



Help Orange County be Zero Waste by 2015  
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**Remedy Environmental Services**  
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# STEPHANIE BARGER

*Earth Resource Foundation*



**Stephanie Barger** (*Welcome, Moderator*) is ERF Founder, Treasurer and Executive Director. A non-profit consultant, Mortgage Banker and Past CPA, she brings to ERF a wealth of environmental charity work experience. Stephanie has been involved with a variety of charities such as Journey to the Heart, the Surfrider Foundation, Copes and Green Networking for Orange County. She also helped organize several Volunteer Connection Days.

For Stephanie, *"Only through loving, understanding and knowing one another can we give back to our children a wonderful earth that we have continually taken from, sometimes unknowingly, sometimes selfishly and mostly unnecessarily. We need not give up the conveniences of the future to keep the treasures of the past (starfish on the beach, clean air, wild lands to run and laugh and be humans). Through community we can obtain the seemingly unobtainable, which is why I have dedicated my life to bring about community into the world."*



# BETH KROM

*City of Irvine*



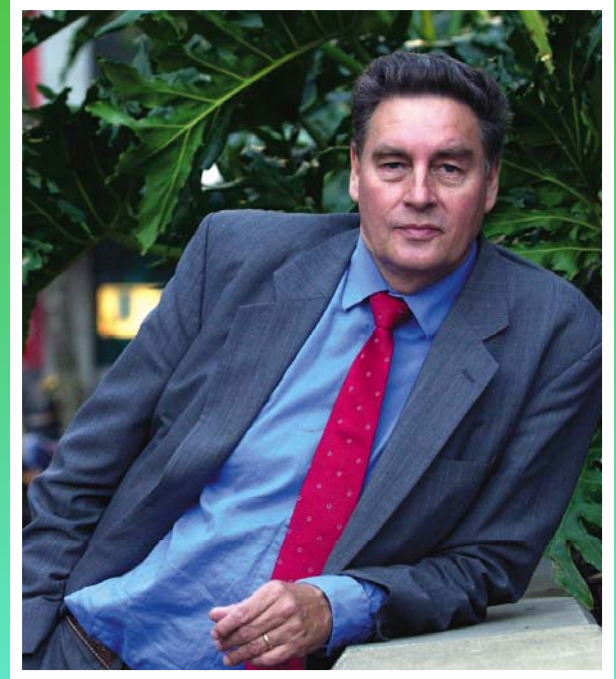
**Beth Krom** (*Welcome*) was first elected to the Irvine City Council in 2000 and was re-elected in 2002. In 2004, she won her first term as Mayor of Irvine and in 2006 she was re-elected with nearly 60% of the vote — the highest margin of victory for any Irvine Mayor running in a contested race. Mayor Krom is proud to be part of a national coalition of Mayors for Climate Protection is working to ensure that what we do at a local level supports the health of our people and our planet.

An advocate for balanced communities, Mayor Krom is focused on ensuring a sustainable future for the City of Irvine. She led the effort to defeat the El Toro Airport Plan and is proud that, in its place, the Orange County Great Park—the first great metropolitan park of the 21st Century—will be created. She also is proud that Irvine is the first city in Orange County to adopt a comprehensive residential and commercial Green Building Ordinance.



# DR. PAUL CONNETT

## *Keynote Presentation*



**Dr. Paul Connett** is a graduate of Cambridge University and holds a Ph.D. in chemistry from Dartmouth College. In May 2006, he retired from his full professorship in chemistry at St. Lawrence University, Canton, NY, where he taught for 23 years.

Over the past 22 years his research on waste management has taken him to 49 US states and 50 other countries, where he has given approximately 2000 pro bono public presentations. Ralph Nader said of Paul Connett, "He is the only person I know who can make waste interesting." He has co-authored six peer reviewed articles on dioxin and numerous other articles on waste management.

Paul Connett has researched the literature on fluoride's toxicity for 10 years. He helped found the Fluoride Action Network (FAN) for which he is the Executive Director. He has given invited presentations to the International Society for Fluoride Research (New Zealand and Germany); the Japanese Society for Fluoride Research; the American College of Toxicology; the US EPA ; the US National Research Council; the CDC in Nanjing, China; the Joint Parliamentary Committee on Health and Children in Ireland, and a parliamentary committee in the Knesset, Israel.



# RICHARD ANTHONY

*Richard Anthony & Associates*



**Richard Anthony** began his career in Public Administration in 1971 as a manager of the CSULB Recycling Center. He received a MS in Public Administration in 1974. Mr. Anthony has worked as a program manager in the Resource Management, Conservation and Recovery field for more than 30 years. He is an advocate and leader in the area of Zero Waste Systems approaches to wasted discards. He is the consultant to the San Luis Obispo County Integrated Waste Management Authority and was the Administrator of the Zero Waste Communities of San Bernardino County Waste Reduction and Recycling program from July 2001-04. Mr. Anthony has nearly 20 years of experience working inside County Public Works Agencies.

He is a founder and member of the Board of Directors of the CRRA, the GRRN, the Zero Waste International Alliance, the USA National Recycling Coalition (past board member) and Keep California Beautiful (board member). Mr. Anthony has been published in Recycle Scene, Waste News, Bio-cycle, Recycling Today, Recycling Times and other trade magazines. He has presented papers at National and International Recycling Conferences and has taught classes and lectured on resource conservation and recovery at Universities and community colleges throughout the world. RAA contracted with the Institute for Local Self Reliance to meet with the community and prepare a zero waste plan for Hong Kong, China.



# LINDA CHRISTOPHER

## *GreenRoots Recycling Network*



**Linda Christopher** is the Executive Director of the GrassRoots Recycling Network. She has 19 years experience in the recycling field. While attending college, Linda started the Sonoma State University Recycling Program & became the first campus recycling coordinator.

In 1989, she became the Education Director at *Garbage Reincarnation Inc.*, a non-profit recycling center in Sonoma County, California. Linda researched issues, wrote papers and newsletter articles, taught home composting courses, worked with neighborhood activists, and testified on behalf of recycling and waste reduction at local hearings.

In 1988, she joined the *Materials for the Future Foundation*, a nonprofit recycling market development organization in San Francisco, CA. As MFF's Program Director Linda focused on recycling's role in sustainable development, healthy communities, and jobs.

In addition Linda has served 10 years as a board member of the Northern California Recycling Association (NCRA), a 200-member trade association of recyclers and environmentalists. Linda is regular cast member of the *NCRA Players*, a performance troupe that uses theatre to lampoon waste and landfilling, and to educate the industry about zero waste.

When Linda is not recycling, performing, or thinking about zero waste, she volunteers on the City of Cotati's *Community and Environment Commission* and helped start the *Cotati Creek Critters*, a volunteer creek habitat restoration group.



# EIKO RISCH

*Ricoh Electronics, Inc.*



**Eiko Risch** was project leader for the Ricoh Electronics, Inc. Zero Waste to Landfill (ZWTL) initiative. She has been the organization lead from concept development through design and implementation of this initiative.

Through the process of introducing this new concept to the Ricoh organization, involving the entire organization, and adapting and practicing these concepts in real life, her entire team has experienced many valuable lessons which have contributed towards making Ricoh Electronics, Inc. a lean and sustainable company. Today Ms. Risch shares the extraordinary experiences she encountered while implementing sustainable practices at her company with their business partners and their community in hopes of making additional contributions toward creating a sustainable society. The step by step method applied at Ricoh Electronics, Inc is easily deployed in any type of business environment.



# GREG DOBLE

*Memory Experts, Inc.*

**Greg Doble** is the Senior Test & Design Engineer with Memory Expert International for the past year. Plant coordinator for ZWTL programs which included California WRAP, EPA Waste Wise and EPA P-Track programs. In following the guidance of Ricoh, MXI was able reduce their waste to less than 7 tons per year vs. the 120 tons they were moving to the land fill. In the beginning of year two MXI will be completely ZWTL. Gregory was able to complete this by working with all of MXI vendors and service companies; saving both MXI and the OEM suppliers over 1.2 million dollars a year in recycled\reused materials and substantial cost reductions to facilities such as Waste Management Company and SCE.



Gregory has been driven the ZWTL program back to his own children's elementary school in Oceanside, where the School district is now making money from the school yard waste rather than pay Waste Management for items that could\are being recycled.



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# GARY LISS

*Gary Liss & Associates*

**Gary Liss** has over 30 years of experience in the solid waste and recycling field. Gary Liss is now President of Gary Liss & Associates. He was a founder and past President of the National Recycling Coalition and was Solid Waste Manager for the City of San Jose, CA. In San Jose, Mr. Liss developed their recycling programs into national models, which are currently diverting 62% of the overall waste stream.

He is a leading advocate of Zero Waste, and a special Zero Waste advisor to the GrassRoots Recycling Network (GRRN). For the GRRN, he has documented Zero Waste Businesses, developed Zero Waste business principles (see <http://www.grrn.org/zerowaste/business/>) and is helping to develop their Zero Waste Communities Project.

He has a Masters in Public Administration from Rutgers University in Newark, New Jersey and a Bachelor's in Civil Engineering (Environmental Engineering major) from Tufts University in Boston, Massachusetts.





# JO LICATA



## *San Francisco Hilton & Hotels Reuse Collaborative*

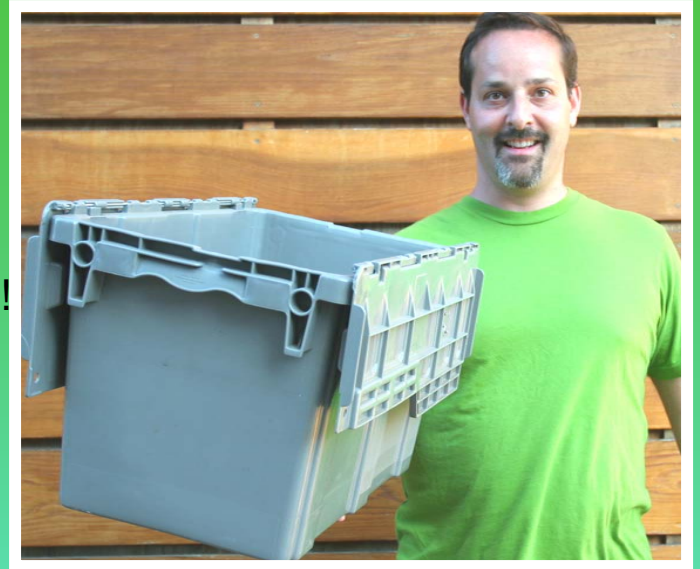
After working as a meeting planner for a Hawaii-based corporation, Jo joined the Hilton San Francisco in 1988 as an Assistant to the Executive Office. After stints as Purchasing Agent, Culinary Assistant, Business Officer Manager, Assistant Manager and Night Manager, in January, 1995, Jo was named Community Projects Manager. This position was created by the senior management of the hotel to insure that the Hilton San Francisco is a pro-active partner in the community economic development and vitality of the hotel's neighborhood. The primary focus is assisting with the social service and non-profit agencies, schools and arts programs to improve the quality of life for the over 5,000 children and 3,000 frail elders who reside in the neighborhood. To date, no other hotel in the country has a position that deals almost entirely with community outreach issues. The goal of the Hilton San Francisco, the West Coast's largest hotel, is to be recognized as a good neighbor and a good corporate citizen.

Jo created, organized and manages the Hotel/Non-Profit Collaborative. This network of San Francisco hotels, businesses and non-profit agencies meets regularly and continuously provides information on matching the non-profits' needs with hotels' surplus supplies & equipment. Since inception in 1997, this creative networking has provided a second life to nearly 500,000 tons of material, supplies and equipment slated for dumpsters, debris boxes or languishing in storerooms. This work has also lead to a very rigorous recycling and composting program at the hotel. Excess food donation, the harvesting of meeting and conference discards for use in schools, arts programs and small theatre groups is now a regular part of the hotel's recycling program.



# SPENCER BROWN

*EarthFriendlyMoving™*



**Spencer Brown**, EarthFriendlyMoving™ founder and President, is out to change the way America packs & moves!

The problem is “America prides itself on its ingenuity – but despite tremendous technological advances, we haven’t changed the way we pack and move for more than 200 years!” “We still use the same disposable, environmentally disastrous packing materials and methods we did in the 1700s. Since most Americans simply toss out these materials after they unpack, our landfills are becoming seriously overburdened. It’s incredibly wasteful & it’s a vicious cycle of ecological destruction that we simply must stop.”

Spencer has brought to market, the first, comprehensive, environmentally friendly, zero-waste, do-it-yourself (DIY) packing and moving solution in America.

Based on the concept of reusable moving totes made from hard to recycle plastic trash that rent for \$1 a week, the Recopack, Geami and Recocubes gives relocating Americans, a revolutionary alternative, to cardboard boxes, petroleum-based bubble wrap, Styrofoam and other environmentally destructive packing and moving supplies.

“We deliver the RecoPacks, you pack, you stack, you move and we pick them up!”

“It’s moving made simple – and it saves time, money and the Earth.”

When you think about it, “Without trees, we’re all fish out of water!”



# VIVIEN STRAUS

*Straus Family Creamery*



**Vivien Straus** grew up on the dairy that her father started nearly 70 years ago with a herd of 23 cows on the shores of Tomales Bay in western Marin County, California. She left the farm to pursue a career as an actress, but returned in 1993 to help run Straus Family Creamery when her brother, Albert, converted the farm into the first certified organic dairy west of the Mississippi. Until recently she served as Vice President of Marketing at the Creamery.

Today she remains active as a writer, marketing consultant to the Creamery and manager of the Straus Home Ranch. She is not only writing a book about the farm, she also hopes to one day

combine all her lives into a comedic autobiographical one-woman on-stage rendition of farm life with a view to opening a window into how farms really work so that she can encourage others in the fight to save small family farms.



# LEONARD ROBINSON

*CA Department of Toxic Substances Control*



**Leonard E. Robinson** was appointed to the position of Chief Deputy Director for the Department of Toxic Substances Control (DTSC) by Governor Arnold Schwarzenegger in September of 2004. He has over thirty (30) years experience in the environmental management field and has a degree in Chemical Engineering from the University of Southern California.

Currently serving as DTSC's Chief Deputy Director, Mr. Robinson oversees the day-to-day operations of the: Office of Legal Affairs; Hazardous Waste Management and Statewide Compliance Program; Site Mitigation and Brownfields Reuse Program; External Affairs; Legislative Affairs; and the Science, Pollution Prevention and Technology Program. DTSC's mission is to protect public health and the environment. Mr. Robinson is spear-heading the "California Take It Back! Partnership".

Mr. Robinson also taught leadership and executive management classes. He was a daily radio talk show host on Radio Station KTIE 590 AM; a lecturer; and a motivational speaker. He has authored two books; "PositivitY" and "Getting Back To Abnormal" that are waiting to be published.



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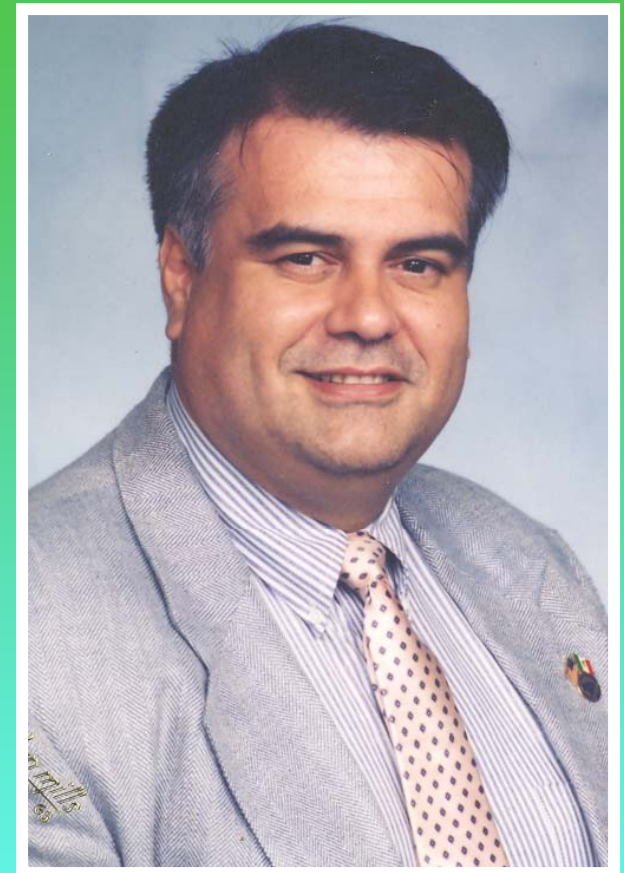




# JAIME LOZANO

*City of LA Solid Resources Recycling Division  
& South Bay Business Environmental Coalition*

**Jaime Lozano** is one of the founders of the South Bay Business Environmental Coalition (SBBEC), Chair of the SBBEC and currently works for the City of Los Angeles Solid Resources Bureau on Business Recycling Programs. Mr. Lozano is also a founding Board Trustee of the California Resource Management Training Institute. Mr. Lozano has previously worked for the Cities of Carson and Hawthorne. While managing the Waste Management Program in the City of Carson from 1995 to 2000, he was handed a program which was headed for a compliance order at a negative 147% diversion rate.



Through Mr. Lozano's leadership and innovative business program implementation, Carson's diversion rate improved to a positive 72%, had 50 WRAP Winners in one year, received a TrashCutters Award from the Waste Board, and a United States Congressional Recognition Award.



# MARTIN DIEDRICH

*Kean Coffee*



**Martin Diedrich** grew up in Guatemala where his family owned a small coffee farm. In 1983, Martin left behind a blossoming career in Mayan archaeology and came to Costa Mesa to help his parents with their small custom coffee roastery. During that year, his vision emerged to create community meeting places where folks could

gather and enjoy his family's high quality coffee. He founded the first Diedrich Coffee coffeehouse in Costa Mesa in 1984. These original coffeehouses were exciting, creative hives of activity and the most popular gathering places in their respective neighborhoods.

In June of 2004, Martin resigned his position at Diedrich Coffee, & began to manifest a new vision: a state-of-the-art, cutting edge coffeehouse that would bring back the community-feeling, coffee-connoisseurship, and cultural atmosphere of his early Diedrich coffeehouses, as well as embrace his ideal that businesses should model community, global responsibility, & awareness, both environmental & cultural. In December of 2005, Martin & his wife Karen opened the doors of Kean Coffee in Newport Beach. Named for their only son, Kean. Through Kean Coffee, Martin Diedrich is taking his community coffeehouse vision to the next level.

Martin Diedrich is now considered one of the pioneers of the coffeehouse phenomenon. Martin has been a Master Roaster for 21 years and is an internationally recognized coffee expert. In 2005 Martin was presented with the Specialty Coffee Association's Lifetime Achievement Award.



# ZIAD MAZBOUDI

*City of San Juan Capistrano*

**Ziad Mazboudi** is a Senior Civil Engineer with the City of San Juan Capistrano. He has been the environmental division manager for the past 5 years, during which he has made some significant accomplishments. Among these accomplishments are the introduction of the first citywide plastic bag recycling program in the nation and a citywide horseshoe recycling program. He helped the city meet the mandated AB939 50% diversion through a variety of newly introduced programs.

Ziad is an advocate of environmental public education and outreach. He writes regular environmental articles in the San Juan Capistrano local newspapers.

Ziad has been an active member of the County storm-water program, and has chaired many of its committees. Ziad is currently the Chair of the American Society of Civil Engineers ASCE's legislative committee. He is also on the American Public Works Association APWA's National Solid Waste Committee, South Orange County Team Arundo and the County Stormwater Data and Information Committee.





# MICHAEL HULS

*Huls Environmental Management*



**Michael Huls** is President & founder of Huls Environmental Management is located in Covina, California. His experience in environmental management & compliance ranges from recycling systems to storm water management. He is widely known for his work in recycling program implementation including commercial and C&D debris recovery programs. In this role, he has had considerable working experience with numerous local agencies & private corporations including L.A. County, Verizon, & more.

He has conducted over two-dozen solid waste generation studies; performed hundreds of environmental and business process audits; conducted numerous rate studies and negotiated innovative rate structures; facilitated and negotiated performance-based contracts with haulers and markets; conducted performance and fee assessments of private and municipal haulers that have identified almost \$50 million dollars for potential and real cost recovery; and performed several RFP processes for single and multiple hauler municipal franchises. He has developed innovative waste prevention programs using his proprietary Process Audit Model (PAM) based on seven key waste generating characteristics found in all businesses.



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