should you use them? How much time should you spend? How do you measure the results? What information should you be sharing? Understand the do's and don'ts to build your successful e-marketing program.

Speakers:

Kirsten Deysher, Business & Outreach Liaison, Pennsylvania Recycling Markets Center, Inc. and owner, KSD Marketing Solutions

Joe Knezic, Vice President, Branding/ Creative Services, Partnership of Packer, Oesterling and Smith (PPOS), Inc.

January 2012

Organics – Food Waste Composting – Does it add up?

The bottom line more often than not dictates if a generator will decide to separate food discards. Can food waste hauling and composting be a profitable business unit of an existing operation?

Speakers:

Michael Manna, Managing Director, Organic Recycling Solutions, LLC

Carla Castagnero, President, AgRecycle, Inc.

February 2012

Single Stream Recycling – Potential Solutions for Triple Mix Glass Management

A recent reports that single stream processing can result in increased glass residue when compared to dual stream processing. Learn how some processors are creating opportunities with this material.

Speakers:

Wayne Bowen, Recycling Program Manager, Pennsylvania Recycling Markets Center, Inc.



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March 2012

Leadership in Environmental and Energy Design (LEED) - LEED systems and recycling – how does it fit together?

Learn how to acquire those coveted LEED rating points by reusing and recycling demolition waste, utilizing recycled content building materials and establishing LEED building recycling programs.

Speakers:

Tad Radzinski, P.E., LEED AP, Managing Partner, Green Circle Certified

Robert Bylone, LEED AP, PA SCRIP, Executive Director & President, Pennsylvania Recycling Markets Center, Inc.

April 2012

Plastics Manufacturing Technology 101 for the non-engineer

What is resin? Plastics manufacturing equipment/processes – what is extrusion, blow-molding, injection molding, rotational molding? What happens to my recycled plastics?

Speakers:

Representatives from the Pennsylvania College of Technology, Plastics Manufacturing Center

May 2012

Reverse and Removal Supply Chain Dynamics – What's in it for recycling?

Where do recycled commodities fit in material supply chain systems?

Speakers:

Richard Young, PhD, Professor of Supply Chain Management, The Pennsylvania State University

Steven Dunn, PhD, Founding Director, Center for the Advancement of Sustainable Processes and Environmental Research, University of Wisconsin (invited)

June 2012

Product Stewardship – Who really pays?

The goal of product stewardship is to ensure that all those involved in the lifecycle of a product share responsibility to reduce health and environmental impacts. Producers bear the primary financial responsibility, but who really pays?

Speakers:

Scott Cassel, Executive Director and Founder, Product Stewardship Institute

Schedule, Topics, & Speakers Subject to Change

* August & September 2011, see specific dates/times



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About the National Recycling Coalition, Inc.

The National Recycling Coalition is a national non-profit advocacy group; a professional membership organization. The Mission of the National Recycling Coalition is to partner with and facilitate activities between and among non profit organizations (NGO's), businesses, trade associations, individuals and government to maintain a prosperous and productive American recycling system that is committed to the conservation of natural resources.

Nearly 3000 members of the NRC span all aspects of waste reduction, reuse and recycling (local recycling coordinators, state and federal regulators, corporate environmental managers, environmental educators, consumers and waste management professionals) The Coalition represents and advocates for every sector of the recycling industry across the country. (on the local, state and federal levels). The leadership of the NRC strives to develop meaningful partnerships with corporate, government, and non-profit leaders to bring about important changes in the way we use, manage, and recycle natural resources. The Coalition provides its members with the tools and resources they need to convey to their community members, decision makers, and the news media the important benefits that recycling provides to our economy and environment.

National Recycling Coalition
1220 L St NW, Suite 100-155, Washington DC 20005
202.618.2107
info@NRCreycles.org

About the Pennsylvania Recycling Markets Center, Inc.

The Pennsylvania Recycling Markets Center, Inc. (RMC) is Pennsylvania's leader in developing and expanding recycling markets in Pennsylvania. The RMC serves as Pennsylvania's portal for economic-development and manufacturing resources that support end-use of recycled commodities and recycled-content products.

The RMC supports recycling plants through research and development of new and innovative technologies to minimize market barriers for recycled materials. It works with manufacturers to help them incorporate new types of recycled materials into their products and help them turn out new recycled-content product lines.

The RMC was organized in 2004 as a nonprofit 501c(3) corporation and is headquartered at Penn State Harrisburg with satellite offices near Pittsburgh. The RMC receives support from PADEP and its Center of Excellence Partners.

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