

## Zero In on Zero Waste Business Conference

Many cities across the country (and the world) are adopting zero waste policies, including San Francisco, Los Angeles, El Cajon, and Burbank. These policies will require that all businesses that operate within those cities adopt zero waste strategies.

**The good news is--zero waste practices are actually profitable for your business!** So, don't delay finding out how you can take the lead in your business to transition to zero waste and start saving...just like Toyota, Ricoh Electronics and hundreds of other companies that have already begun this journey! Learn from those who have been there and join us at the Premier Business Conference 3rd Annual "Zero In On Zero Waste: Don't Let your Bottom Line Go to Waste", an exclusive event to be held Thursday, June 26th, 2008 at the Ford Motor Company in Irvine, California. This is a one-of-a-kind event you don't want to miss.  
<http://www.earthresource.org/zerowaste.html>

**Reducing your waste stream adds dollars to your bottom line, improves your corporate image and helps you maintain and attract customers and key employees.** In today's economy, where customer's and employee's are asking "How green are you?", you can't afford to miss this opportunity to learn from the companies who have been making zero waste a reality--and reaping the profits from those efforts!

You and your staff's attendance at this event will give you the resources and tools needed to recession proof your business. Your business can save MONEY, time and set the example on why it is good to be green! Register today at <http://www.earthresource.org/zerowaste/OC08/zerowasteregistration.html>

### Program

#### Keynote Speakers...

8:00 am Registration, Continental Breakfast, and Exhibits

8:30 am Welcome by: Stephanie Barger of Earth Resource Foundation and Beth Krom, Mayor of Irvine

8:45 am "Designing with Nature to get to Zero Waste - water quality as the example"

Keynote presentation: Jonathan Todd

Keynote speaker, Jonathan Todd, is the President of Todd Ecological Design, a leading firm in the development of ecological technologies for food production, waste purification and conversion, environmental restoration and systems integration for architecture and eco-industrial parks. [www.toddecological.com](http://www.toddecological.com). With his father, Dr. John Todd, he has designed and implemented Eco Machines for water purification and waste water management. Todd Ecological Design won an EPA award for combining environmental restoration with economic development for their work with the Four Seasons hotel in Hawaii. Tyson Chicken was brought into compliance within weeks of installing an Eco Machine and reduced their electricity demands by 74% while eliminating an expensive phase of waste management. Join us at the conference to hear more about how this exciting firm is helping others to design ecological-profitable systems and manage their natural resources.

9:30 am Redesigning our Business Model

"Supply chain management - key tool for Zero Waste Success"

Ron Wilmoth, Ricoh Electronics, Inc.

"How to Measure Zero Waste Successes"

Ryan McMullan, Environmental Resource Specialist, Toyota

10:30 am **BREAK** in Exhibits area and networking

11:00 am **Rethinking Partnerships Moderator - Gary Liss**

Dan Knapp, Urban Ore - Berkeley Recycling Center

Doug Wooley, Goodwill

12:00 to 1:15 pm

**Luncheon Buffet**

12:45 pm **Luncheon Address: "Zero Waste? The Ocean Can't Wait!"**

Capt Charles Moore, Algalita Marine Research Foundation

1:30 pm

**Repackaging our world**

**Moderator - Rick Anthony**

"Will Green Plastic Enable Zero Waste?", Tom Wright, Sustainable Business

"Producer Responsibility for Products and Packaging", Heidi Sanborn, California Product Stewardship Council

"Rapioli - the Zero Waste Package", Ken Eskenazi, Clean Agency

2:30 pm **Break** in Exhibits Area and networking

3:00 pm **Regulations on the Horizon Moderator - Michael Huls**

"Current Regulations are Zero Waste Policies", Leonard Robinson, Department of Toxic Substances

"Cool 2012 Campaign - Zero Waste and Global Climate Change", Linda Christopher, Executive Director, Grassroots Recycling Network

"Zero Waste Strategies for Food Scraps and Other Organics", Rich Flammer, Hidden Resources

4:00 **"The Next Pieces of Zero " - Concurrent Roundtables**

**Facilitators:**

Doug Wooley, Goodwill - Buy Reused, Recycled or Compost Products

Heidi Sanborn, CPSC - Producer Responsibility

Gary Liss, Gary Liss & Associates - Measuring ZW Diversion

Richard Anthony, Richard Anthony & Associates - Highest and Best Use

Michael Huls, Huls Environmental - Triple Bottom Line

Jonathan Todd, Todd Environmental - Eliminate use of toxics

Linda Christopher - GRRN - Products not wasteful or toxic

Dan Knapp, Urban Ore - Financial incentives

Leonard Robinson, DTSC - Prevent Pollution

Charles Moore, AMRF - Precautionary Principle

5:30 pm **Zero Waste Reception**

(all attendees welcome) and no host bar

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**Register TODAY! - June 26th, 3rd Annual Zero in On Zero Waste Business Conference**

<http://www.earthresource.org/zerowaste.html>

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