

Registration and Refreshments ~ 8:30 am

Welcome and Update on "Recycle More Paper" Campaign ~ 8:45 am

Claire Sullivan, President, MassRecycle

Regional Outreach to Get the Message Across ~ 9:00 am

Regional publicity provides a consistent message and gains great leverage with the press. Having two to four communities providing the same outreach message strengthens the outreach. This session will demonstrate a great regional effort taking place in the southeast. The floor will be opened up for discussion to learn how to make more regional messages happen.



Moderator: Irene Congdon, Central Municipal Assistance Coordinator

- *Take home a slide show and make it yours* by Carolyn Dann, Municipal Assistance Coordinator, MassDEP.
- *Southeast Regional Recycling Partnership (SERRP) produced a Regional Reuse and Recycling Guide for Foxborough, Mansfield, North Attleborough, Plainville & Wrentham* by Kathi Mirza, Municipal Assistance Coordinator, MassDEP and Maureen Osolnik, Wrentham Recycling Committee
- *What does Earth 911 have to offer in free outreach tools* by Irene Congdon, Municipal Assistance Coordinator, MassDEP.
- *Roundtable Discussion:*
 - How can we produce more regional messages across the state?
 - Can we team up to produce regional outreach and media?
 - Has anyone combined their message with a national focus? How can we make it possible?

Sponsor: Waste Management Recycle America

Multilingual Media ~ 9:45 am

Language can be a barrier to effective recycling. Learn how to target multilingual populations? What successes has your municipality had in communicating with multilingual communities? Bring your media and samples to the Workshop. Be prepared to share your ideas, media and experience.



Moderator: Greg Superneau, Project Director, City of Springfield Department of Public Works

- *Show & Tell*
 - City of Cambridge's Recycling & Trash Guidelines (4 non-English languages) at www.cambridgema.gov/TheWorks/contents/languages.html & one-page recycling flyer (all languages) at www.cambridgema.gov/TheWorks/departments/recycle/pdf/files/simple_recycling_flyer.pdf.
 - City of Springfield's residential & multifamily bilingual education.
 - Town of New Bedford's bilingual and trilingual flyers and brochures.
 - City of Lynn's bilingual brochures for Latino and Cambodian communities (invited).
- *Roundtable Discussion*
 - What is working in your community? How have you reached these audiences?
 - How have you developed the translations?
 - What cultural barriers (if any) have you encountered in your recycling outreach?
 - Can we learn from our local health departments' methods of outreach to the multilingual community?
 - Can you share your outreach designs and messages with other communities?

Sponsor: New England Rain Barrel & H.H.H. Incorporated

Break for Household Hazardous Waste (HHW) Exhibit ~ 10:30 am

Introduction by Tessa David, Director, North Central Regional Solid Waste Cooperative



- Table 1: *A regional one-day one-location HHW model in Central Mass* by Tessa David, Director, North Central Regional Solid Waste Cooperative
- Table 2: *A regional permanent multi-day HHW model in Lexington* by Robert Beaudion, City of Lexington
- Table 3: *A regional negotiating pricing HHW model in the Northeast* by Sharon Byrne Kishida, Municipal Assistance Coordinator, MassDEP
- Table 4: *A one municipal permanent multi-day HHW model in Newton* by Elaine Gentile, City of Newton



Sponsors: Covanta Energy & Interstate Refrigerant Recovery

Flex Your Publicity Skills ~ 11:00 am

Want to think and work like a public relations expert to provide effective outreach? Hear from our PR person to get the scoop. Learn how to utilize your cable company's services to promote your recycling message.



Moderator: Randi Mail, Director of Recycling, City of Cambridge

- *A Publicity Checklist* by Randi Mail, Director of Recycling, City of Cambridge
- *How to think and work like a professional public relations expert* by Beth Bailey, Vice President Account Services, RDW Group
- *How can Recycling Coordinators use their cable companies to their advantage* by Dan Guindon, Station Manager, Marlborough Public Access Channels 8 and 10



Sponsor: Capital Paper Recycling/Mass Hauling & Heritage Bag Co.

**Lunch ~ 12:15 pm
Conference Hall & Lobby**

Take this time to continue viewing the cable access videos on recycling. Mingle and network with fellow Recycling Coordinators. MassRecycle will also be talking about upcoming events and programs.



American
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Sponsor: American Plastics Council

Public Space Recycling ~ 1:30 pm

Learn how to effectively recycle at special community events or all the time around the town. View display models used in Massachusetts communities, such as Marlborough, Ludlow and Natick.

Moderator: Ann McGovern, Consumer Waste Reduction Coordinator, MassDEP

- *Hear about a USDA granted project to develop best management practices for recycling at six rural special events* by Mary Ann Remolador, Assistant Director, Northeast Recycling Council (NERC)
- *City of Boston's public space recycling program in Boston Commons* by Susan Cascino, Recycling Director, City of Boston



Sponsor: Seahorse Power Company & Windsor Barrel Works

Track 1: Advanced Programs ~ 2:30 pm*
How to Use the Waste Bans to Your Advantage
Conference Hall

Are we using the Waste Bans to our advantage? Listen to communities that have used the bans to get into the schools, multi-families and/or other sectors. Are there any partnerships to be made with waste haulers or businesses?

Moderator: Angie Sottile, Recycling Coordinator,
City of Framingham

- *A Brief Introduction on Framingham's Efforts* by Angie Sottile, Recycling Coordinator, City of Framingham
- *A hauler perspective on compliance plans* by Jim Nocella, Waste Management
- *What's happening in Saugus* by Lorna Cerbone, Town of Saugus



Sponsor: Abitibi Consolidated

* Advanced Programs employ established Recycling Coordinators or are municipalities with recycling rates above 10%.

Track 2: Basic Programs ~ 2:30 pm**
Meet the MACs
Central Region Conference Room

Attendees will have an opportunity to sit with the MassDEP Municipal Assistance Coordinators (MAC) for their region to receive regional recycling updates, ask questions, and learn how their MAC can help support recycling efforts in their community.

Sponsor: Bay State Textiles

** Basic Programs employ Recycling Coordinators that are new to the field or are municipalities with recycling rates under 10%.

Wrap Up: Cookies & Markets ~ 3:30 to 3:45 pm

Receive a quick update on recycling markets by Shaunna Schiller of FCR Recycling/ Casella Waste while we wrap the workshop with refreshments.

Sponsor: FCR Recycling/Casella Waste



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