

The Journey to Zero Waste  
Begins with a Single Step

## MORA Annual Conference May 24 - 26, 2010

Holiday Inn—CoCo Key Water Resort  
Kansas City, Missouri  
[www.MORA.org](http://www.MORA.org)

**MORA**  
MISSOURI RECYCLING ASSOCIATION

### 2010 CONFERENCE SCHEDULE

#### Sunday, May 23

All Day Family Activities / Sightseeing  
4:00pm—6:00pm Pre-Registration

#### Monday, May 24

8:00am—5:00pm Registration  
8:30am Check-In Golf Tournament / Lunch  
8:30am—Noon Tour 1—Processing in Action  
10:00am—5:00pm Exhibitor Setup  
Noon—12:30pm Workshop/Tour Box Lunch Pickup  
12:30pm—4:30pm Tour 2—Post-Consumer Recycling  
12:30pm—4:30pm Workshop 1—Organics Recycling  
6:00pm—10:00pm Boulevard Opening Reception

#### Tuesday, May 25

8:00am—5:00pm Registration  
8:00am—10:00am Exhibitor Set Up  
8:30am—10:00am Plenary Breakfast  
10:00am—11:30am Exhibit Hall Grand Opening  
11:30am—1:00pm Silent Auction Opens  
1:00pm—2:30pm Awards Luncheon  
2:30pm—3:00pm Concurrent Session  
3:00pm—4:30pm Exhibit Hall Break  
4:30pm—6:00pm Concurrent Sessions  
7:00pm—8:30pm Exhibitor Reception  
7:00pm—Midnight Legislative Forum  
Night on the Town

#### Wednesday, May 26

8:00am—3:00pm Registration  
8:00am—9:00am Annual Meeting Breakfast  
9:00am—10:15am Concurrent Sessions  
10:15am—10:30am Break / Silent Auction Ends  
10:30am—11:45am Concurrent Sessions  
Noon—1:30pm Closing Luncheon  
1:45pm—4:30pm Workshop 2—Zero Waste  
1:45pm—4:30pm Tour 3—Alternative Fuels

### ALL-STAR SPEAKER LINEUP

**Eric Lombardi—Climate & Recycling**  
Executive Director, Ecocycle, Boulder, CO  
climate/waste expert, [StopTrashingTheClimate.org](http://StopTrashingTheClimate.org)

**Gary Liss—Zero Waste**  
Zero Waste planning professional for businesses and communities as diverse as Los Angeles, Austin and Arkadelphia, AR

**Linda Christopher—Organics Recycling**  
Executive Director, Grassroots Recycling Network  
COOL 2012 Initiative/Workshop Presenter

**Early Bird**  
Registration Deadline:  
**April 16, 2010**

### HOTEL INFORMATION

Holiday Inn (Sports Complex)  
9103 East 39<sup>th</sup> Street  
Kansas City, MO 64133

Make your hotel reservations for the  
Holiday Inn—CoCo Key Water  
Resort by calling 1-888-HOLIDAY.

Group code is MRA.

Reservations can also be made on the hotel  
website at [www.holidayinn.com](http://www.holidayinn.com) or via a direct  
link on the MORA website at [www.MORA.org](http://www.MORA.org).

**Room Space Guaranteed Prior to: April 24**  
**MORA Conference Rate: \$89**  
**Check-in Time: 4:00pm**

# MORA Annual Conference

## May 24 - 26, 2010

Holiday Inn-CoCo Key Water Resort  
Kansas City, Missouri

### SUNDAY—MAY 23, 2010

#### **FAMILY ACTIVITIES**

**Come early and bring your family!**

CoCo Key Water Park Passes available at the hotel front desk for \$10.00 per person, per day for MORA attendees.

The Kansas City Royals play the Colorado Rockies at 1:10pm. Tickets start at \$9. The stadium is within walking distance.

#### **PRE-REGISTRATION**

The Conference Registration Desk will be open 4:00-6:00pm for those who arrive early for Monday's activities, including Golf Tournament, Processing in Action Tour and Exhibitor Setup.

A welcome packet with maps and brochures of Kansas City activities and venues will be at the front desk.

### MONDAY—MAY 24, 2010

#### **GOLF TOURNAMENT**

**Royal Meadows Golf Course**  
**8:30am Check-In**

Play a round of golf with your fellow MORA colleagues.

The \$55 fee includes lunch and two beverage tickets.

The Royal Meadows Golf Course is located 3 miles from the conference hotel at 10501 E. 47th St., Kansas City, MO 64133.

For more information about the course, visit [www.royalmeadowsgc.com](http://www.royalmeadowsgc.com) or call 816-353-1323.

Transportation not included.

#### **TOURS**

**Tour #1—Processing in Action**  
**8:30am—12:00pm**

Tour **Ripple Glass**, Kansas City's new glass processing facility, and observe how glass is transformed into a feedstock for new materials and products. Also see how the **Pink Hill Demolition Landfill** is processing asphalt shingles and wood waste as part of its waste diversion efforts.

**Tour #2—Post-Consumer Recycling**  
**12:30pm—4:30pm**

Visit the **Lee's Summit North Recycling Center** where residents and businesses drop off post-consumer recyclables, including glass. Also learn about the city's plans to install a rain garden and outdoor classroom. Next stop is **Amcort PET** in Lenexa, Kansas, to tour its plastic bottle manufacturing plant using post-consumer resin (PCR) in its processes.

#### **WORKSHOP**

**WORKSHOP #1—Organics Recycling**  
**12:30pm—4:30pm**

Linda Christopher, executive director of the Grassroots Recycling Network (GRRN), will lead this workshop designed to explore the reasons to expand organics recycling, the importance of compost to soil health and carbon sequestration, sustainable agriculture, and the upstream and downstream impacts for diverting organics from landfills. The workshop is based on COOL 2012, an initiative co-sponsored by GRRN and Bicycle magazine to educate and raise awareness about organics recycling and the beneficial use for the recovered materials.

#### **OPENING RECEPTION**

**Boulevard Brewing Company**  
**6:00pm—10:00pm**

Spend Monday evening at Boulevard Brewing Company, the largest craft brewery in the Midwest. Experience hometown beers and Cajun cooking while relaxing on the beer garden patio featuring a panoramic view of downtown Kansas City. Brewery tours will be offered. Hosted by the MARC Solid Waste Management District with Boulevard Brewery and Ripple Glass.

*Shuttles will be provided.*

#### **TUESDAY NIGHT ON THE TOWN 7:00pm—Midnight**

The evening is on your own. MORA will provide an hourly shuttle service for \$15 per person to the Power & Light District, Kansas City's new downtown entertainment district located adjacent to the Sprint Center.

Visit [www.powerandlightdistrict.com](http://www.powerandlightdistrict.com) to preview entertainment venues like Howl at the Moon and the AMC Theatres.

**Be a Shuttle Sponsor!**



# MORA Conference Activities

**Be a 2010 Conference Sponsor!**  
Bronze \* Silver \* Gold \* Platinum \* Diamond

## TUESDAY—MAY 25, 2010

### PLENARY BREAKFAST

8:30am—10:00am

Keynote Speaker:  
Eric Lombardi—Climate & Recycling

### EXHIBIT HALL

10:00am—11:30am

Grand Opening  
Networking / Silent Auction

### AWARDS LUNCHEON

11:30am—1:00pm

Special Recognition Awards  
Meet the Candidates

### CONCURRENT SESSIONS

#### TRACK 1—One Footprint at a Time

Climate Connection  
*diversion or conversion*

#### TRACK 2—Turning Over a New Leaf

Beyond Recycling: Composting  
*grasscycling & backyard bins*

#### TRACK 3—Taking Recycling by Storm

Zero WHAT?!  
*first step programs*

#### *Session 1*

1:00pm—2:30pm

#### *Session 2*

3:00pm—4:30pm

Wise Waste: Case Studies  
*government / business*

Climate Footprint: Material Lifecycle  
*carbon credits & WaRM model*

NOW What?!  
*big step opportunities*

### EXHIBITOR RECEPTION

4:30pm—6:00pm

Network with exhibitors and fellow MORA members.  
The silent auction continues until Wednesday morning.

### MORA LEGISLATIVE FORUM

7:00pm—8:30pm

MORA members are invited to comment on recycling policy initiatives to be presented at the annual meeting breakfast.

## WEDNESDAY—MAY 26, 2010

### ANNUAL MEETING BREAKFAST

8:00am—9:00am

MORA annual membership meeting to review  
2009 accomplishments and 2010 goals.

### ZERO WASTE CLOSING LUNCHEON

Noon—1:30pm

Keynote Speaker:  
Gary Liss—Zero Waste Communities & Businesses

### CONCURRENT SESSIONS

#### TRACK 1—One Footprint at a Time

Go Green  
*tips for businesses, homes*

#### TRACK 2—Turning Over a New Leaf

Green Waste, Mean Waste  
*organics recycling*

#### TRACK 3—Taking Recycling by Storm

Riding the Wave  
*green jobs, resource parks*

#### *Session 3*

9:00am—10:15am

#### *Session 4*

10:30am—11:45am

Product Stewardship  
*policies, incentives*

Uncommon Organics  
*wood waste, biosolids*

Turning the Tide  
*adapting to community goals*

**See next page for closing tour and workshop details.**

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**WEDNESDAY—MAY 26, 2010**

**CLOSING TOUR**

**Tour #3—Alternative Fuels**  
**1:45pm—4:30pm**

Tour the **Courtney Ridge Landfill** to see its landfill gas utilization project and how it supplies alternative fuel to the Lafarge Sugar Creek Cement Plant.

The next visit is across the street to see how **Lafarge's solid fuel plant** shreds non-recyclable and non-compostable materials to use as alternative fuel to further reduce the cement plant's reliance on coal.

You will also visit the **CTC Horticultural Center** which showcases a public/private greenhouse project with the Ft. Osage School District providing students a hands-on learning experience.

**Register online now at [www.mora.org](http://www.mora.org).**

**CLOSING WORKSHOP**

**WORKSHOP #2—Zero Waste**  
**1:45pm—4:30pm**

Learn how zero waste practices and policies can help build sustainable communities and businesses throughout Missouri. Gary Liss, a leading advocate of Zero Waste planning, will introduce the concepts and tools for action.

Learn how Zero Waste Businesses are leading the way having diverted 90% of wastes from landfill and incineration. Gain a better understanding of how incentives and rules can eliminate waste and emphasize reuse, why zero waste doesn't include incineration and what opportunities exist for product stewardship and procurement policies.

Also learn about the types of infrastructure needed to achieve zero waste (or near zero waste). The workshop includes a practice exercise and discussion.

Missouri Recycling Association  
PO Box 2144  
Jefferson City, Missouri 65102



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