

**California Resource Recovery Association
CRRA 34th Annual Conference & Tradeshow
2010 • Downtown Sheraton Grand Hotel • Sacramento**

**Call For Speakers Submissions
Call for Speakers and Ideas
August 8-11, 2010**



The California Resource Recovery Association will be having its 34th Annual conference in Sacramento, California on August 8-11, 2010. Founded in 1974, the California Resource Recovery Association (CRRA) is a non-profit 501(C)3 organization dedicated to promoting waste reduction, reuse, recycling, pollution prevention, and composting. The CRRA and its members work to expand markets for recycled materials, promote sustainable materials policies, and encourage best practices in design, development, implementation, and analysis of source reduction, recycling, and composting programs. CRRA is the premier organization for linking like-minded individuals from every facet of the industry. Non-profits, waste haulers, recyclers, state, federal and local government, recycled product manufacturers, educational institutions and many others come together under the CRRA umbrella. Its members act as a clearinghouse for information, innovation, industry and governmental initiatives related to resource management.

CRRA is organizing the most comprehensive, informative, and thought-provoking conference dedicated to waste reduction and resource management issues in California. As the universe of our responsibilities widen, we begin to make environmental connections that are outside our specialties. CRRA is seeking to bring cutting-edge ideas, real experiences and new understanding to its members and conference attendees. After much input from the members of CRRA, we are looking for qualified speakers, panelists, and roundtable leaders for the subjects below.

Climate Change and Greenhouse Gases

- Understanding Climate Change and Greenhouse Gases for non-scientists
- What is local government's role in reducing greenhouse gases?
- Carbon Trading and Offsets – What's the real story?
- Factoring in Recycling and Source Reduction into Greenhouse Gas Calculations
- Looking Upstream for Lifecycle Analysis
- New Fuels and Carbon Reduction
- How to Use WARM
- Cool Cities Campaign and ICLEI
- "ABAG" Green Business Program
- Global Warming and Co2 Emission Reduction Programs

Colleges and Universities

- Nuts and Bolts of Creating a University Recycling Program
- Using Recyclemania to Increase Participation in University Recycling Programs
- Creating Sustainability Initiatives at Universities

Conservation Corps

- What Do You Really Know About Them? Recycling at-risk youth into environmental stewards
- From recycling and diversion to greening and sustainability: What Can the Conservation Corps Do for You?
- How Do You Start a Local Conservation Corps?
- How to Use Local Corps Graduates to Staff Your Organization
- Addressing your quality and diversity staffing needs

Economics

- What are the Economic Benefits of Waste Reduction & Recycling?
- How To Conduct A Rate Study
- Incentives to Get Your Hauler to Buy Into Zero Waste
- Case Studies on Diversion Program Costs and Effectiveness
- Methodologies and Examples of Refuse/Recycling Collection Fee

Environmental Purchasing and Product Stewardship

- Defining the Terms –Where Do We Start?
- Seeing Through the Smoke of Green Claims
- Supply Chain Management: Looking Upstream to Reduce Waste
- The Precautionary Principals and Producer Responsibility
- Take it Back Partnerships with Retailers – Where are we now?

Green Building

- Green Building As It Relates to Zero Waste/Recycling
- Tying Green Building to Green Purchasing
- Integrating Zero Waste Principals into Green Building
- Following the LEEDers and the Build It Green Checklists
- Deconstruction vs. Recycling

Organics – From Field to Table to Field

- Organics for Beginners
- The Organics and Greenhouse Gas Connection
- Food Waste Recycling - Issues and Actions
- The Environmental Impact of What We Eat
- The One Hundred Mile Buffet
- Food or Fuel – What is the Best Use of Our Resources?
- From Backyard Composting to Food Waste Collection – The Right Progression?
- Success in Green and Food Waste Programs
- Sustainable Landscaping
- The New Horizon - Digestion and Distillation of Organics
- Management of Green and Food Waste – ARB and the Regulatory, Permit, and Zoning Issues

Outreach, Marketing and Education

- New Educational Outreach Programs for K-12
- The Psychology of Replacing Old Habits with More Effective Behaviors
- The Power of One – Outreach for the One Person Office
- Using Social Marketing to Reach a New Generation
- Crafting Effective Messages
- Green Marketing Strategies

Plastics

- What Kind of Plastic is That? An Update on a Changing Market
- Jumping on the Polystyrene “Ban” Wagon – Is this an Effective Strategy?
- Compostable versus Biodegradable versus Recyclable – Which One is Right For My Program?
- Biobags – The Good, The Bad and The Ugly
- Plastic Rich Environments – Tapping into Hospital Recycling

Policy and Legislation

- Up And Coming Legislation
- Bottle Bills – Is It Time For A National Policy?
- Environmental Justice – When Does A Community Asset Become a Detriment?
- Disaster Planning
- How to Address Theft of Recyclables in Your Community
- What’s Happening with State Agencies?

Programs, Programs and More Programs

- The Nuts and Bolts of Program Design and Evaluation
- Programs Without Resources – the Challenge of Small and Rural Cities
- Program Updates From the Trenches – Issues, Actions and Successes
 - Curbside Collection
 - Construction and Demolition
 - EcoParks
 - Hazardous and E-Wastes
 - Hotels
 - Illegal Dumping
 - Material Recovery Facilities and Processing
 - Multi-Family Best Management Practices
 - Reduce and Reuse Programs
 - Shopping Centers, Large Office Buildings with Several Tenants
 - Green Building
 - Tribal Programs

Reuse Programs

Rural Areas and Small Cities Challenges

- So, You’re Not From a Large Organization – How to Run an Effective Program on a Shoestring Budget
- Market Development Away From the Markets
- Rural Recycling Programs – Innovative and Best Practices

- Covering the Costs of Recycling in Low Income or Rural Areas
- Zero Waste For Rural Communities

Special Event Recycling

- Special Events and/or Large Venue Recycling
- Recycling Programs at Non-Sports Entertainment Venues (i.e. Nightclubs and Theaters)
- Greening of a Conference – Is It As Easy As It Looks?

What's New from the Vendors?

Using Technology

Zero Waste

- Zero Waste For Beginners
- How The Private Sector Is Moving To Zero Waste
- Zero Waste Communities Update
- Avoiding “Greenwashing”
- Putting Businesses on the Path to Zero Waste - Corporate Environmental Strategy
- Benchmarking on Sustainability Issues
- Internal and External Communications on Sustainability Topics
- Environmental and Sustainability Reporting
- Environmentally Responsible Business Success Stories

There will be no subsequent Call for Papers

To initiate your participation, please fill out the on-line speaker submission form at this webpage http://www.crra.com/2010conf/call_for_speakers.shtml. You are also welcome to suggest a speaker for a particular subject, or even a subject that is not on the list, via this process.

CRRA is looking for audience participation and interaction with each speaker. Speakers are asked to stay for the break following their session to further engage attendees. Speakers are typically given 15 to 20 minutes for each presentation, including questions and responses. On our panels, each panelist will be given 5 – 10 minutes to introduce a topic, followed by a moderated discussion amongst the other panelists and the audience for one hour. For our roundtable format, roundtable leaders will be provided a one-hour format to lead discussions directly with the audience.

SUBMISSIONS DUE BY FRIDAY, OCTOBER 30th, 2009

Presenters will receive free conference admission for the day they speak and are responsible for paying all travel and lodging costs.

For more information about the conference, please visit www.crra.com