

# **ZERO WASTE INNOVATION FORUM**

Friday, August 19, 2011

## **AGENDA**

- Noon** California Assemblymember Wesley Chesbro - Legislation;  
Maggie Gainer, Gainer & Associates – Increasing Public Participation
- 1:00** Planning for Optimal Integrated Waste Management - Mark Bowers, City of Sunnyvale
- 1:40** Zero Waste - Portia Sinnott, Zero Waste Brain Trust & Tedd Ward, Del Norte Solid Waste Management Authority
- 2:30** Creative Reuse Systems - Tibora Girczyc-Blum & Garth Johnson, College of the Redwoods
- 3:20** Local Recycling Market Development – Integrating Materials into the Local Economy - Maureen Hart, North Coast Recycling Market Development Zone Coordinator
- 3:45** Global Marketplace for Recycled Paper - Dan Cotter, Cellmark Inc.
- 4:15** Food Waste Diversion & Use in Humboldt County --- Juliette Bohn, HWMA
- 4:30** Highlights of the 2011 CRRA conference – Patrick Owen, HWMA
- 4:40** What Businesses Need. The next actionable goals for 2011-2012.
- 5:05** Closing - Maggie Gainer and Humboldt County Supervisor Mark Lovelace
- 5:20 - 6:00** Refreshments and discussion with presenters and other experts.

**A zero waste event.**

**Measure C began as the result of a tax protest, and ultimately served to position Humboldt County at the forefront of the AB939 wave that affected California a few years later.**

**In the mid 1980's, Humboldt County was beginning to feel the effects of reduced property taxes due to the passage of Prop 13, and was searching for ways to shift the cost for public services from tax revenues to user fees. One of these efforts was the enactment of a tax on rural residents of \$52 per year to help support the dozen container sites serving the outlying area of the county, in return for which residents received pre-paid stamps with a credit for 52 cans of garbage per year, based on the assumption that the average resident generated 32 gallons of waste per week.**

**Although the basic problem with the tax was an issue of fairness, it also raised the issue of how much waste was**

**actually generated, and highlighted the degree to which it encouraged the production of waste as opposed to its reduction. After two years, the fee was ultimately dropped, and Measure C was drafted as part of a group of four environmental initiatives for Humboldt County, which included measures to enhance air and water quality (A and B), promote recycling (C), and forward campaign reform (D). These ballot initiatives were written and supported by a well-rounded group of community activists, and achieved largely positive outcomes in the 1988 election, with the passage of Measures A, B and C. Only the campaign reform initiative was controversial enough to fail at the ballot box. Measure C was approved by 76% of voters countywide, although technically a county ballot measure affected only the unincorporated areas of the County.**

**One of the key provisions of Measure C was the formation of a broadly-based committee to develop a set of recommendations to enhance recycling opportunities in the County, which ultimately led to the creation and approval of a recycling and waste reduction plan that served as the forerunner to the state adoption of AB939. The degree of public input and support for this plan made the transition to the requirements of AB939 less difficult and controversial than was the case for many other rural and semi-rural communities in California.**

**Mark Bowers** is the Solid Waste Program Manager for the City of Sunnyvale, CA. He is responsible for the design, funding, and management of the city's 1,500 tons-per-day SMaRT Station. His other duties include: refuse collection and disposal, recycling, GHG projects, household hazardous waste events, and landfill closure and post-closure maintenance.

After earning his B.S. in Natural Resource Planning from HSU, Mark worked for 12 years at non-profit recycling programs as the co-founder of Eco-Cycle in Boulder, CO, Operations Manager at ACRC, and Executive Director of Bend Recycling Team in Bend, OR. Mark's logical and practical approach and attention to detail have made him a valued leader and presenter in the state's solid waste and recycling organizations.

**Portia Sinnott** is a nationally recognized zero waste specialist, sustainability speaker and community activist. She has been organizing green events since the 1980's and is the author of the "Event Greening 101" handbook which uses greening to make event organizing more efficient and more fun. The executive director of LITE Initiatives – a sustainable skills not-for-profit, she is also the vice-chair of the Sonoma County Local Task Force for Solid Waste, initiator and team leader of the Zero Waste Brain Trust; board member of the Northern California Recycling Association and a member of the Executive Committee of the Global Recycling Council of the California Resource Recovery Association.

**Tedd Ward** has promoted the creation of jobs from discards and environmental design to end welfare for wasting for the last 20 years. He has been the Del Norte Solid Waste Management Authority Program Manager since 1994.

After returning from his Kenya Peace Corps experience, Tedd was a recycling market development consultant, earned his Masters' degree, and taught Solid Waste Management for two semesters in HSU's Environmental Resources Engineering Department.

In 1997, Tedd was principle author of the California Resource Recovery Association's landmark policy document Agenda for the New Millennium, which first embraced Zero Waste as a new direction for that organization and our State. He co-authored the Del Norte Zero Waste Plan completed in February 2000, which was the first municipal Zero Waste Plan in the nation. Tedd currently serves on the CRRA's Global Recycling Council and the Board for the North Coast Recycling Market Development Zone.

**Tibora Girczyc-Blum** grew up among the redwoods, where her interest in nature, art and education began. With a love of the world and adventure, Tibora has photographed her way through Eastern and Western Europe, the Middle East, Africa India and parts of Asia and taught photography workshops nationally and internationally. Her interest in creative reuse began when she started documenting reuse projects on her travels to developing countries. Since then, she has lead workshops, authored curricula and has been a large proponent of reuse within arts education. She is currently the Arts Teacher at the North Coast Preparatory and Performing Arts Academy, in Arcata, recently ranked the #1 high school in California by the Washington Post.



**Garth Johnson** is a writer, artist and educator in Eureka, California. He is an assistant professor of art at College of the Redwoods and has written for magazines like CRAFT, Readymade, FiberArts and Hand/Eye. His first book, **1000 Ideas for Creative Reuse** was published by Quarry in November, 2009. He has also contributed to books like Handmade Nation, Craftivity, Craft Corps and World of Geekcraft. His work has been exhibited internationally, as well as featured in magazines such as The Observer, Ceramics Monthly, American Craft, Metropolis and The Artist's Magazine.

# **Maureen Hart**

North Coast Recycling Market Development  
Zone Coordinator

President, Center for Environmental Economic  
Development

Program Manager, Redwood Coast Energy  
Authority

San Francisco Recycling Programs Manager,  
NorCal Solid Waste Systems

Executive Director, Urban Options, East Lansing  
Michigan

**Dan Cotter** began his career 40 years ago when he, Wesley Chesbro, and other HSU students and environmental activists founded the Arcata Community Recycling Center. Mr. Cotter worked in the scrap metal recycling industry from 1978-1982 for Schnitzer Steel, one of the largest scrap metal recycling companies in America.

In 1982 Dan became Recycling Coordinator for the City and County of San Francisco, overseeing development of the commercial and residential recycling programs for the City. He moved from this city position to working for Norcal Waste Systems from 1987 through 1993 as Vice President and General Manager of their recycling operations in San Francisco.

Dan joined Cellmark, Inc. in 1993 and is the Vice President in charge of recovered paper sales to China and other Southeast Asian countries. Cellmark, Inc. is one of the largest exporters of recovered paper and pulp to China with 2 offices in China (Shanghai and Qingdao).

Dan has an MBA in International Trade and Finance.

**Juliette Bohn** is a Program Analyst / Project Manager for the Humboldt Waste Management Authority. Her primary projects include the development and management of Humboldt County's Regional Food Waste Digester, and the Cummings Road Landfill gas utilization project. She earned a master's degree in Environmental Systems from HSU with a focus on sustainable waste and energy systems.

Juliette currently contributes to technical advisory groups related to statewide anaerobic digestion infrastructure development and resource management in the Smith River Watershed.

**Patrick Owen** is Operations Manager at HWMA's Hawthorne Street Transfer Station and Recycling Center in Eureka. Previously, he managed waste diversion and household hazardous waste programs for HWMA. Patrick worked for the County of Humboldt for ten years as a Registered Environmental Health Specialist, permitting small drinking water and wastewater treatment systems, and overseeing cleanups at leaking underground tank sites. He also spent nearly a year as a state employee in Del Norte County, regulating solid waste facilities, including the now closed Crescent City landfill, and Hambro Forest Products' composting operation.

THANK YOU

Sponsors

City of Arcata

Humboldt Waste Management Authority

North Coast Recycling Market Development Zone

Contributors

Beachcomber Café in Bayside – door prizes

Volunteers – organizing and filming event

Media – KHSU, KHUM/KSLUG, The Arcata Eye