

TUESDAY, APRIL 30



REGISTRATION OPEN

7:30 A.M. (OPEN TO 6 P.M.)

TRAINING

10:00 A.M. – 5:00 P.M.

ALL DAY Training A

Unlocking Recycling's Full Potential: A Behavior Change Workshop to Improve Recycling

*Jill Martin, Samantha Longshore & Cassandra Ford, The Recycling Partnership
Chelsea Maupin, Gud Marketing*

Each year we lose 50% of the recyclables generated by U.S. households to disposal due to confusion, eroding confidence, and other behavior gaps. Together, we can change this. By observing and analyzing resident behavior and building understanding around behavioral responses, attendees will begin to see what's needed to develop sustainable behavior change that will positively impact their recycling programs. The Recycling Partnership's Center for Sustainable Behavior and Impact is focused on supporting recycling program managers by providing evidence-based research, best practices, and tools that unlock behavior change and support accuracy in recycling. Get the knowledge and tools needed to drive sustainable change in your recycling systems. Hear from national, state and local Michigan leaders who are embracing innovative tactics to change behavior and improve recycling quality, capture and participation.

OR

9:00 A.M. – NOON

AM Training B

Facilitation Training

Todd E. Bradley, Life Shift Consultants

The nature of County Materials Management Planning will require county and regional leaders to facilitate regular and sometimes difficult conversations within the Designated Planning Agency, while at the same time motivating engagement with stakeholders in the larger community. Learn from an expert facilitator how to plan for, set up, and facilitate meetings to achieve the goals of the planning process and create a plan that serves community needs and interests. Understand the fundamentals of facilitation and explore the skills, tips, and tricks that can be used to make sure stakeholders are heard and moved through challenges, into productive ideation and problem-solving. Todd is a professional trainer and interventionist with a long list of certifications and accolades. He is also currently employed by Michigan State University as a Senior Learning and Organization Development Specialist.

LUNCH

NOON – 1:00 P.M. For Training & Work Day participants only

TRAINING

1:00 – 5:00 P.M.

PM TRAINING C

Introducing Food Waste into Collection Programs and Operations to Maximize Local Organics Recycling

Nicole Chardoul, Resource Recycling Systems

Adding food waste to a composting operation is an excellent way to increase the volume and nutrient quality of the end product. Get expert guidance to grow your business by attracting institutional, commercial, and municipal waste generators through collaborative partnerships that minimize collection and hauling costs, lower GHG impacts, and utilize and grow local composting infrastructure and processing options. Learn how customized services such as certified compostable foodservice ware, cart and dumpster rental, container washing, training on in-house collection procedures, ease of use, and odor minimization can develop a long term sustainable program for generators, as well as a consistent and quality supply of organics to composters. Learn about the impacts of composting food waste or, more specifically, adding food waste to an already successful yard waste composting operation. Explore and assess needed capacity, the regulations around and potential for adding food waste to operations, maintaining low odor operations, and characterizing, collecting and processing food waste.

OR



The MRC Conference App gives you access to the schedule, session and speaker information, exhibitor and sponsor information, and more. Get notifications, provide feedback on sessions, connect with attendees and share pictures. Get the "Michigan Recycling Coalition" in the App store.



TUES, 4/30 cont.



AFTERNOON OF SERVICE PROJECT

1:00 – 4:00 P.M.

Polly's Place and Ullenbruch's Flowers

This tour and work day will give attendees a glimpse of several stages of urban gardening and compost use from setup to end product. Join colleagues to learn more about unique local solutions for organics management and the effort to develop urban spaces through the community garden at Polly's Place in Port Huron. Polly's Place is more than just a garden, it's an artistic foodscape and a look into the possibilities of better organics management. Then, roll up your sleeves to help us give back to the community through a bit of work service at Ullenbruch's Flowers. This larger community garden works to bring people together and connect them to the earth.

WELCOMING RECEPTION

5:00 – 6:00 P.M.

RRS Kick-Off Reception



RRS invites attendees to kick-off the conference with a quick refreshment and good company. Take a few moments to meet and greet other community and program leaders, equipment suppliers, manufacturers, material processors, and recycling professionals. We look forward to learning about your recycling goals and how we can build a strong circular economy in Michigan.

GRUB CRAWL

6:00 – 10:00 P.M.

Always a highlight of the MRC Conference, join fellow attendees to mix and mingle at a couple of fun venues in downtown Port Huron. We'll take a trolley from the Convention Center to vibrant downtown Port Huron. Maps will be available. Light food will be provided at two chosen locations. You bring the conversation and fun!

WEDNESDAY, MAY 1

REGISTRATION

7:00 A.M. – 6:00 P.M.

BREAKFAST

8:00 – 9:00 A.M.

WELCOME & KEYNOTE PRESENTATION

9:00 – 10:00 A.M.

Motivating Action on Producer Responsibility Policy

Heidi Sanborn, National Stewardship Action Council

Extended producer responsibility (EPR) policies are used globally to address complex environmental problems and are gaining steam across this country. Successfully engaging a diversity of stakeholders to address these problems requires us to think differently and adapt new solutions. EPR is quickly becoming an important solution for state and local governments as the impact and cost of waste grows. Learn about the fundamentals of EPR and how policies are being applied to reduce waste and toxics, and assure proper end-of-life management for a wide variety of products and packaging from a seasoned professional. Heidi Sanborn will share her wealth of experience and knowledge to provide you with tools to educate, partner, and advocate for the right policies at the right time and win.

Heidi Sanborn is the executive director of the National Stewardship Action Council and works to build collaboration among public, private, and nonprofit stakeholders to achieve an equitable, circular economy. Heidi is a thought leader on EPR and has been focusing on source reduction and implementation of cost-effective projects in the industry for 34 years. She is an internationally recognized advocate for producer responsibility and has helped draft, pass, and implement many EPR bills in the U.S. She continues to lead the way on innovative policies requiring "truth in labeling", toxics elimination such as mercury lighting bans, and using local ordinances to garner attention and create pressure to drive statewide solutions. NSAC, under Heidi's direction, just introduced the first EPR policy for marine flares bills and household hazardous waste in California.



Heidi Sanborn



WED, 5/1 cont.



CONCURRENT SESSIONS

10:10 – 11:00 A.M.

Creating a Circular Economy: Lessons from Municipal Solid Waste and the Michigan Food Waste Roadmap

Daniel Schoonmaker & Carrie Veldman, Michigan Sustainable Business Forum

Michigan disposes of approximately nine million tons of municipal solid waste worth an estimated \$676 million each year, according to the Michigan Sustainable Business Forum's (MiSBF) newly released MSW characterization study: Economic Impact Potential and Characterization of Municipal Solid Waste in Michigan. MiSBF sampled materials from landfills across the state to define the current environmental and economic opportunities available through increased recycling and composting, concurrently developing initiatives to address priority materials. This includes the Michigan Food Waste Road Map, which will guide the state's efforts to reduce food waste by 50%, consistent with the Mi Healthy Climate Plan. Attendees will learn how recycling and sustainable materials management can advance a regenerative food system and lower emissions.

How to Identify and Ground the Circular Economy Locally

Jennifer Petoskey & Will Garcia, City of Ann Arbor

The City of Ann Arbor is taking the lead in identifying and promoting the circular economy. Beyond its conventional association with consumer products and business, the circular economy is equally about governments, skills, services, and – most importantly – the people who participate in them. A circular economy probably already exists in your neighborhood too through libraries, non-profits, repair shops, community groups, and more. Explore the City's meticulous approach to community engagement that reveals the intricate fabric of a circular economy that already exists in the city.

Talking Trash on Social Media

Jessica Shrout, Three Circle Branding

While you likely consume social media yourself, things get more complex when it comes to promoting your program or business online. How do you turn sustainability messaging into content that people won't scroll past - and how do you reach your audience? It turns out, you'll need to strategize your communications because there's quite a bit of misinformation out there regarding the waste and recycling field and information travels fast. In this industry, it's our job to correct misinformation and help our audience make better choices. This session dives into how people are currently talking about waste, recycling, and sustainability on social media, ways to join the conversation, and how you can leverage these platforms to improve local knowledge and practices.

Real Solutions Making an Impact

Elisa Seltzer, RRS

Panel TBA

Learn about effective solutions for sustainable materials management; from community-led initiatives to innovative approaches for food waste and organic material. NextCycle Michigan, a Michigan EGLE initiative, connects entrepreneurs, organizations, and communities to technical support, financial resources, and capacity building for recycling, recovery, and reuse projects. A panel of participants from the program will share details about their innovative projects. Participants from the program will share details about their work, collaborative approaches, and holistic impact. Learn about how these solutions may fit in your community and identify new pathways to success.

CONCURRENT SESSIONS

11:10 A.M. – Noon

The Commercial Side of Food Waste Diversion

Jason Browne, Denali

As Michigan begins the heavy lift of food waste reduction and diversion, it will require making services available to the commercial sector. Understand the landscape of food waste management needs and opportunities and the challenges of preparing this sector for these new services. Learn about service and equipment requirements, food waste outlets, and moving the right type of food waste to the right place. Understand the difficulty of pricing these services and educating a whole new cadre of participants.

EXPLORE the future of recycling, organics & sustainable materials management in Michigan

BENEFIT from fantastic Networking Opportunities

LEARN from thought-provoking Keynotes and Presentations

MEET with Service Providers & Product Manufacturers who can help you achieve your goals

WED, 5/1 cont.

Concurrent Sessions 11:10 A.M. – Noon continued

Creative Solutions for Rural Recycling Success

Doug Ferrall & Sarah Lundy, Calhoun County

With Benchmark Recycling Standards requiring counties to ensure access to residents, Calhoun County will share the creative ways they're managing recyclable materials with no infrastructure, no policies, and a very small staff while meeting the needs of the rural community. Learn how public-private partnerships, hub and spoke, and alternatives to single-stream roll-offs are being leveraged to provide access. This interactive session will include time for sharing information that other rural communities could benefit from, including county plans for meeting the goals, how to use state grant funding effectively, and exploring interest in hub-and-spoke collection systems and a collaborative material marketing strategy.

How to Change Recycling Behavior Using AI

Cassandra Ford, The Recycling Partnership

Sam Dietrich, Prairie Robotics

Cliff Walls, City of East Lansing

Contamination in the recycling stream is an ongoing problem with a variety of solutions. Learn about the use of cameras in collection trucks and see how several Michigan communities utilized the technology to change behavior - reducing contamination and increasing recycling participation and capture. See the data and hear from the City of East Lansing as they share the results of their technology pilot project. Participate in a discussion on the benefits and impacts of using technology in your recycling program

The Value of Collaborating with Economic Development Agencies in Your Region

Elisa Seltzer, RRS

Panel TBA

Building the framework for sustainable materials management requires an understanding of the influences of all participants in a community, including local, regional, state, and federal players. Actively involving economic development organizations can help you tap into expansive networks and resources related to the business climate for the growth of recycling, reuse, and other innovative technologies in your community. This panel will discuss their involvement in the growth of a circular economy and the variety of collaboration opportunities that exist between communities, economic development agencies, and related networks.

NETWORKING LUNCH

MRC Annual Meeting & Annual Report

Noon – 1:00 P.M.

Hear about MRC's progress this year and plans for next.

EXHIBITION HALL GRAND OPENING

1:00 – 2:30 P.M.

Mix and mingle with conference exhibitors, attendees, speakers, sponsors, and invited guests. Get a sneak peek at Fund Affair donated items we'll have for the raffle and silent auction! Bring cash and purchase raffle tickets from Board members or use credit and purchase tickets at the registration desk.



This EGLE sponsored accelerator program provides free technical and business support. Explore NextCycle Michigan opportunities now and at the conference.

<https://nextcyclemichigan.com/>

EXHIBITION HALL

Dedicated Networking Hours
Wednesday, 5/1

Dessert & Coffee 1 – 2:30 P.M.

Reception 5 – 7 P.M.

Exhibition Hall Open 1 – 7 P.M.

WED, 5/1 cont.

REGIONAL MEETINGS

2:40 – 4:00 P.M.

Northern Lower Peninsula

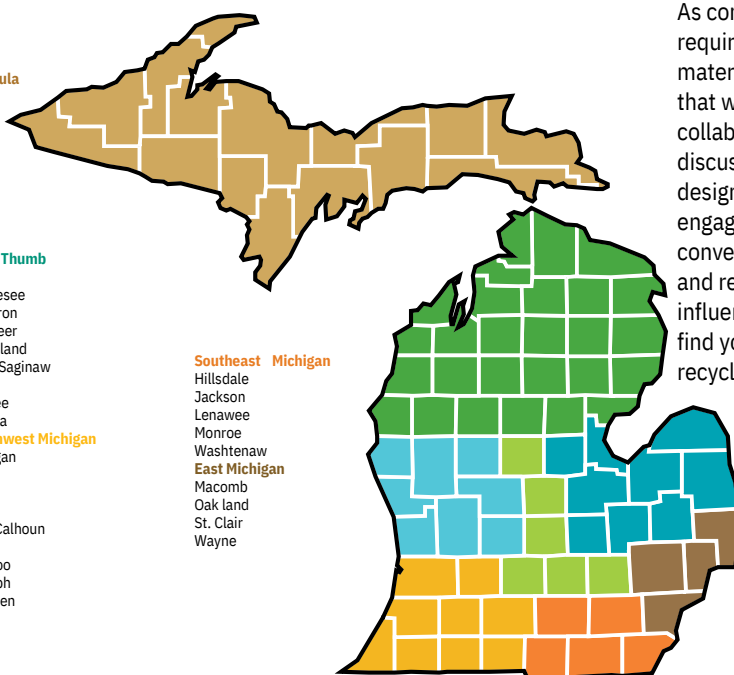
Alcona
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Cheboygan
Clare
Crawford
Emmet
Gladwin
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Kalkaska
Lake
Leelanau
Manistee
Mason
Missaukee
Montmorency
Ogemaw
Osceola
Oscoda
Osego
Presque Isle
Roscommon
Wexford

Upper Peninsula

Alger
Baraga
Chippewa
Delta
Dickinson
Gogebic
Houghton
Iron
Keweenaw
Luce Bay Area/Thumb
Mackinac Bay
Marquette
Genesee
Menominee
Huron
Ontonagon
Lapeer
Schoolcraft
Midland
West Michigan
Saginaw
Ionia
Sanilac
Kent
Shiawassee
Mecosta
Tuscola
Montcalm
Southwest Michigan
Muskegon
Allegan
Newaygo
Barry
Oceana
Berrien
Ottawa
Branch
Mid-Michigan
Calhoun
Clinton
Cass
Eaton
Kalamazoo
Gratiot
St. Joseph
Ingham
Van Buren
Isabella
Livingston

Southeast Michigan

Hillsdale
Jackson
Lenawee
Monroe
Washtenaw
East Michigan
Macomb
Oakland
St. Clair
Wayne



As communities begin to consider the requirements and opportunities of county materials management planning, it's important that we make ample time and space for potential collaborators to meet one another and begin to discuss priorities. Join colleagues in eight designated MRC regions to share priorities and engage with your peers. The eight regions will convene in four rooms to elevate and move local and regional topics in the right direction and influence state issues. Please check the map to find your region and join the conversation to grow recycling.

CONCURRENT SESSIONS

4:10 – 5:00 P.M.

Biochar: Innovating Organics Operations with Regenerative Carbon*John Webster, US Biochar Initiative*

Biochar is the definition of a hot and trending topic. A charcoal-like product made from biomass, biochar has many beneficial applications. Learn about the transformative benefits of incorporating biochar into composting and organics recycling operations. Understand how its use can reduce compost maturation time and salinity of compost, while also increasing NPK nutrient density and throughput. See real-world applications and scientific findings, showing how integrating biochar into composting processes can evolve organic waste management and promote sustainable practices.

Making a Positive (+) Impact with Battery Recycling*Ashley McMurry & Noelle Behling, Emmet County*

As a super drop-off center, waste transfer station, material recovery facility, and hazardous materials collection site, Emmet County assumes an abundance of risk and liability when it comes to handling batteries. In a short period of time, several battery fires have broken out in waste compactors, recycling balers, and on the tip floor. In response, Emmet County is focusing on community collection and education around proper battery handling, recycling, and disposal. See how this Northern Michigan rural community is delivering meaningful education through its outreach initiatives and sustaining an inclusive battery drop-off program. This session will also feature exercises on battery collection, sorting, and constructing a battery bucket to take home.

Recycling and Those Who Oppose It*Amber Butterfield, Dickinson Conservation District*

Understanding the opposition and finding a path to healthy and productive discussion is the key to changing hearts and minds. Hear from a rural program manager who has interviewed a variety of stakeholders to better understand their issues and inform her response. See how lack of trust in the system fuels the opposition. Learn how to sell residents and decision-makers on the benefits of recycling while answering their questions, truthfully and purposefully.

Your one-stop shop
for recycling information &
expertise!

Participate in informative
Educational & Training Sessions!

Get motivated to make

even more of a difference than
you already do ... and have fun
doing it!

Supporting Collaboration to Achieve Big Goals

Theo Eggermont, Washtenaw County

Washtenaw County is thinking strategically about supporting others to improve services and reduce costs. Using a framework to engage multiple school districts and multiple municipalities, the County is working to build collaboration and create an economy of scale that gets attention. By creating a school consortium for trash and recycling services they're expecting schools to save \$2 million over 5 years. By providing support to municipalities, they're expecting rural municipalities to move away from subscription-based services to lower cost, higher value community-based services. By supporting an authority, they're expecting to save money and divert more compostable material from the landfill. Learn about the framework and see how it can help you.



APPETIZERS & COCKTAILS WITH THE EXHIBITORS

5:00 – 7:00 P.M.

Join exhibitors and attendees for some much-needed networking in the Exhibit Hall. A progressive buffet and cash bar is the backdrop for more networking and professional socializing. Have projects or programs in mind? Find your contacts and get your questions answered here.

The **MRC FUND AFFAIR** is a fun, fast-paced networking event featuring a range of recycled and useful goodies donated by generous supporters. Join in on the fun that brings in additional funding for MRC's Recycle, Michigan Campaign. Consider contributing a cool reusable or recycled item for inclusion. But whatever you do, bring cash to purchase raffle tickets from Board members or use credit to purchase tickets at the registration desk.



YOUNG PROFESSIONALS GROUP NETWORKING RECEPTION

7:00 P.M.

Join colleagues at the third annual U.S. Compost Council Michigan Young Professional Group (YPG). While this networking opportunity is designed to welcome young professionals and those who are new to the field, all are encouraged to attend - as the best networking happens when experienced professionals share in the fun, too! Don't miss this opportunity for more networking focused on the upcoming leaders. Location and details to follow.

THURSDAY, MAY 2

REGISTRATION OPEN

7:30 A.M.

BREAKFAST ROUNDTABLES

8:00 – 9:20 A.M.

Join colleagues for breakfast and conversation around regional projects, opportunities, and challenges or on topics of growing interest. Tables will have topics to get the conversation started.

CONCURRENT SESSIONS

9:30 – 10:30 A.M.

Policy Trends Shaping the Compost Industry

Alexander Truelove, Biodegradable Products Institute

As access to compost programs grows, certified compostable products will provide an important environmental option for consumers, allowing for the diversion of food and organic waste from landfills into a finished soil amendment. However, inadequate infrastructure, funding, and misleading product claims continue to hamper the development of compost collection and processing across North America. Learn how the Biodegradable Products Institute has worked with industry stakeholders to promote better policies, including EPR and on-product labeling, to create new growth opportunities for both composters and compostable product-makers.



THURS, 5/2 cont.

Concurrent Sessions 9:30 – 10:30 A.M. continued



Using Psychology to Design Systems for Right Action

Dr. Kate Martini, Western Michigan University

As we all know, the success of waste diversion programs depends on the behavior of individuals. The field of behavioral science provides a framework and the tools necessary to influence, motivate, and increase the accuracy of participation in these programs. With research as our guide, learn about the factors that influence behavior in municipal, public, and commercial/industrial settings. Learn from findings in numerous case studies and the key points that inform good decision-making, allowing you to capitalize on factors that will make your program successful.

The Lithium Battery Problem

Dawn New-Echlin, New Dawn Consultants

As we move further into the electrification of everything in our now mobile-focused society, Li-Ion batteries have become commonplace in our homes, workplaces, and even in our recreational fun. The liquid electrolyte containing these lithium ions is highly volatile and flammable and can create a serious risk of fire or explosion, particularly when improperly handled or exposed to high temperatures. Michigan materials recovery facilities have been managing these fires on tip floors and in compactors for a while, some with quite devastating results. But now these fires are happening with concerning regularity and are becoming a serious public health concern. Learn about the problem of managing these batteries throughout their lifecycle and the likely changes we'll have to make to lessen the risk for everyone.

A Packaging Engineer's Role in Sustainability

Danielle Dickow, Kellanova

Kellanova, a leading global snacking company, is a recent spin-off of Kellogg Company, now focused on iconic brands like Cheez-It, Pringles, PopTarts, Eggo, and more. Hear from a lead Packaging Engineer at Kellanova as they work toward the company's goal of 100% recyclable, reusable, or compostable packaging by 2030. Leave this session with a better understanding of a packaging engineer's role in developing and selecting sustainable packaging. Get insight on how Kellanova is looking to reduce plastic, redesign packaging, and incorporate recycled content. Learn about technical challenges with developing recyclable flexible packaging and labeling recyclability for consumers.

PLENARY PANEL

10:40 A.M. – 12:00 P.M.



EGLE Panel: Updates on Part 115 Implementation

The passage of amendments to Part 115, Michigan solid waste laws, marks our policy and planning transition from a focus on trash disposal to a focus on integrated materials management. You've likely heard about the changes that will drive the upcoming planning cycle, new regulations on materials management facilities, and of course, the support being provided by the Michigan Department of Environment, Great Lakes, and Energy. This panel is designed to provide you with the newest and latest updates on all of these topics. Learn from a facilitated presentation and question & answer session with a panel of Materials Management Division leaders and specialists who will provide insight into the various programs such as the Benchmark Recycling Standards, materials management planning program, the authorization program for new facilities, and more. Learn why these programs are important to the overall goals of EGLE and how these changes have also shifted some internal restructuring to help achieve higher and increased efficiency and support for the new statewide goals and planning program.

EXHIBITION HALL

Dedicated Networking
Hours Thursday, 5/2

Dessert & Coffee 1:00 – 2:00 P.M.

Exhibition Hall Open 10:30 – 2:00 P.M.



THURS, 5/2 cont.

LUNCH

12:00 – 1:00 P.M.

MRC Awards of Recycling Excellence Presentation

EXHIBITION HALL

1:00 – 2:00 P.M.

Enjoy coffee and dessert in the Exhibit Hall and wrap up conversations with exhibitors and colleagues.

MARKETS PANEL

2:00 – 3:00 P.M.

The New View from Circularity: How End Markets Can Drive Dynamic Change in Recycling

Chris Kozak, Amcor Rigid Packaging

Matt Flechter, EGLE

Joe Meierhoff, SMI

Ed Tucciarone, Graphic Packaging International

Facilitator: Marissa Segundo, Transformations PR

Despite unprecedented investment and innovation in recycling, there is still distrust in the system and markets and a real need for significant resident education. Join recycling leaders representing significant material commodities to get an update on market and material trends. Understand the challenges presented by current and developing policies, practices, and myths and work together to retell the recycling story with a promising future in mind.

The MRC has partnered with Schupan, a leader in Michigan's sustainable materials management and event sustainability to move our conference toward zero waste. As our industry looks to advance and decarbonize, we are actively seeking to examine our role in the process of becoming leaders during our annual gathering.

