

## AGENDA

### TUESDAY, MARCH 2ND

*8:00 to 8:30 AM, Prefunction Area, sixth floor*

#### **Continental Breakfast**

*8:30 to 10:00 AM, Austin Ballroom, Salon J on the sixth floor*

#### **Plenary Session I: Resin Markets, 2010 and Beyond**

The conference opens with a thorough assessment of the key drivers in current and future resin markets in North America and the rest of the world.

-- *Moderator: Bill Carteaux, Society of the Plastics Industry*

#### **WHAT'S AHEAD IN 2009 FOR PET RESIN MAKERS AND USERS?**

A leading PET resin market analyst provides an extensive overview of today's market dynamics, plus offers his professional projections of where PET markets are headed. Will PET capture a greater share of the beverage container market? Is lightweighting to continue?

-- *Chase Willet, CMAI Global*

#### **WILL POLYETHYLENE PRICING MOVE HIGHER?**

Is the highest-volume resin ready to make a come back in the remainder of 2010? A widely recognized industry analyst will offer his views on the key conditions affecting current and future polyethylene demand and supply. Will we see more of the same, or is the polyethylene market set to change?

-- *Nick Vafiadis, CMAI Global*

#### **A LOOK AT KEY MARKET VARIABLES FOR ENGINEERED RESINS**

Numerous market factors are in play for those buying and selling engineered resins, including ABS/PC and HIPS. Do global trends point to improved pricing for recovered plastics? What are the keys to monitoring today's market? A thorough assessment will be offered in the conference's opening session.

--*Adrian Beale, CMAI Global*

*10:00 to 10:45 AM*

#### **Morning Beverage Break and Opening of the Tradeshow in the Exhibit Hall, Austin Ballroom, Salons A-C**

*10:45 AM to 12:15 PM, Austin Ballroom, Salon J*

#### **Plenary Session II: Industry's Sustainability Efforts, From Design Initiatives to Product Recovery**

The producers and users of plastics are developing many new approaches to making their products more sustainable, including efforts to assure that more plastics are recycled. The conference's second session focuses on several intriguing and important initiatives by industry members.

-- *Moderator: Scott Saunders, KW Plastics and the Association for Postconsumer Plastic Recyclers*

### **CURRENT TRENDS AND FUTURE ISSUES**

The trade group representing this country's chemical and resin industry has taken a hard look at how to advance the sustainability of plastics. New programs and projects already are underway, and more action is planned. The head of the group's plastics division tells the full story.

-- *Steve Russell, American Chemistry Council*

### **A MAJOR BRAND OWNER'S CREATIVE APPROACH**

Brand owners are under continuing pressure to do more and more about addressing how the plastics packaging they use is recovered. One major bottled water producer is a leader in this effort to do a better job. An executive of the firm joins us today to lay out the key issues and describe the needed actions in moving forward.

-- *John Challinor, Nestles Water*

### **ONE INDUSTRY'S PRODUCT RECOVERY SYSTEM**

Product stewardship systems, in which the makers of stuff help assure the recycling of these products, is in vogue throughout the world. The domestic carpet industry was one of the first in the U.S. to move forward with an industry-funded recycling platform. The program's top executive presents the challenges and opportunities with this approach.

-- *Georgina Sikorski, CARE*

*12:15 to 1:00 PM*

**Networking Lunch in the Governor's Ballroom, Salons A-C on the fourth floor**

*1:00 to 1:30 PM*

**Break in the Exhibit Hall, Austin Ballroom, Salons A-C on the sixth floor**

*1:30 to 3:00 PM, Austin Ballroom, Salon J on the sixth floor*

***Concurrent Session A: Innovative Technologies for Today and Tomorrow***

Companies in the plastics recycling field that continue to utilize decades-old technology are being left in the dust by their competitors. A wide variety of research projects are underway which will help push the field forward, both in terms of new ways of sorting plastics and intriguing new methods of processing recovered plastic.

-- *Moderator:*

### **WORLD RECOGNIZED PLASTICS RECYCLING RESEARCH**

Many experts suggest that researchers in the United Kingdom are setting the pace in terms of potentially new recycling technologies for processing scrap plastics. We've asked a leading researcher to return to our stage to highlight the many new research initiatives that are underway, including an investigation into the recycling of non-bottle rigid packaging; research into film recycling; and the development of challenge tests for food-grade recycled HDPE. We have allocated 35 minutes for this important presentation.

-- *Ed Kosior, Nextek*

### **A STATUS REPORT ON THE AUTOMATED IDENTIFICATION AND SORTING OF PLASTICS**

The American Chemistry has provided research funds to the conference for an exciting study into new and improved ways to identify and sort plastics, both at the materials recovery facility and at the plastics reclamation plant. Crisp but comprehensive descriptions of the sorting systems employed worldwide will be provided. We thank ACC for the opportunity to present this research for the first time.

-- *Kim Holmes, 4R Sustainability*

*1:30 to 3:00 PM, Governor's Ballroom, Salon D on the fourth floor*

### ***Concurrent Session B: New and Current Recycling Opportunities***

The domestic plastics recycling industry is moving forward in assessing the potential for processing new types of recyclable products. This important session offers attendees the chance to learn about new opportunities, plus get a handle on what exactly is happening now.

-- *Moderator: Steve Alexander, Association of Postconsumer Plastic Recyclers*

### **A STATUS REPORT ON THE RECOVERY OF NON-BOTTLE RIGID PLASTICS PACKAGING**

A fascinating multi-party project looking at ways to boost the recovery of rigid packaging is now heading into its second year. A progress report by the project leader lays out the findings and recommendations to date. Will non-bottle rigid plastics recycling become more commonplace?

-- *Elizabeth Bedard, Director of the APR Rigid Plastics Recycling Program*

## **NEW EFFORTS TO RECOVER AND USE NON-BOTTLE PET SCRAP**

PET use in thermoformed packaging is a booming market. In addition to an emerging market for food-grade recycled PET resin, this industry segment represents a potential new source of recoverable plastic. A renowned expert will describe the market today and offer his recommendations for the future.

-- *Mike Schedler, National Association for PET Container Resources*

## **TRENDS AND ISSUES IN THE PLASTICS RECLAMATION INDUSTRY**

You cannot move ahead if you do not know where you are at. Each year *Plastics Recycling Update* surveys plastic bottles reclaimers to determine market conditions, plus barriers and opportunities for industry growth. How did the industry fare in 2009? Will investments rise? Was 2009 a good or a bad year? We will provide all the details.

-- *Henry Leineweber, Plastics Recycling Update*

**3:00 to 3:30 PM**

## **Afternoon Beverage Break in the Exhibit Hall, Austin Ballroom, Salons A-C**

**3:30 to 5:00 PM, Austin Ballroom, Salon J on the sixth floor**

### **Concurrent Session C: New Plastics Recycling Systems**

A favorite feature at the conference each year is the presentation of various plastics recycling technology developments. This year, we offer thorough and comprehensive overviews of new installations in North America and Europe. The goal of this session is to offer a flavor of the exciting recycling technologies that have been commercialized recently.

-- *Moderator: Ron Perkins, Ag Container Recycling Council*

-- *Jaime Camara, PET Star*

-- *George Dadiani, PTP Group*

-- *Ben Mascarello, Hilex Poly:*

**3:30 to 5:00 PM, Governor's Ballroom, Salon D on the fourth floor**

### **Concurrent Session D: Three Formative Issues**

A thoughtful understanding of the critical issues affecting plastics recycling will help today's leaders improve. The first day of the conference closes with an important session looking at three substantial topics.

-- *Moderator: Dennis Sabourin, National Association for PET Container Resources*

## **GOODBYE TO ONE-THROUGH-SEVEN**

The current 1-7 resin coding system was developed nearly two decades ago, and its use is required by many states. Yet, with the rise in new resins, barriers and additives, isn't it time to modernize the coding system. Just such an industry wide project is underway. How might any change affect recycling? This will be one of the topics covered in this presentation.

-- Tom Pecorini, Eastman Chemical

### **WILL PLA'S NEXT USE BE IN DURABLE PRODUCTS?**

Some industry analysts consider the development and use of bioresins to be the most exciting industry development of the past decade. Nearly all of the attention has focused on the use of these plastics, especially those made from lactic acid, in packaging. Now we're seeing PLA used in durable products. What's up, and how will this affect recycling?

-- Salvador Ortega, NatureWorks LLC

### **COMPELLING AND COMPLEX RECYCLING ISSUES IN MEXICO**

We have again asked one of Mexico's leading plastics experts to offer conference audience an assessment of current trends occurring to the south. Mexican plastic reclaimers face new issues, and learning lessons are at hand for all parties in North America

-- Eduardo de la Tijera Coeto, Grupo Texne

*5:00 to 5:15 PM*

### **Break in the Exhibit Hall, Austin Ballroom Salons A-C**

*5:15 to 7:00 PM*

### **Conference Reception and Musical Entertainment in the Exhibit Hall, Austin Ballroom, Salons A-C**

## **WEDNESDAY, MARCH 3RD**

*8:00 to 8:30 AM, Prefunction Area, sixth floor*

### **Continental Breakfast**

*8:30 to 10:00 AM, Austin Ballroom, Salon J*

### ***Plenary Session III: Plastics Recycling From Around the Globe***

Plastics

-- Moderator: Patty Moore, Moore Recycling

### **CHINESE PLASTICS RECYCLING TRENDS AND ISSUES**

Most of the growth in global plastics recycling markets in the past decade can be explained by booming Chinese demand. Thus, to better understand in part where plastics recycling is headed is to have a strong sense of what's going on in the world's most populous country. We've invited a key player in the Chinese plastics recycling industry to offer her assessment of current market and regulatory trends.

-- *Stephanie Lam, UNM International*

### **EUROPE'S MANY EXCITING MATERIALS RECOVERY INITIATIVES**

Plastics recycling in Europe includes numerous innovative and industry-leading initiatives that may provide encouragement for added change in North America. In particular, European Union actions aimed at boosting the recovery of packaging across Europe have led to fascinating new ways to recover and utilize plastics. A complete overview is offered.

-- *Kit Strange, Resource Recovery Fund*

### **IS ONTARIO SHOWING HOW RECYCLING WILL LOOK IN THE FUTURE?**

Many experts consider Ontario's current and planned residential recycling system to be the most sophisticated in North America. As a result of the current stewardship system, sizable attention has been dedicated toward boosting plastics recycling. Also, with Ontario planning to launch a full extended producer responsibility system, more change is on the horizon.

-- *Lyle Clarke, Stewardship Ontario*

**10:00 to 10:30 AM**

### **Morning Beverage Break in the Exhibit Hall, Austin Ballroom, Salons A-C**

**10:30 AM to Noon, Austin Ballroom, Salon J**

### ***Plenary Session IV: The Bird's Eye View of the Industry***

The editors of trade periodicals have a keen eye on the important trends affecting their industry. As part of their reporting, these journalists are in touch with key actors who are helping the industry move forward during these tough economic times. We have invited the top editors from four leading plastics industry magazines to provide you their assessment of how plastics and the plastics recycling industry will change in the coming years.

--- *Moderator: Jerry Powell, Plastics Recycling Update*

-- *Matt Defosse, Modern Plastics*

-- *Donald Loepp, Plastics News*

-- *Matthew Naitove, Plastics Technology*

-- *Steven Pacitti, Plastics in Packaging*

**Noon to 1:00 PM**

### **Networking Lunch in Governor's Ballroom, Salons A-C on the fourth floor**

**1:00 to 2:30 PM, Austin Ballroom, Salon J**

## ***Plenary Session VI: The View of Four Recycling Organizations***

Our research continues to show that many plastics reclaimers say that a key barrier to corporate growth is not the lack of demand for reclaimed resin. It is the lack of a sufficient supply of recyclable plastic that hinders corporate progress. Three organizations are involved in pushing municipal recycling forward in the U.S., and we've asked them to tell us about their efforts. In addition, the recycling industry's principal trade association is expanding its focus on plastics recycling, and we provide a description of this exciting development.

-- Moderator: *Kim Holmes, 4R Sustainability*

### **THE NEW PLAYER IN THE GAME**

The newest national group is essentially an alliance of state and regional recycling associations. This intriguing organization contends that by combining the strong local momentum from its member associations, a powerful new voice for recycling in America is formed.

-- *Mick Barry, Recycling Organizations of North America*

### **THE RECYCLING INDUSTRY'S TRADE GROUP MOVES FORWARD IN PLASTICS**

ISRI is a dynamic actor in representing the private recycling industry in the U.S., especially the recovered metallics, rubber and paper segments. The organization has recently expanded its base into electronics recycling. Now the association has put extra effort into expanding its plastics recycling division.

-- *Jonathan Levy, Institute of Scrap Recycling Industries*

### **AN ICONIC ORGANIZATION PUSHES AGGRESIVELY AHEAD IN RECYCLING**

The nation's premier national organization focusing on combating litter is now one of municipal waste recycling's most active actors. Keep America Beautiful has underway numerous important projects, many designed to boost plastics recycling.

-- *Ed Skernolis, Keep America Beautiful*

### **PHOENIX RISING: THE REBIRTH OF A MAJOR FORCE**

The three-decade-old National Recycling Coalition has experienced a rocky past few years. After nearly crumbling under heavy debt, the group's board has developed a plan for returning the organization to its previous position as a major player in advancing recycling.

-- *Melinda Uerling, National Recycling Coalition*

