



“ZERO IN ON ZERO WASTE: Don't let your bottom line go to waste”

**First Annual Orange County Zero Waste Business Conference
Disneyland Hotel, Anaheim, CA
Thursday, June 8, 2006**

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7:30 - 8:00 Registration & Continental Breakfast

8:00 - 9:30 Welcome and Keynote Speakers

- ? Terry Tamminen, Special Advisor to the Governor for Energy & the Environment & former Secretary, CalEPA
- ? Eiko Risch, Division Manager, Ricoh Electronics Inc., “Ricoh Zero Waste to Landfill Program - Total participation”
- ? Thomas Kiser, Owner/CEO of Professional Supply Inc.

9:30-9:45 Break

9:45-11:00 Panel 1: Laws, Orders, and Policies for Zero Waste

The California Integrated Waste Management Board has adopted Zero Waste as one of its seven goals in its Strategic Plan. Many laws are now being proposed that affect local business regulating how and what can be disposed, both here and abroad. Learn from government and business officials about possible and pending legislation, new regulations and 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.

Panelists:

- ? Gary Liss, Gary Liss & Associates, Moderator,
- ? Evan C. Henry, Bank of America, “Incentives for Corporate Environmental Responsibility”
- ? James Kaz Inouye, American Honda Motor Co Inc., “It Just Makes ‘Cents’ to Reduce Waste”
- ? John Picard, E2, Environmental Enterprises, “Beyond Compliance: Preventing Risks and Reducing Liabilities through Zero Waste Programs”

11:00-12:15 Panel 2: Zero Waste Means Green Profitable Bottom Lines

Cheap disposal means continued wasting. However, those days are nearing an end. Several markets and economic 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.

Panelists:

- ? Michael Huls, Huls Environmental Services, Moderator
- ? Martin Diedrich, Kean Coffee, “Zero Waste Makes “Cents” for Small Independent Businesses”
- ? Rosalie Mulé, CIWMB,
- ? Eiko Risch, Division Manager, Ricoh Electronics Inc., “5R is Win Win Situation”
- ? Curt Smith, Vons, a Safeway Company, “A Journey to Zero”

12:15-1:30 Luncheon & Awards Presentation

1:30-2:45 Panel 3: Developing Zero Waste Programs Supported from the Top to the Bottom



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Line

Workplaces which 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 landfill or incinerators. This workshop will discuss the process of adopting Zero Waste as a goal and planning for it, and present several examples of exemplary programs.

Panelists:

- ? Richard Anthony, Richard Anthony Associates, Moderator
- ? Greg Reitz, City of Santa Monica, "Green Building: From Incentives to Execution"
- ? Marialyce Pedersen, The Walt Disney Company, "Disney's Environmentalty: Acquiring Support from Top to Bottom"
- ? Bert Ball, L.A. Shares, "A Vision Towards Zero Waste: An Online Materials Reuse Program for Orange County"
- ? Eiko Risch, Division Manager, Ricoh Electronics Inc., "Zero Waste to Landfill Program Requirements"

2:45-3:15 Break

3:15-4:30 Panel 4: E-Quality of Life

The triple bottom line: People, Planet and Profit. Human health and the environment are threatened by ground water contamination from current and past disposal practices, and the continued reliance on fossil fuels is now linked to global warming, as well as, many health problems. Learn from health and environmental professionals about the value of Zero Waste to enhance the quality of life through sustainable and beneficial practices in the workplace.

Panelists:

- ? Stephanie Barger, Earth Resource Foundation, Moderator
- ? Charles Moore, Algalita Marine Research Foundation, "Recycling Ocean Plastics: Frustration Meets Futility"
- ? Steve Mosko, PhD, Earth Resource Foundation, "Health Effects of Petroleum-Based Plastics"
- ? Gary Symons, Kaiser Permanente, "Second Hand Waste"

4:30-5:30 The Next Steps: A Breakout Session for Implementing Zero Waste in Your Company & Orange County

5:30 Cocktail Hour



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