



NMRC
NEW MEXICO RECYCLING COALITION

Regional Recycling Market Development Workshop

June 11th | Albuquerque Museum | 2000 Mountain Road NW

The [New Mexico Recycling Coalition](#) (NMRC) and the [National Recycling Coalition](#) (NRC) are jointly hosting the southwest region's first regional recycling market development workshop. Capitalizing on NRC's success hosting similar workshops throughout the country in 2018 and NMRC's success hosting the New Mexico Recycling Conference: Local Actions for Global Markets in the fall of 2018, both entities will bring their expertise to Albuquerque.

Attendees will gain an understanding of steps required to develop local end-markets for collected recyclables, as well as techniques on how to recycle right, create jobs, improve quality and increase efficiency in local programs.

JOIN US in collaboration to learn how to enliven local and regional recycling markets as our industry evolves!

Learn More and Register Today at <https://www.recyclenewmexico.com/annual-meeting/> or Click [HERE](#) to register!

Six CEU Credits Offered towards the NM Environment Department's Recycling, Compost, Transfer Station or Landfill Certified Operator Recertification

\$100 for members and \$150 for non-members and includes a networking lunch.

8:00 Registration, coffee networking

9:00 Welcome and Brief Look at Recycling Markets in New Mexico — *Sarah Pierpont, Executive Director, NM Recycling Coalition*

9:15 National Recycling Coalition and Market Development — *Dave Keeling, President of National Recycling Coalition and Director of Steel Recycling Institute*

9:30 - 10:30 Developing Local End Markets — *Susan Bush, Principal at Circular Matters*

10:30 - 11:30 Recycling Market Development at the State Level — *Chantal Fryer, Director of Recycling Market Development, South Carolina Dept of Commerce and Wayne Gjerde, Recycling Market Development Coordinator, Minnesota Pollution Control Agency*

11:30 - 12:15 Marketability from the curb to the MRF to market: Public, Private and Industry Partnerships Panel Discussion — *Kurt Fenstermacher, Deputy Director Environ. Services Dept, City of El Paso; Morris Friedman, President Friedman Recycling Companies; Jan Raymond, CEO of Upcycling Technologies*

12:15 - 1:15 Networking Lunch *Provided by The Grove Café & Market*

1:15 - 1:45 Closing the Loop by Buying Recycled — *Through support from the American Chemistry Council and in partnership with the NRC, More Recycling (a research and consulting company with over 25 years of experience in the recycling of post-consumer materials) will present on the platform they created that recognizes leaders in plastic recycling and illuminate the environmental benefits of getting recycled materials back into the recycling economy.*

1:45 - 3:45 Group Facilitation — *Small group facilitated discussions to identify where we want to be one year from now and what are the resources needed to get there*

3:45 - 4:00 Next Steps

Over for more programmatic details



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Regional Recycling Market Development Workshop Session and Speaker Highlights

Susan Bush, Principal at Circular Matters, will give the opening presentation focusing on defining recycling market development (RMD) and how it differs from other recycling-related efforts. Susan will present her research on historical recycling market development concepts, what proved to be effective and why, and bring that information into present day circumstances. Susan will outline how to approach and strategically plan for RMD, and describe how RMD fits with the circular economy.

Attendees from Susan's presentation will take away information that will allow them to approach RMD in a thoughtful, strategic way.

Susan possesses over 20 years expertise working in the diversion industry and specializes in sustainable materials management and waste minimization. As a consultant, she helps clients implement programs and policies to reach their particular waste minimization and recycling goals. Areas of expertise include materials market development, market analyses, program assessment and enhancement, policy analysis, developing waste and sustainable materials management plans, and developing professional certification training courses for recycling professionals. Susan has helped local, state and provincial governments, private companies, and industry organizations develop and improve their diversion programs.

Chantal Fryer, Director of the Recycling Market Development at the South Carolina Department of Commerce for the past 13 years. Chantal will discuss recycling market development at the state level, how this is achieved and who benefits. With Chantal's leadership the economic impact of recycling in her state now exceeds \$13 billion. South Carolina is home to over 500 recycling companies including collectors, processors, recycled product manufacturers and equipment makers. In the last 5 years, the Commerce department helped facilitate the recycling industry recruitment of 3,432 jobs, \$1,641 billion in capital investment, and 50 new or existing companies investing in South Carolina!!

How did they do this and how can we work towards this in New Mexico? Chantal will explain her work providing business matchmaking support, administering one-on-one materials management consultation, working with existing and emerging markets for materials, and tracking the economic impact of the recycling industry.

Wayne Gjerde is the Recycling Market Development Coordinator with Minnesota Pollution Control Agency. Wayne possesses over 35 years of experience in market development, financial analysis, new business start-ups, and new product development in both the private and public sector. Wayne will discuss his work consulting with startup and expanding recycling companies in the areas of finance, new product development, business plan development, sales and marketing. His presentation will also highlight his extensive economic analysis work that links the environment and economy.

Morris Friedman, President of Friedman Recycling Companies which operates Material Recovery Facilities (MRFs) in El Paso, Albuquerque, Phoenix and Tucson and processes curbside recycling for the Cities of El Paso, Albuquerque, Las Cruces, Los Alamos, Durango and Phoenix. Friedman Recycling Companies handles about 13,000 tons of material each month. Morris will speak to marketability from the MRFs perspective—what commodities pose the biggest challenge, how are they are addressing these current challenges, how have they improved quality and reduced contamination?

Kurt Fenstermacher, Deputy Director of Environmental Services Department at the City of El Paso, will provide a case study of the City's efforts to reduce contamination, which hovered around 35%. Kurt worked with The Recycling Partnership to organize and implement a cart-tagging and educational program that resulted in a 15% decrease in contamination within 8 weeks. How did they achieve this and what did they do differently that saw a shift in the right direction?

Jan Rayman, CEO of Upcycling Technologies, founder and former CEO of ReWall, will outline how his organization transformed a big idea into reality and turned locally collected waste into locally distributed building materials. Through green manufacturing and partnerships with public and private entities Jan will explain the steps taken to transform a hard-to-recycle item (aseptic and gable top cartons) into a usable commodity. This involves sourcing materials, developing products, creating manufacturing processes and equipment, obtaining testing and certification and developing viable end markets. Jan has brought the solution from Europe to Iowa and is now expanding it to Colorado and Philadelphia—learn about his experience and the incentives that brought this new market to these states.