



Help Orange County be Zero Waste by 2015  
Create a Better Tomorrow



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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.



# Jonathan Todd

*Todd Ecological Design*

- **Jonathan Todd** is the President of John Todd Ecological Design Inc., 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.
- Jonathan has been immersed in the world of sustainable design practically from birth. As a child and teenager he was educated at the applied ecology think/do tank, the New Alchemy Institute. A seasoned captain, Jonathan holds a profound love of the sea, a bone-deep desire to protect the world's water, and a rare ability to lead, both on and off the deck.





# Ron Wilmoth

*Ricoh Electronics, Inc.*

- ***Ron Wilmoth** has a BA and MA from UCLA.*
- *He has worked in the Defense, Real Estate Development, and High-tech Industries.*
- *He has lived and worked in California, Maryland, Minnesota, and Hawaii.*
- *In his spare time, he does ultrarunning and recently completed a 100K race in the jungles of Hawaii.*





# Ryan McMullan

*Toyota Motor Sales*

**Ryan McMullan** is in the Environmental Coordination Office of Toyota Motor Sales and is in charge of resource management issues for the sales and distribution operations in the US, including recycling, energy conservation, greenhouse gas inventories, and life cycle assessment. He earned his Masters from the Bren School of Environmental Science and Management at UC Santa Barbara and his Bachelor's from Rice University.





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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.





# Sharon B. Ellis

## *Habitat for Humanity of OC*



- **Sharon Ellis** joined Habitat for Humanity of Orange County as Executive Director in November 2005. In this role, Sharon is responsible for directing the activities of a small staff of employees, and thousands of volunteers, as they work to help low-income families build and purchase simple, decent affordable homes in Orange County.
- Sharon's prior experience includes more than 20 years in the field of education. She began her teaching career in Connecticut and Ohio before moving to California. Her Orange County teaching career includes service as a high school teacher at Santa Ana High School, and as an assistant principal at Century High School. She then moved to the Newport-Mesa Unified School District, where she served as assistant principal at Costa Mesa High School; principal at TeWinkle Middle School; principal at Corona del Mar High School; and as a special assignment administrator evaluating traditional and alternative high school settings and exploring programs to stimulate the academic growth for all middle and high school students.
- Sharon's community involvement includes service as a Community Services Commissioner for the City of Irvine, Director of Community Relations at Irvine Medical Center, and membership in the Bishop's Committee at St. Andrew's Episcopal Church in Irvine..
- Sharon holds a B.S. in Education from Drexel University in Philadelphia, PA; a Master's Degree in Education Administration from United States International University (USIU) in San Diego; and a Second Tier Administrative Credential from California State University, Fullerton.



# Doug Wooley

*Goodwill of Orange County*



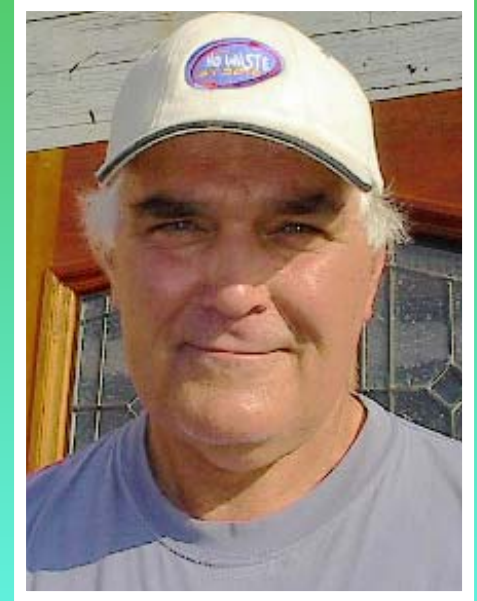
- **Doug Wooley** is the Community Development Manager for Goodwill of Orange County and is responsible for promoting Goodwill's brand in the community. He identifies and establishes the creation of partnerships and collaborations with the business community that enhances Goodwill's business activities and support mission-related services. Prior to his appointment to his current position, for more than ten years, Doug served in increasingly responsible roles in the Human Services Division, working directly with people with disabilities and other barriers participating in Goodwill programs.
- Doug earned his Master of Arts Degree in Sociology and his Bachelor of Arts Degree in Sociology and African American Studies from California State University, Fullerton following six years in the United States Marine Corps where he was responsible for the training and implementation of strategies for entry level Marines.
- Doug is actively involved in the Santa Ana Business Alliance where he chairs the Santa Ana Business Connection Networking Luncheons and the Alliance's Ambassador Group. He has received numerous honors for his volunteer efforts, including the President's Award by the 100 Black Men of Orange County and the Service Award by the president of the Omega Psi Phi Fraternity.



# Daniel Knapp

## *Urban Ore-Berkeley Recycling Center*

- Daniel Knapp has been a working recycler for 28 years. His company, Urban Ore, started as a scavenging organization at the Berkeley landfill in 1980. Today Urban Ore is specialized part of an industrial complex of materials recovery enterprises clustered near or within a regional discard management transfer station in Berkeley, California. Urban Ore handles around 7,000 tons per year, and specializes in labor-intensive reuse and in upgrading many different kinds of scrap for maximum value. Daniel Knapp received his Ph.D. degree in sociology in 1969 from the University of Oregon. His wife Mary Lou Van Deventer calls Urban Ore a "sociology experiment that worked."
- According to the current head of Berkeley's Solid Waste Department, the amount of material going through Berkeley's transfer station to landfill has been cut by more than half since 1989. Daniel co-authored Berkeley's Zero Waste Resolution, which passed City Council on the consent calendar.
- Daniel is pleased to claim authorship for the slogan: **waste isn't waste until it's wasted.**





# Captain Charles Moore

*Algalita Marine Research Foundation*

- **Captain Charles Moore** is founder of the Algalita Marine Research Foundation and Captain of the Oceanographic Research Vessel Algalita. As her captain, he has covered over 80 thousand miles of the Pacific Ocean doing research for many different scientific organizations.
- Charles has published results of his own studies on pelagic plastics in peer reviewed scientific journals and magazines like Marine Pollution Bulletin and Natural History, and is credited with discovering “The Great Pacific Garbage Patch.”
- Charles appeared in the BBC produced special: “Natural World Hawaii: Message in the Waves,” aired on Animal Planet, and was featured recently in the National Geographic Documentary Series “Strange Days on Planet Earth.” He believes monitoring and remediating the ocean’s plastic load should be a high priority for the maritime nations of the world.





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# 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 CRRRA, 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.



# Tom Wright

*SustainableBizness.com*



- **Tom Wright** is a native Californian. He began in the US natural and organic foods industry in 1973, with a small seed company in San Francisco. The company supplied edible sunflower and pumpkin seeds to the first US makers of trail mixes and granolas.
- He has a B.A. in Economics from Revelle College, Univ. of Calif. San Diego, and an M.A. in Holistic Studies from John F. Kennedy Univ. Mr. Wright's interest in ecology and environmental thinking began with a chance meeting with R. Buckminster Fuller when he was 11.
- For 28 years Mr. Wright worked as a national brand and sales manager to several companies in the natural and specialty channels of food and beverage: Arrowhead Mills, R.W. Knudsen's, Crystal Geyser Water Co., Seventh Generation, and the Perrier Group.
- In 2002 Whole Foods Markets engaged him to develop several "green" programs. The "Green Mission" brand was trademarked. The first project was on-site solar development in 3 southern Californian stores. Another project involved both 'trash audits' and waste reduction programs, including the establishing 7 regional industrial scale compost systems. Current projects include a responsible packaging initiative, a non-gmo supply chain initiative, green accounting including carbon and ecological footprints, and several eco-literacy programs for leadership.



# Heidi Sanborn

*California Product Stewardship Council*

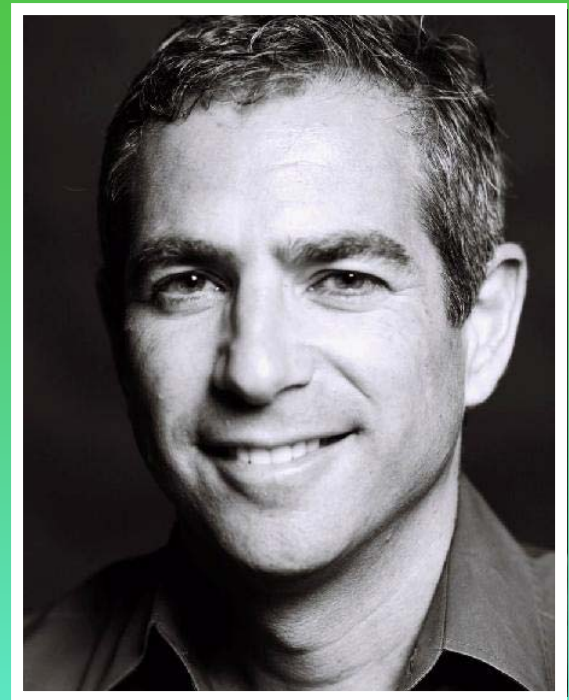


- **Heidi Sanborn** is an independent consultant working half time as the Executive Director of the California Product Stewardship Council (CPSC). She has been working in the solid waste industry as a private consultant and a government employee at the California Integrated Waste Management Board (CIWMB) for over 17 years.
- Ms. Sanborn's work related to Product Stewardship in 2002 as independent consultant to the Product Stewardship Institute to assist in facilitation of the Paint Product Stewardship Initiative. In the fall of 2006, Ms. Sanborn went on to work with R3 Consulting Group and was the primary author of two documents: the Sonoma EPR Implementation Plan (2/07) and the Contractor's report to the CIWMB titled "Framework for Evaluating End-of-Life Product Management Systems in California" (7/07). In her current position, Ms. Sanborn is using her background to educate legislators on the benefits of having Producer Responsibility policies versus the current state of mandating local governments manage and pay for product waste.
- Ms. Sanborn is a graduate of the University of California at Davis (Bachelor of Arts in Political Science – Public Service, 1994) and a Master's of Public Administration from the University of Southern California 2004. She has been a long-time member of SWANA and CRRA and received CRRA's "Recycler of the Year" Award in 2002. She also received an "Award of Appreciation" from the Regional Council of Rural Counties in 2001 for her work in assisting rural counties.



# Ken Eskenazi

*Clean Agency*



- **Ken Eskenazi** is the cofounder and creative lead at Clean Agency. His focus is on developing systems and strategies that do more with less, and helping companies save money and the environment through innovation.
- Ken's career has taken him from Casado, a small graphic firm in San Francisco, to Starpoint, a systems integrator and marketing agency in New York. At The Mednick Group in LA, his teams developed branding programs for Coca-Cola, Reebok, the NBA, and Sega. As THINK New Idea's west coast Creative Director, his staff created the online presence for Bloomingdales, Oracle, Rockport, and IBM, among others.
- Ken presented his design concept for the inaugural "The Art of Making Peace" award at the United Nations; He is an Advisory Board Member for the Sustainable Business Council, Los Angeles and an active member of the Sustainable Packaging Coalition. Ken holds degrees from Occidental College and from Art Center Collage of Design, and he teaches sustainable packaging at UCLA when time allows.



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# 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.



# Leonard Robinson

*CA Environmental Protection Agency, Department of Toxic Substances Control (DTSC)*

**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.





# Linda Christopher

## *GrassRoots 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.





# Rich Flammer

## *Hidden Resources*

**Rich Flammer** has more than eighteen years of composting experience working extensively in seven U.S. states and Mexico. He has designed, managed, permitted, evaluated, and/or remediated approximately seventy large-scale composting facilities for both private and public sector clients.

Rich has been involved in public policy formation, rulemaking development for state composting regulation, composting technology assessment and development, and regional studies evaluating organic resource management.

A specialist in public relations and education, Rich does frequent outreach work, writes instructional manuals, promotional materials, editorial pieces, and gives lectures and workshops on a regular basis. He has designed three permanent home composting exhibits, appeared in two instructional videos, and is Contributing Editor of the BioCycle Journal of Composting & Organics Recycling. An active supporter of zero waste, Rich is a board member of Zero Waste San Diego. He is also a member of the San Diego County Farm Bureau, and is currently focusing much of his work on source reduction and composting food residuals, and policy and direct programs designed to facilitate the symbiotic relationship between organic resource management and agriculture.





# Randy Taylor

*Facilities and Warehouse Operations*

*Goodwill of OC*

- **Randy Taylor** has been with Goodwill of Orange County for ten years where his roles include property development, transportation services, maintenance and recycling services. His prior experience includes corporate facilities, project management and construction/engineering in the health care industry. He earned both an M.B.A. and a B.A. in Administration and Management, from Columbia Pacific University and he also has special training in construction engineering and contractor management, which includes a B-1 General Contractor's License.
- In 2004 he was responsible for Goodwill of Orange County becoming State Certified E-waste Collector. At that time he became a member of Goodwill Industries International E-waste Task Force where we shared best practices, models, and solutions for e-waste collections and recycling with other Goodwill organizations across the nation. Later that year, a pilot e-waste program began at Goodwill of Orange County with three Goodwill-trained employees, two tables, and 100 square feet of warehouse space. Today Goodwill's E-waste Solutions program has grown to 15 Goodwill trained employees plus 10 staff members and over 7,000 square feet of warehouse space dedicated solely to E-waste. Last year alone, Goodwill's E-waste Solutions diverted over 8,195 TONS of waste from landfills and the organization recycled over 4.5 million pounds of e-waste.

