

# Electronics Recycling Business Program

DEVELOPING MARKETS

**APRIL 20-21, 2007**

**ERNEST N. MORIAL CONVENTION CENTER  
NEW ORLEANS**



**ISRI**

*Voice of the Recycling Industry*

Institute of  
Scrap Recycling  
Industries, Inc.

# Electronics Recycling Business Program

## DEVELOPING MARKETS

The 2007 Electronics Recycling Business Program focuses on emerging markets and business opportunities in electronics recycling.

This second annual program is being presented as part of “**Momentum**,” the 2007 ISRI Convention and Exposition—the largest international gathering of the for-profit recycling industry. The program enables the electronics recycling community to explore the latest policies, issues, and technologies in the industry.

### FRIDAY, APRIL 20

9:15-10:45 a.m.

#### Welcome and Overview

*Speaker: Eric Harris, Director of Government and International Affairs, ISRI*

#### Public and Private Partnerships

The economics of electronics recycling differ from traditional scrap markets. Calculating the costs and potential profits throughout the service spectrum is critical to making a profit. Public/private partnerships may provide a creative business opportunity for your company. This panel will explore opportunities to partner with the nonprofit sector.

*Moderator: Robin Ingenthron, President, Good Point Recycling America Retroworks & Las Chicas Brasas*

*Speakers: Christine Banks, Vice President Environmental Business Services, Goodwill Industries International; Randy Weiss, President, Round2 Technologies, Inc.; Nancy Joe Craig, Capital Area Corporate Recycling Council*

11:15 a.m.-12:30 p.m.

#### Resell and Refurbish

How to maximize resell and refurbishment opportunities could be the most important decision an electronics recycler makes. This panel will highlight innovative industry initiatives that are turning negative costs into positives: Cash for used monitors and televisions, too good to be true?

*Moderator: Robert Glavin, SIMS Recycling Solutions*

*Speakers: Ferris Segovia, President, Monitex, LLC; Jim Lynch, Microsoft Authorized Refurbisher (MAR) Program; Jamie Stymus, Business Development Executive, Sunnking, Inc.*

12:30-2:00 p.m.

**Lunch:** ISRI Exposition Hall

2:00-6:00 p.m.

#### Electronics Recycling Business Program – ISRI and IAER Education and Training Session

##### Welcome

*Peter Muscanelli, President, International Association of Electronics Recyclers*

##### Best Practices for Export

This workshop will offer a practicum-based look at upstream customer expectations, current legal requirements, and performing down stream due diligence in foreign markets.

*Moderator: Jerry Powell, Resource Recycling Magazine and E-Scrap News*

*Speakers: Renée St. Denis, Hewlett Packard; Mike Watson, Dell, Inc.; Robert Tonetti, U.S. Environmental Protection Agency; Ellen Lasser, Commercial Metals Company; Marc Pearl, Consumer Electronics Retailers Coalition; Hongjun Zhang, Holland & Knight; Paul Hagen, Beverage & Diamond; Kristyn Rankin, Environmental Resources Management; Representative, Basel Action Network*

6:30-7:30 p.m.

#### EPA/Best Management Practices for Electronics Recyclers Informational Meeting

Sheraton New Orleans, Borgne Room, Third Floor

### SATURDAY, APRIL 21

9:00-10:15 a.m.

#### Plastics and Glass

Recovered plastics and glass remain two of the biggest costs to electronics recycling. This panel will explore innovative industry technology and opportunities that may turn the negative costs of recycling electronic plastics and glass into positives.

*Moderator: Todd Hill, CEO, Founder, TrueCycle, Inc.*

*Speakers: Bob Erie, Cofounder/ CEO, E-World Recyclers LLC; Mike Wright, President, Guaranteed Recycling Xperts; Terry Bradshaw, Vice President, Butler-MacDonald, Inc.*

10:30 a.m.-12:00 p.m.

#### Data Destruction

Securing sensitive business data and alleviating the risk of identity theft have become key issues when contracting for electronic products. This panel will highlight emerging issues, such as degauzing versus destruction and on-site sanitization requirements, and discuss how to meet government sanitization standards and customer requirements while guaranteeing a sanitization profit.

*Moderator: Lisa Collins, Mid-Atlantic Regional Sales Director, Global Investment Recovery, Inc.*

*Speakers: Jake Player, President, New Market; Pat Furr, Computers for Classrooms; Rich Kissel, National Institute of Standards and Technology*

12:00-2:00 p.m.

#### General Session Luncheon

*ISRI Distinguished Speaker Series: Gen. Tommy Franks (Ret.)  
Presentation of ISRI's Design for Recycling® Award*

2:00-3:30 p.m.

#### Return and Take Back Programs and Collection Events

Reducing the costs to collect, sort, and transport consumer and commercial electronic products remains a key challenge to profitable electronics recycling. The panel will highlight how companies are marketing and implementing company-based return and take programs and municipal and private collection events.

*Moderator: Josh Turchin, CEO, Green Earth Recycling*

*Speakers: Brenda Mathison, Director of Environmental Affairs, Best Buy; Scott Thibodeau, Marketing Manager, Veolia ES Technical Solutions, L.L.C.; Charles Reighart, Recycling & Waste Prevention Manager Baltimore County, Department of Public Works*

6:30-10:00 p.m.

#### A Taste of New Orleans—ISRI's Final Night Gala

ISRI's final night event will be held at world-famous Mardi Gras World on the west bank of the Mississippi. The event will feature tasting-size portions from some of New Orleans' famous restaurants, including Antoine's, Arnauds, K-Paul's Louisiana Kitchen, Muriels at Jackson Square, Commanders Palace, the Palace Café, and many more.



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## Electronics Recycling Business Program

April 20-21, 2007

Ernest N. Morial Convention Center, New Orleans

**TO REGISTER BY MAIL:**

Make check payable to **ISRI** and mail with this registration form to  
**Olga O'Connor, Institute of Scrap Recycling Industries, Inc.,  
1615 L Street, N.W., Suite 600, Washington, DC 20036-5610.**

**TO REGISTER BY FAX:**

Fax your registration form with credit card number, expiration date, billing address,  
and signature to: **to Kim Sescoc at 202/624-9257..**

*Note: Payment in full is required to process your registration. Include a copy of each participant's registration form with payment. Do not list multiple names on one form.*

NAME

FIRST NAME AS IT SHOULD APPEAR ON BADGE

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

**PLEASE REGISTER ME FOR:**

**Electronics Recycling Business Program** — \$525 \$600 after 3/21/07

**Momentum** Join us for the Entire Convention — \$725 \$800 after 3/21/07

(Information at [www.isriconvention.org](http://www.isriconvention.org))

**PAYMENT:**  Check enclosed  Visa  Mastercard  Diners Club  American Express

CARD #

EXP. DATE

AMOUNT

PRINT NAME ON CARD

SIGNATURE

BILLING ADDRESS FOR CARD

CITY

STATE

ZIP

Cancellations must be submitted in writing. Persons who cancel before March 21 will be entitled to a refund of the registration fee, less a \$75 processing charge. Cancellations are not accepted after March 21, although substitutions are allowed.

You must make your own hotel reservations. For information, go to [www.isriconvention.org/hotels](http://www.isriconvention.org/hotels).

Please list any special needs to participate fully: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**FOR ADDITIONAL INFORMATION**, go to [www.isriconvention.org/electronics](http://www.isriconvention.org/electronics) or call **202/662-8500**.

# Electronics Recycling Business Program

## Complete Schedule

The schedule below includes events open to Electronic Recycling Business Program Attendees. For those interested in attending the entire convention, which includes this program, get details at [www.isriconvention.org](http://www.isriconvention.org).

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#### Exhibit Hall Luncheon

2:00-6:00 p.m.

#### Best Practices for Export

### SATURDAY, APRIL 21

9:00 a.m.-1:00 p.m.

#### Registration

9:00-10:15 a.m.

#### Plastics and Glass

10:30-12:00 p.m.

#### Data Destruction

12:00-2:00 p.m.

#### General Session Luncheon

2:00-3:30 p.m.

#### Return and Take Back Programs and Collection Events

6:30-10:00 p.m.

#### A Taste of New Orleans—ISRI's Final Night Gala

## HOTELS

ISRI's convention hotels are the Sheraton New Orleans, the New Orleans Marriott, and the J.W. Marriott, located in close proximity to each other historic Canal Street and bordering the French Quarter. For more information on hotel rooms and rates and to make reservations, go to [www.isriconvention.org/hotels](http://www.isriconvention.org/hotels).

# Momentum

2007 ISRI Convention & Exposition

## Join us for the entire convention!

ISRI invites electronics recycling professionals who are not members to learn more about the premier association for the for-profit recycling industry. Join us for the entire convention at the ISRI member rate by using the attached registration form. For more information on all of the entertaining and information-packed events at the 2007 ISRI Convention and Exposition, go to [www.isriconvention.org](http://www.isriconvention.org). (Online registration is not available for this special offer. Registration must be completed using the attached form.)



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1615 L Street, N.W., Suite 600  
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