

Join us
November 15th to...



at the zero waste
Business conference

**Wednesday,
November 15, 2006**
**Conference:
9:00 am - 5:00 pm**

Del Mar Fairgrounds
2260 Jimmy Durante Blvd
Del Mar, CA 92014



Earth Resource Foundation
230 E. 17th, Street, Suite 208, Costa Mesa, CA 92627
Tel: (949) 645-5163, Fax: (949) 645-5173
To register online: www.earthresource.org

Earth Resource Foundation
230 E. 17th Street #208
Costa Mesa, CA 92627
www.earthresource.org

Zero Waste Business Conference
November 15, 2006
Register Now!
Printed on recycled paper

Sponsors:



What is Zero Waste?
The recycling of all materials
back into nature or the
marketplace in a manner that
protects human health and
the environment.

Don't let your bottom line go to waste!

Register Today!

REGISTRATION FORM

Registration	before 10/30	after 10/30
<input type="checkbox"/> Conference	\$135	\$175
<input type="checkbox"/> Nonprofit & Student	\$75	\$100
<input type="checkbox"/> Half Day Conference	\$100	\$140

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Zero In On Zero Waste
c/o Earth Resource Foundation
230 E. 17th Street, Suite 208
Costa Mesa, CA 92627

Registration also available online at:
www.earthresource.org



Quick Facts on Zero Waste

Three Earths would be needed to produce the resources & absorb the wastes if all persons currently alive lived like today's Americans and Canadians.

After closure, today's state-of-the-art landfills will present a threat to groundwater quality for hundreds to thousands of years.

On average, 71 pounds of waste is created for every pound of finished product.

Ten tons of waste is generated to make a five pound laptop computer.

11 billion tons of total waste is created in the U.S. each year, including discards from manufacturing, mining, oil & gas exploration, agricultural, coal combustion & other discards.

69% is the amount of dioxins in the global environment attributable to waste incinerators.

Landfills are ranked as the second highest source of greenhouse gas emissions in the U.S.

It takes three months for Americans to throw away enough aluminum to replace its entire commercial aircraft fleet.



The Details

Conference Summary

This day-long event will address ways businesses can save money by implementing zero waste practices in their daily operations. The first of its kind locally, this lively and informative conference is designed to bring San Diego businesses together with knowledgeable experts in the field of zero waste. These experts will demonstrate how to turn a company's waste stream into a profitable resource. Areas of focus include eliminating waste, reuse, recycling and composting, and green buildings.

Featured Speakers

Our dynamic keynote speakers include:

Gunter Pauli, Founder, Zero Emission Research & Initiatives (www.zeri.org)

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

Awards Banquet

Lunch will be served in conjunction with an awards presentation honoring Waste Reduction Awards Program (WRAP) winners, as well as Zero Waste Business leaders that are setting an example for the rest of the industry.

Who Should Attend?

The conference is targeted for San Diego businesses and the audience will include environmental professionals, architects, marketing professionals, contractors, green building and zero waste experts, city and county staff members, recycling companies, industrial manufacturers, non-profit organizations, real estate developers, hospitality industry and schools. This event will be an excellent networking opportunity for those interested in the field of environmental economics!

Schedule of Events

The **California Integrated Waste Management Board** has adopted **Zero Waste** as one of its seven goals in its Strategic Plan. Learn from government and business officials about the paradigm shift to zero waste. Businesses can position themselves strategically to offer products in an environmentally sound way while minimizing their cost of production.

Cheap disposal means continued wasting. However, those days are nearing an end. Experts will present new perspectives of zero waste and the circular economy, job creation, and waste as a vital urban resource yielding important economic development opportunities. Learn how to enact a strategy of zero waste in a cost efficient manner.

Workplaces that are successful in eliminating waste have several things in common: support from management, involvement by all employees in the process, knowledge of what they waste, and a plan to make sure the material doesn't go to landfills or incinerators. Learn how to adopt zero waste as a goal, plan for it, and hear examples of exemplary programs.

8:30 - 9:00 Registration & Continental Breakfast

9:00 - 9:45 Welcome and Keynote Speakers

"How Zero Waste Businesses Reduce Toxics and Risks"

Leonard Robinson, DTCS

"What is Zero Waste and Who Is Doing It"

Linda Christopher, E.D., Grassroots Recycling Network

"The Path to Zero Waste for San Diego and Beyond"

Stephanie Barger, E.D., Earth Resource Foundation

9:50 - 11:00 "Zero Waste Businesses Leading the Way"

Panelists include:

Gary Liss, Gary Liss & Associates, Moderator

Nancy Strauss, Del Mar Fairgrounds

Sue Beets & Eleanor Krueger, Hewlett Packard

Renee Robertson, Point Loma Nazarene University

Martin Diedrich, Kéan Coffee

11:00 - 11:15 Break

11:15—12:15 "Getting Organics out of Landfills, Key to Zero Waste"

Panelists:

Wayne Williams, County of San Diego, Moderator

Susanne Zechiel, Fezter Wines

"Zero Waste and Sustainability Programs"

Curt Smith, Vons, a Safeway Company

"The Logistics of Recycling, Moving Towards Zero Waste"

David Loring, Tierra Miguel Foundation (Farms)

"We Want YOUR Organics"

12:15 - 1:30 Luncheon & Awards Presentation

1:30 - 4:30 "Healthy & Green Buildings, Businesses and Education the Zero waste Way"

Gunter Pauli, Founder, Zero Emissions Research & Initiatives (www.zeri.org)

Catch the excitement of internationally known environmental innovator Gunter Pauli. Gunter Pauli will engage attendees in this three hour workshop on the fundamental principles and methodologies of ZERI. This workshop will cover the five design principles of nature, the twelve axioms of the New Economy, autopoiesis, how to discover "hidden assets" and how to identify clusters of business opportunities.

Mimicking nature to build green and healthy buildings, Gunter and his associates have achieved 75% more energy conservation than Platinum LEED buildings. Through the ancient tradition of storytelling, he has also developed 36 "fables" which teach over 1,000 key scientific and natural principles in amusing tales and their behavior.

4:30 - 5:00 The Next Steps

A Breakout Session for implementing zero waste in your company and San Diego County.

Register Today!

Conference Registration online at www.earthresource.org

A continental breakfast, plated lunch, and all conference materials are included in the conference registration.