



"2nd Annual Orange Business Conference  
"Zero In on Zero Waste:  
Don't let your Bottom Line go to Waste"  
Thursday, June 7, 2007

Ford Motor Company, 1 Premier Place, Irvine, CA 92618  
<http://www.earthresource.org/zerowaste.html>



## AGENDA

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 – "Zero Waste Successes Around the World" Keynote presentation: Dr. Paul Connett

9:30 am – Zero Waste Basics

◆ "Zero Waste Business Principles"

Richard Anthony, Richard Anthony Associates and GrassRoots Recycling Network (GRRN) Board

◆ "Zero Waste Communities"

Linda Christopher, GRRN Executive Director

10:15 am – "The 5 R's are a Win-Win Solution: maximizing the Triple Bottom Line with Zero Waste"

Eiko Risch, Division Manager Continuous Improvement & Sustainability Development Promotion  
Ricoh Electronics, Inc.

11:00 am –BREAK in Exhibits area and networking

11:15 am – Other Zero Heroes

◆ Moderator, Gary Liss, Gary Liss & Associates

◆ San Francisco's Hotel/Non-Profit Collaborative - Helping to Achieve Zero Waste in Hospitality  
Hospitality Industry: Jo Licata, San Francisco Hilton and Hotels Reuse Collaborative

◆ Changing the way America packs and moves

Packaging Industry: Spencer Brown, Earth Friendly Moving Company

◆ Poop to Power

Farming and Food Industry: Vivien Straus, Straus Family Creamery

12:30 until 1:30 pm – Luncheon Buffet

➤ 1:00 pm – Luncheon Address: The California take It Back Partnership

Leonard Robinson, Chief Deputy Director, CA Department of Toxic Substances Control

➤ 1:20 pm - Presentation of Awards of "Heroes of Zero Waste"

1:30 pm - "Designing for Zero Waste" (team-building exercise)

2:00 pm – "Getting to Zero Waste " - Concurrent Roundtable Breakout Session #1 on Zero Waste Business Principles: Dialog facilitated by Resource Person - see below

3:00 pm – Break in Exhibits Area and networking

3:24 pm - **Zero Waste video** from Eco-Cycle

3:30 pm – “**Getting to Zero Waste**” - **Concurrent Roundtable Breakout Session #2** on Zero Waste Business Principles: Dialog facilitated by Resource Person - see below

4:30 pm – **Next Steps for Zero Waste Development** (full Group Discussion)

Introduction of:

- ◆ “Orange County Zero Waste” group (Monthly meetings, with tours, networking and/or presentations)
- ◆ Zero Waste Business Yahoo Group

5:30 pm to 7 pm – **Zero Waste Reception** (all attendees welcome) and no host bar

### **Roundtable Discussions on the TEN ZERO WASTE PRINCIPLES**

(see <http://www.grrn.org/zerowaste/business/index.php>)

- 1) Commitment to Triple Bottom Line (including recognizing Zero Waste Business successes)- Jaime Lozano, City of Los Angeles Solid Resources Recycling Division and South Bay Business Environmental Coalition
- 2) Use Precautionary Principle - Stephanie Barger
- 3) Zero Waste to Landfill or Incineration (including managing organics from businesses) - Gary Liss
- 4) Responsibility: Takeback products and packaging – Leonard Robinson
- 5) Buy reused, recycled & composted (including Zero Waste at small businesses) - Martin Diedrich, Kean Coffee
- 6) Prevent Pollution and reduce waste - Ziad Mazboudj, Environmental Division, San Juan Capistrano
- 7) Highest and best use (including understanding your discards) - Richard Anthony
- 8) Use economic incentives for customers, workers and suppliers (including supply chain management, refusing and returning waste) - Eiko Risch
- 9) Products or services sold are not wasteful or toxic - Linda Christopher
- 10) Use non-toxic production, reuse and recycling processes (including discussion of what to do with plastics) – Michael Huls, Huls Environmental

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