# Agenda

**Recycling: No Time To Waste**

## Tuesday, April 9

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 - 5:00</td>
<td>Registration Open</td>
</tr>
<tr>
<td>8:00 - 12:00</td>
<td>Green is Good for Business Workshop</td>
</tr>
<tr>
<td>9:00 - 12:00</td>
<td>KAB Council Workshop – Building Program Success</td>
</tr>
<tr>
<td>9:00 - 12:00</td>
<td>Household Hazardous Waste in a “Nut” Shell</td>
</tr>
<tr>
<td>9:00 - 12:00</td>
<td>Horry County Solid Waste Facility Tour</td>
</tr>
<tr>
<td>9:00 - 12:00</td>
<td>Coastal Carolina University Recycling Facilities Tour</td>
</tr>
<tr>
<td>9:00 - 3:00</td>
<td>Wellman Plastics Tour</td>
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<tr>
<td>11:00 - 5:00</td>
<td>Exhibitor Setup</td>
</tr>
<tr>
<td>1:00 - 3:00</td>
<td>Re-TRAC Connect Training</td>
</tr>
<tr>
<td>1:00 - 3:00</td>
<td>Council Meetings</td>
</tr>
<tr>
<td>3:00 - 4:00</td>
<td>First Timers Meeting</td>
</tr>
<tr>
<td>4:00 - 5:00</td>
<td>“Fast Pitch” Speed Networking</td>
</tr>
<tr>
<td>5:00 - 7:00</td>
<td>Exhibit Hall Grand Opening Reception</td>
</tr>
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## Monday, April 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 - 5:00</td>
<td>Golf tournament at Arcadia Shores, Tee Time: 1:00 p.m.</td>
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</tbody>
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## Wednesday, April 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>8:00 - 9:00</td>
<td>Breakfast in the Exhibit Hall</td>
</tr>
<tr>
<td>9:00 - 10:30</td>
<td>General Session 1: Identifying Recycling as an Economic Driver</td>
</tr>
<tr>
<td>10:30 - 11:00</td>
<td>Break in Exhibit Hall</td>
</tr>
<tr>
<td>11:00 - 12:15</td>
<td>Corporate Responsibility and Greening the Supply Chain</td>
</tr>
<tr>
<td>11:00 - 12:15</td>
<td>Advances in Single Stream Recycling</td>
</tr>
<tr>
<td>11:00 - 12:15</td>
<td>Boosting Glass Recovery</td>
</tr>
<tr>
<td>11:00 - 12:15</td>
<td>Collegiate Panel Discussion</td>
</tr>
<tr>
<td>12:15 - 1:30</td>
<td>Lunch in Exhibit Hall</td>
</tr>
<tr>
<td>1:30 - 2:45</td>
<td>Under the Radar Screen – Hard to Recycle Materials</td>
</tr>
<tr>
<td>1:30 - 2:45</td>
<td>Policy Solutions to Increasing Recycling Recovery</td>
</tr>
<tr>
<td>1:30 - 2:45</td>
<td>Recycle Away!</td>
</tr>
<tr>
<td>1:30 - 2:45</td>
<td>KAB Council Session – Illegal Dumping and Enforcement</td>
</tr>
<tr>
<td>2:45 - 3:30</td>
<td>Break in the Exhibit Hall</td>
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<tr>
<td>3:30 - 5:00</td>
<td>CRA Town Hall and Meet the Board Candidates</td>
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<tr>
<td>5:00 - 10:00</td>
<td>Beachside Reception and Awards Celebration</td>
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## Thursday, April 11

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 - 9:00</td>
<td>Breakfast in the Exhibit Hall</td>
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<tr>
<td>9:00 - 10:15</td>
<td>General Session 2: Corporate Investment in Recycling</td>
</tr>
<tr>
<td>10:15 - 10:45</td>
<td>Break in Exhibit Hall</td>
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<tr>
<td>10:45 - 12:00</td>
<td>Made in the Carolinas</td>
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<tr>
<td>10:45 - 12:00</td>
<td>Smart Outreach: Getting Your Message Across With Stories</td>
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<td>10:45 - 12:00</td>
<td>Organics Challenges and Opportunities</td>
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<tr>
<td>10:45 - 12:00</td>
<td>Collegiate Roundtable</td>
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<tr>
<td>12:00 - 2:00</td>
<td>Lunch with the Exhibitors</td>
</tr>
<tr>
<td>2:00</td>
<td>Exhibit Hall Breakdown</td>
</tr>
<tr>
<td>2:00 - 3:15</td>
<td>Understanding Recycling Markets</td>
</tr>
<tr>
<td>2:00 - 3:15</td>
<td>A Day at the Beach</td>
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<tr>
<td>2:00 - 3:15</td>
<td>Waste to Energy Opportunities for Public and Private Sector Recyclers</td>
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<tr>
<td>2:00 - 3:15</td>
<td>Meeting Increasing Expectations on a Shrinking Budget</td>
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<tr>
<td>3:15 - 3:45</td>
<td>Break</td>
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<tr>
<td>3:45 - 5:00</td>
<td>MRF Roundtable</td>
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<tr>
<td>3:45 - 5:00</td>
<td>Doing it Right: Planning and Reporting</td>
</tr>
<tr>
<td>3:45 - 5:00</td>
<td>Pollutant Collection and Removal at Recycling and Landfill Sites</td>
</tr>
<tr>
<td>3:45 - 5:00</td>
<td>Collegiate Lightning Round</td>
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<tr>
<td>6:00 - 9:00</td>
<td>Dinner at your Leisure</td>
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<td>9:00 - until</td>
<td>HHW Mixer</td>
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## Friday, April 12

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:00 - 9:30</td>
<td>Breakfast and CRA Annual Business Meeting</td>
</tr>
<tr>
<td>9:30 - 11:00</td>
<td>Closing Session – State of the States</td>
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**Recycling: No Time To Waste**

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CRA’s 23rd Annual Trade Show & Conference
Re-TRAC Connect Training
Re-TRAC Connect is the leading Waste Reduction Measurement System for Governments and Organizations that offers FREE online accounts to help local governments, businesses, schools, universities, and other organizations participate in reporting programs, manage tonnage data, and publish waste reduction information to the public. Many organizations in the Carolinas are already using Re-TRAC to report to a variety of programs including KAB, DHEC, Recycle-Bowl, and RecycleMania. This training session will review the many additional features available with the free accounts and teach you 3 easy, actionable ways to save time and increase your productivity.

Green is Good for Business
This workshop will provide information, resources and success stories to help businesses reduce their environmental impact and perhaps become more competitive for a public that is growing more environmentally conscious.

Household Hazardous Waste in a “Nut” Shell: A step by step guide to keeping your operations safe and sane
Driven crazy by the myriad of safety and environmental concerns of your day-to-day operations? This hands-on workshop will cover the various regulations and safety issues involved in operating a Household Hazardous Waste collection program, including identification of unknowns, shipment of waste and much more. Field collection simulations will help make this real. Feel free to bring your HHW permit to address specific challenges or questions. Don’t wait until it’s too late to get this information.

KAB Council Workshop – Building Program Success
This KAB Council workshop will focus on building capacity and increasing results for the Great American Cleanup, ARD, and the Recycle-Bowl completion for elementary schools. The audience will hear and share unique experiences in volunteer recruitment as well as expanding local sponsorships to enhance visibility and sustainability. It will also address challenges and limitations impeding a program’s success. Although this workshop is KAB focused, it open to all interested parties.

Tours and workshops require advanced registration. Please register on our conference webpage www.cra-recycle.org/2013. Tour price includes transportation.
First Timer’s Meeting
Is this your first time attending the CRA’s Annual Conference? As you can see from the conference program, there are quite a bit of educational events and activities during the week. Join CRA Board members and seasoned veterans of the conference for a quick guide through the week’s events to ensure you make the most of your conference experience.

Horry County Solid Waste Authority Facilities Tour
Charged with the mission “To be an independent, innovative, responsive organization that aggressively provides comprehensive, cost-effective solid waste management in an environmentally sound manner, incorporating state-of-the-art methods and technology, and educating the public on responsible waste management”, the Horry County Solid Waste Authority (SWA) strives to ensure the solid waste and recycling needs of Horry County are met and exceeded. Visit and tour the SWA’s award winning facilities which include the Landfill facility, comprised of a Municipal Solid Waste landfill and a Construction & Demolition landfill, Yard Waste Composting Facility, Construction and Demolition Processing Facility and the State’s first Green Power Landfill Gas System. In addition, tour the SWA’s state-of-the-art LEED certified Material Recycling Facility which includes the County’s electronic waste processing facility and glass crushing operation. Conclude your day at the SWA with a visit to The Store, which sells recycled, repurposed and refurbished items to the public with proceeds going to the Horry County Council on Aging Meals on Wheels program. **Tour is limited to first 50 registrants. Registrants must wear closed toe/heel shoes and be capable of walking up/down several staircases.**

CRA conference Coastal Carolina Tour
9am – 12 p.m.
We will be touring Coastal Carolina University to see the sustainable features throughout the 639 acre campus serving over 9,000 students. Features include the new indoor and outdoor recycling/trash containers, the water re-fill stations, the solar bus stop, the electric vehicle charging stations and the main campus recycling roll-off container. We hope to have time to view the green house and community garden.

The Campus and Community Sustainability Initiative Office is committed to transform Coastal Carolina University into an environmentally sustainable university through campus operations, student curriculum, engaging students through learning and outreach, and collaboration in the community through sustainable stewardship of resources. The office facilitates the development and implementation of sustainable policies, practices and curricula for the campus by:
• Educating the campus community about sustainability and green practices
• Developing programming that impacts student and campus operations
• Fostering collaboration and partnerships between departments
• Measuring and reporting campus sustainability efforts
• Coordinating efforts to meet the goals of the American College and University Presidents’ Climate Commitment
Learn more at [www.coastal.edu/sustain/](http://www.coastal.edu/sustain/)

Wellman Plastics Recycling
The Wellman Plastics Recycling Headquarters in Johnsonville, SC is home to a 2-million square foot Custom Compounding Facility, and state-of-the-art Research and Development Center. The Company is one of the leading compounders and suppliers of thermoplastic resins in North America and has been leading the way in “green” manufacturing for over 35 years. Wellman processes both post consumer and post industrial materials such as PETE, carpet, nylon, and polyester waste into premium quality resins for the automotive, lawn & garden, consumer products, and electronics industries. **Please note this tour will include lunch at the Wellman facility.**

Fast Pitch Speed Networking Session
4:00 – 5:00 p.m.
“Fast Pitch” is an interactive event designed to bring industrial and municipal users together with service providers and product suppliers. The goal is to get parties together to exchange and promote services, needs, plans, and options. Secondary outcomes will generate business to business and business to municipality commerce.

Tours and workshops require advanced registration. Please register on our conference webpage [www.cra-recycle.org/2013](http://www.cra-recycle.org/2013). **Tour price includes transportation.**
Wednesday, April 10

9:00 – 10:30

**Identifying Recycling as an Economic Driver**
What was once an environmental movement, recycling is now an economic driver in the Southeast. This plenary session will showcase how recycling is creating jobs, even during the recent recession. Speakers will share how the Economic Development community in different states has identified recycling as a growth sector. The presentations will include a review of private capital investment as a result of improved recycling. In Tennessee the Department of Environment and Conservation is collaborating with the Department of Economic and Community Development to reach out to both local governments and private industry, using recycling as a job creation mechanism. Similar success in other states will be addressed.

11:00 – 12:15

**Sustainability: Public/Private Recycling Partnerships.**
As speakers examine how the Carolinas have taken on sustainability and recycling goals, we will hear from how a local government on how they work with businesses to help them achieve their recycling and sustainability goals as well as how industry partners with organizations around the state to increase the recovery of materials. These models will provide local governments and industry participants with ideas on how they can be part of the sustainability solution and work with one another to increase recycling in the Carolinas.

1:30 – 2:45

**Under the Radar Screen – Capturing those Hard-to-Recycle Materials**
Looking to expand your recycling program beyond what is currently collected for recovery? This session will cover a range of recyclable commodities that are gaining popularity including residential asphalt shingles and carpet. Other recycling initiatives that will be discussed include shoe recovery for reuse and ceiling tile recycling.

**How Recycling Policy Impacts Recycling Rates and Jobs**
Implementing recycling policy locally or statewide is an effective method to help increase recycling rates. As speakers examine how the Carolinas can benefit from a focus on policy, the session will cover 1) how the Southeast region is leveraging new recycling policies, 2) the relationship between recycling jobs and recycling policy, and 3) how utility based pricing for trash (PAYT) can be used to increase recovery of materials and boost recycling rates.

**Recycle Away!**
Adding more recycling to your facilities isn’t hard but can sometimes go awry. Come learn the best implementation practices that prevent confusion and contamination and that lead to successful recycling at parks, athletic fields, festivals and events, pedestrian and transit corridors, gas stations, retail outlets, and wherever materials are generated on the go! Discover the handful of simple steps to ensure effective Away From Home recycling including the types of containers that work best, how placement can make or break the program, labeling and promotion tips, and troubleshooting techniques to keep things running smoothly.
KAB Council Session – Litter Enforcement and Illegal Dumping

Understanding the relationship between litter laws and enforcement and what influences an officer to waive immediate action or issue citations; how the role of solid waste enforcement code officers duties vary from one jurisdiction to another; and how KAB directors can effectively interact with enforcement officials.

3:30 – 5:00

CRA Town Hall Meeting

Join the CRA Board and fellow members to discuss the organization’s goals for the upcoming year and meet the candidates running to lead the organization before you cast your vote. This is your organization and member input is instrumental in guiding the organization’s future. The Town Hall will feature an interactive discussion, giving you an opportunity to help shape the direction of the CRA in the coming years. We’ll discuss our successes, how we can improve, areas where members are interested in growing, and any other topics members want to bring to the table. A $100 cash prize drawing will be held for all attendees. Must be present to win.

Thursday, April 11

9:00 – 10:15

Corporate Investment in Recycling

Curious how Voluntary Producer Responsibility is impacting recycling in the Carolinas? This discussion based panel will highlight strong private-sector recovery activities changing the recycling landscape. Bring your questions and comments for these industry leaders and help them shape their Carolina approaches.

10:45 – 12:00

Made in the Carolinas: Recycled content products help fuel the States’ Economies

While most of us are familiar with the collection and initial processing of recyclables, this session will highlight companies that turn bales, flake and pellets into products, thereby ensuring that manufacturing remains an integral part of our States’ economic future. Come hear how materials such as wood flour, HDPE and carpet can be made into engineered lumber, how old carts can be made into new ones with a whopping 98% post-consumer content, and how PETE bottles can be made into products such as clothing and automotive upholstery. These companies and others like them are in the forefront of a global trend to create jobs, and economic investment through the use of recycled materials.

2:00 – 3:15

Understanding Recycling Markets

Don’t come to this session if you’re interested in the latest market pricing. Value, access, supply, and the evolving
material mix will be our focus. Come hear industry experts talk about access and value combining to drive economic development, how price trends have responded to market cues (supply/demand), what the evolving material mix looks like and how this could impact what you know about recycling.

Waste to Energy Opportunities for Public and Private Sector Recyclers
Session presentations will include information on current technologies creating energy from waste, feed stock preparation and market identification for providing feed stock to energy producers and other industrial and commercial applications desiring refuse derived fuels.

Meeting Increasing Expectations on a Shrinking Budget
How municipalities are stretching their dollars to satisfy resident’s increasing desire for more special waste and HHW services? Surprisingly there are many low-cost, free, or rebated options for items like batteries, oil, mercury and more. Moving collection in-house, working with multiple contractors and other strategies are also considered for optimizing your convenience center’s “convenience.”

3:30 – 5:00
MRF Roundtable
Join us for a roundtable discussion with material recovery facility experts. Hear about the advances in MRF technology and learn what they mean for you. MRF professionals will discuss current challenges and opportunities with marketing material, discuss new materials in the collection mix and share best management practices.

Pollutant Collection and Removal at Recycling and Landfill Sites
Session presentations will include information on targeted pollutant removal with compost sock technology as a replacement to oil booms or other traditional practices, CFC and Mercury Switch removal programs and compliance of landfill and recycling center pollutant containment.

Doing it Right: Planning and Reporting
Comprehensive planning plays a key role in a successful materials management program. Accurate reporting shows programs where they are and where they can improve. The revision to South Carolina’s solid waste plan will be presented as well as tips on better reporting including understanding and using the new Re-TRAC Connect.

Collegiate Lightning Round
Lightning Round (1 hr.) In one hour we will have 5 presenters provide highlights of how they incorporated recycling efficiencies into their program. From getting paid for waste cooking oil, to how to compost all food scraps on your campus, to data collection, MOVE OUT and FREE educational resources for your campus.

Friday, April 12

8:00 – 9:30
Breakfast and CRA Annual Business Meeting
Each year, CRA’s membership gathers at the close of our conference for our business meeting. We will hear a presentation from the Board President and Treasurer regarding the organization’s strategic and financial status, vote on any necessary measures that support the organization’s goals for the following year and close the Board of Directors Election. All conference attendees are welcome to attend.

9:30 – 11:00
Closing Session – State of the States
Where are we and where are we headed? State officials from the SC Department of Health and Environmental Control (DHEC) and the NC Department of Environmental Assistance and Outreach (DEAO) will share with conference attendees the latest data on solid waste generation trends and recycling program recovery performance. Officials will also give updates on existing programs and share what’s next on the horizon.
Exhibitor Opportunities

From April 8-12, 2013 the Carolina Recycling Association, your customers and potential customers will gather for the 23rd Annual Carolina Recycling Association (CRA) Trade Show and Conference at Hilton Convention Center at Kingston Plantation in beautiful Myrtle Beach, SC.

As an exhibitor you will receive the following benefits.

• Highlight your company to CRA members as a leader in the recycling industry.

• Exclusive exhibit hall time during Tuesday night reception, a 2-hour open exhibit hall/networking session and two exhibit hall luncheons. Your company’s representatives will have more time with attendees and provide you the flexibility to attend sessions and tours. There will be approximately nine hours of dedicated time in the exhibit hall for networking and relationship building.

• Exhibitors also will have information about their companies published in the conference program that is given to all attendees.

• Door prize drawings and the silent auction will help keep traffic in the exhibit hall, in addition to meals and breaks. There also will be an exhibitor drawing for free 2014 booth space.

• Your two complimentary registrations per booth include free admission to the conference.

• Your representatives will have the opportunity to provide promotional giveaways and make sales from your booth.

• Trade Show passes will be provided to you for your clients to tour the Exhibit Hall.

• An Exhibit Hall Roving Reporter will bring attention to each exhibitor. Guided tours of the Exhibit Hall also are available.

Exhibitor Registration

Companies and organizations interested in being part of the 2013 conference can register online on our conference webpage: www.cra-recycle.org/2013. Each exhibitor registration includes two complimentary registrations. Additional registrations, limit two, are $155 each. (Click on “add guest” during registration). Registration covers all sessions, receptions, breaks and meals. To be included in the conference program you must be registered by March 1, 2013.

Booth Selection

All sponsors and exhibitors will be offered the opportunity to select their booth location in the order of registration date. Sponsors will be offered the first round of selection, followed by exhibitors. The earlier your registration is received, the greater likelihood you will have to select your first booth choice.

Exhibit Hall Special Events - The Silent Auction and Door Prize Drawings

This year’s conference features two activities in the exhibit hall. Our Silent Auction will be held throughout the exhibit hall. If you bring an item to donate for the auction, you may keep this item and the bidding sheet at your booth, inviting conference attendees to prolong their stay at your booth! We’re also offering door prize drawings throughout the conference. If you choose to bring an item for the door prize drawing, we will select the winner of your prize from business cards dropped at your booth. Encourage attendees to linger longer at your booth and participate in the Silent Auction and the Door Prize Drawings!

Enhance Your Exhibit – Advertise!

Don’t miss an opportunity to promote your business by advertising in the conference program. Each conference attendee receives the conference program that also can be used after the event to keep your company’s name in front of potential customers. Advertising rates are: $275 for full page; $150 for one-half page; and $90 for one-quarter page. Ads must be provided as PDF files and sent to holly@cra-recycle.org by March 1, 2013.

Exhibit Hours & Events

<table>
<thead>
<tr>
<th>EVENT</th>
<th>TIME</th>
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<tbody>
<tr>
<td><strong>Tuesday, April 9</strong></td>
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</tr>
<tr>
<td>Exhibit Set-up</td>
<td>8 a.m. to 4 p.m.</td>
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<tr>
<td>Exhibit Hall Opening Reception</td>
<td>5:00 p.m. to 7 p.m.</td>
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Set up for equipment will follow the same schedule.

NOTE: All exhibits must be set-up on Tuesday – NO EXCEPTIONS.

| **Wednesday, April 10** | |
| Exhibit Hall Opens and Continental Breakfast | 8:00 a.m. to 9:00 a.m. |
| Break in the Exhibit Hall | 10:30 a.m. to 11:00 a.m. |
| Lunch in Exhibit Hall | 12:15 p.m. to 1:30 p.m. |
| Exhibit Hall Networking Time | 3:00 p.m. to 3:30 p.m. |

| **Thursday, April 11** | |
| Exhibit Hall Opens and Continental Breakfast | 8:00 a.m. to 9:00 a.m. |
| Break in the Exhibit Hall | 10:15 a.m. to 10:45 a.m. |
| Lunch in Exhibit Hall | 12:00 p.m. to 2:00 p.m. |
| Silent Auction Ends | 2:00 p.m. |
| Exhibit Hall Breakdown* | 2 p.m. to 6 p.m. |

*Exhibitors may begin breaking down exhibits at 2 p.m. on Thursday, NO EARLIER. Exhibits must be removed by 6 p.m.

Booth Rates

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>CRA Member</th>
<th>Non-Member</th>
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<tbody>
<tr>
<td>Early Bird Prices (on or BEFORE February 22)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8’ X 10’</td>
<td>$875</td>
<td>$1,095</td>
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<tr>
<td>8’ X 20’</td>
<td>$1,495</td>
<td>$1,895</td>
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<tr>
<td>Regular Prices (paid AFTER February 22)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8’ X 10’</td>
<td>$975</td>
<td>$1,195</td>
</tr>
<tr>
<td>8’ X 20’</td>
<td>$1,595</td>
<td>$1,995</td>
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</table>
More than 500 professionals from North and South Carolina’s recycling industry will gather in beautiful Myrtle Beach, SC April 8-12, 2013 to network, learn, plan and influence issues affecting recycling in both states and beyond.

Each year, more than 500 representatives of recycling companies, local governments, state and federal agencies, universities and colleges, state recycling organizations and other non-profits join CRA’s annual conference to develop new business opportunities and strengthen their relationship with existing clients.

To gain maximum exposure at one of the most powerful regional recycling conferences in the nation, review the levels of sponsorship opportunities inside this brochure. Sponsors can receive additional recognition by having their name associated with specific events during the conference. The sponsor’s name will be listed alongside the event description in the conference program and with on-site signage.

**Titanium and Platinum** sponsors may select a top-level event including the:
- Keynote Address;
- Exhibit Hall Reception;
- Awards Luncheon;
- Closing General Session; or
- CRA Golf Classic (overall event).

**Gold** Sponsors may choose from a:
- Meal;
- Workshop Tour;
- Break; or
- a Selected Event During the CRA Golf Classic.

**Silver** Sponsors are invited to choose a specific conference session or seminar or a selected event during the CRA Golf Classic. Among the selected events available for sponsor recognition during the CRA Golf Classic are:
- Lunch;
- Putting Contest;
- Team Prizes;
- Longest Drive;
- Beverage Cart;
- Hole Sponsor; and
- Awards.

### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>TITANIUM: $10,000</th>
<th>PLATINUM: $5,000</th>
<th>GOLD: $3,000</th>
<th>SILVER: $1,500</th>
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<tbody>
<tr>
<td>CORPORATE NAME AND LOGO on Signage, CRA’s E-Newsletter and the Conference Program</td>
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<td>CORPORATE NAME AND LOGO on Signage, CRA’s E-Newsletter and the Conference Program</td>
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<tr>
<td>COMPLIMENTARY FULL-PAGE AD in the Final Conference Program</td>
<td>COMPLIMENTARY HALF-PAGE AD in the Final Conference Program</td>
<td>COMPLIMENTARY QUARTER-PAGE AD in the Final Conference Program</td>
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<tr>
<td>ONE TOP-LEVEL EVENT RECOGNITION (Keynote Address, Exhibit Hall Reception, Awards Luncheon, Closing General Session or CRA Golf Classic)</td>
<td>ONE TOP-LEVEL EVENT RECOGNITION (Keynote Address, Exhibit Hall Reception, Awards Luncheon, Closing General Session or CRA Golf Classic)</td>
<td>ONE EVENT RECOGNITION (Meal, Break, Workshop, Tour or Select CRA Golf Classic Event)</td>
<td>ONE EVENT RECOGNITION (Session, Break, or Tour or Select CRA Golf Classic Event)</td>
</tr>
<tr>
<td>FOUR COMPLIMENTARY PASSES to the 6th Annual CRA Golf Classic</td>
<td>FOUR COMPLIMENTARY PASSES to the 6th Annual CRA Golf Classic</td>
<td>TWO COMPLIMENTARY PASSES to the 6th Annual CRA Golf Classic</td>
<td>ONE COMPLIMENTARY PASS to the 6th Annual CRA Golf Classic</td>
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<tr>
<td>DOUBLE EXHIBIT BOOTH</td>
<td>EXHIBIT BOOTH</td>
<td>EXHIBIT BOOTH</td>
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<tr>
<td>COMPLIMENTARY CONFERENCE REGISTRATION FOR FOUR PEOPLE</td>
<td>COMPLIMENTARY CONFERENCE REGISTRATION FOR THREE PEOPLE</td>
<td>COMPLIMENTARY CONFERENCE REGISTRATION FOR TWO PEOPLE</td>
<td>COMPLIMENTARY CONFERENCE REGISTRATION FOR ONE PERSON</td>
</tr>
<tr>
<td>10 TRADE SHOW PASSES</td>
<td>FIVE TRADE SHOW PASSES</td>
<td>FOUR TRADE SHOW PASSES</td>
<td>TWO TRADE SHOW PASSES</td>
</tr>
</tbody>
</table>

*All sponsorship packages include annual memberships with CRA, allowing sponsors to join CRA or renew membership and receive all the benefits listed during the conference. Each sponsor receives added membership value during the year with preferred advertising in CRA’s newsletter, recycling networking meeting opportunities and more.*

(Value: $3,300) (Value: $1,750) (Value: $835) (Value: $145-385)
The Carolina Recycling Association (CRA) is pleased to present this Call for Nominations for the 20013 Annual Awards Ceremony to be held during the CRA Conference on April 10, 2013 at the Hilton Myrtle Beach Resort at Kingston Plantation.

Each year, CRA proudly honors the best programs, projects, and individuals for outstanding achievement and commitment to the mission of the CRA. Nominees and winners will be recognized during the evening awards gala.

**Awards Entry Requirements**

Awards presented in previous years are not eligible for consideration in the same category. A program or individual may not receive more than one award per year. If a program or individual wishes to apply to more than one category they must submit a completed application for each category and may only apply for up to three categories. Self-nominations are acceptable and encouraged.

**Format Requirements**

Email the following elements to Amanda Cutshaw at acutshaw@madisoncountync.org showing “Award Nomination” as the subject. If you do not receive confirmation of receipt within five business days please contact Amanda at 828-206-2823.

- Award Submission Contact Information (Name, Organization, Phone, Email)
- Identify Entry Award Category
- Responses to Award Criteria within Category
- Local Press Contacts (2-3 print, radio and TV media in your area for award notification)

Use a bulleted format to answer award criteria. Include links to websites that support your entry. If your application includes a video, please post this video online and include a link in your nomination form. Do not send hard copies of dvds or videos.

Excluding the application form, entries are restricted to two 8 ½” x 11” pages. Please use a 10pt font or higher. Please submit two digital images that best represent your program as an attachment.

Awards winners will be announced at the 2013 Awards Gala and will be recognized in the CRA newsletter and through press releases sent to local media listed in your application.
Recycler of the Year Award
(There will be one winner for each state)
This Award honors an individual in the field who has made a significant contribution to the advancement of integrated solid waste reduction during the past year (2012).

Selection Criteria
• Professional Leadership
• Sharing career experience with others
• Development of self-sustaining waste reduction programs
• Innovative approaches
• Comprehensive publicity/education

Local Government Award
(There will be one winner for each state)
This award recognizes a local government that has a successful recycling/waste reduction program. This program should show its recycling/waste reduction rates (including per capita recycling), amounts of materials recycled, composted, reduced, buy-recycled, participation rates, education, community outreach, etc. Program should show growth trends.

Selection Criteria
• Shows a successful recycling/waste reduction program
• Innovative or unique aspects
• Promotion and educational components
• Professional leadership
• Sustainable program

Outstanding College or University Program
(There will be one winner for each state)
This award honors an outstanding college or university program that promotes sustainable resource use through waste reduction, reuse, and recycling on a college campus.

Selection Criteria
• Integrated waste reduction program
• Innovative aspects of the program
• Educational component
• Volunteer contribution to the university
• Recruitment and retention of volunteers over time
• Program must have been in operation for 1 year

Outstanding School Program
(There will be one winner for each state)
This award honors an outstanding program in a single school or school system (k-12) that promotes waste reduction, reuse and recycling.

Selection Criteria
• Strong educational component
• Innovative or unique aspects
• Waste reduction component
• Program must have been in operation for 1 year

Outstanding Business/Industry Recycling
(There will be one winner for each state)
This award recognizes a business that has implemented an outstanding waste reduction/recycling program within its organization and as a part of its business.

Selection Criteria
• Focus on waste reduction/recycling issues
• Commitment to sustainable practices
• Buy-recycled component
• Promotion and education component
• Environmental leadership as part of their business
Spotlight Awards

(There will be one winner for each state)

Two submissions, one from each state, will be recognized for a one-time event or item. Two examples of possible entries are a “hard to recycle” collection event or a calendar designed by school children featuring waste reduction/recycling facts.

Outstanding Composting or Organics Recycling Program
This award recognizes a business, government agency, school, organization, or large scale facility that designed and implemented a composting or organics-recycling program that has been in operation for at least 1 year.

Selection Criteria
• Demonstrated waste reduction
• Educational component
• In full compliance with all applicable Federal, State, and local regulations
• Documented end use of compost should be accompanied by laboratory analysis of component

Getting the Word Out: Sensational Education and Outreach
This award recognizes a program that has excelled in educating the community about waste reduction.

Selection Criteria
• Educates a diverse audience
• Its effectiveness and response from audience
• Creative uses of materials, media, and funds
• Include material samples, such as web links or digital photos

Volunteer Leadership Award
This award recognizes a person who has successfully promoted recycling and waste reduction in their community, school, club, or organization through volunteer work.

Selection Criteria
• Shows initiative and commitment for recycling
• Created a successful recycling/waste reduction program
• Environmental Leadership
• Community outreach/education

Volunteer Leadership Award: Group
This award recognizes a group, program, or organization who has successfully promoted recycling and waste reduction in their community, school, club, or organization through volunteer work.

Selection Criteria
• Type of program and funding
• Financial highlights, such as cost per pound, cost per household, etc.
• Creative problem solving to municipality or business hazardous waste problems
• All major players in the program and their roles (example: city or county, hauler and processor/contractor) should be included in the nomination
Announcing a New Category for the 2013 CRA Awards Program!

The CRA Hall of Fame is now open and for our inaugural year we would like you the membership to choose the inductee nominees. Inductees will be selected based on their contributions to recycling and their involvement and contributions to the CRA. In 500 words or less, please tell us why the nominee should be inducted into the CRA Hall of Fame.

CRA Hall of Fame Nomination

To nominate someone (including yourself) for the CRA Hall of Fame, simply email Amanda Cutshaw at: acutshaw@madisoncountync.org.

Please include the following information in your nomination email:

1. Nominee Name
2. Nominee Address
3. How long the nominee has worked in the Recycling Field (min 15 yrs required)
4. Inductees will be selected based on their contributions to recycling and their involvement and contributions to the CRA. In 500 words or less, please tell us why the nominee should be inducted into the CRA Hall of Fame.
5. Please include all Press Information

Once all of the nominations have been received, the CRA Board of Directors will select three nominees to be inducted.
2013 CRA Golf Classic

DATE: Monday, April 8, 2013

TEE TIME: 1 p.m.

COST: $125 per player. (Includes: Range Balls, Cart Fee, Dinner, Tee Gift, and Hole Prizes for Longest Drive and Closest to the Pin. Beverage Cart will be available for the beverage of your choice.)

REGISTRATION: Attendees and Exhibitors may register for the golf tournament within regular conference registration. Sponsorships include entries into the golf tournament, see page 10 for details on how many players your sponsorship will include.

Putting Contest will begin at 12:30 with a shootout format. If you make the putt you move on to the next round. Last Golfer standing wins! Fee is $10/golfer. • Mulligans are 2 throws and one kick. 1 for $5 or 3 for $10 • Sponsorships available for: Tee Gifts, Hole Prizes, Beverage Cart, Awards Dinner, or Golf Carts. • Consider donating an item with your logo on it for the golfers goodie bag.

Awards and Dinner to follow at Flying Fish restaurant at 7 p.m.

Beachside Awards

Following the Town Hall meeting Wednesday afternoon, slip on your flip flops, grab your shades and head down to the beachside pool and join us for this year’s Beachside Reception and Awards Celebration!

To start the evening right, we will enjoy the cool steel sounds from “the fastest steel drum soloist of all time, Mickey Mills.”

We will start off the festivities with cocktails and a summertime-style lowcountry buffet dinner, followed by our Annual Awards Ceremony when we honor the best waste reduction and recycling programs and individuals in the Carolinas.

Following dinner and the awards ceremony, we’ll enjoy an evening of beachside dancing and grooving to the tunes of Boomers featuring nationally known lead singer Vaughn Penn.

Feel free to dress in your cool, comfortable classic beach resort wear.

Live in the sunshine. Swim in the sea. Drink the wild air.

– Ralph Waldo Emerson
Please note registration rates vary for members and non-members. We offer full conference registration packages, single-day conference rates, and special rates for speakers, volunteers and students.

To view the full schedule of registration rates and to register, go to www.cra-recycle.org/2013.

Early bird registration rates will be offered through February 22.

### Conference Pricing Schedule

#### Member Rates

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Early Bird Price</th>
<th>Regular Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee - Full Conference</td>
<td>$289</td>
<td>$350</td>
</tr>
<tr>
<td>Exhibitor, Single Booth</td>
<td>875</td>
<td>975</td>
</tr>
<tr>
<td>Exhibitor, Double Booth</td>
<td>1,495</td>
<td>1,595</td>
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<tr>
<td>Exhibitor, Additional Attendees*</td>
<td>155</td>
<td>155</td>
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#### Non-Member Rates

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Early Bird Price</th>
<th>Regular Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee - Full Conference</td>
<td>$359</td>
<td>$450</td>
</tr>
<tr>
<td>Exhibitor, Single Booth</td>
<td>1,095</td>
<td>1,195</td>
</tr>
<tr>
<td>Exhibitor, Double Booth</td>
<td>1,895</td>
<td>1,995</td>
</tr>
<tr>
<td>Exhibitor, Additional Attendees*</td>
<td>155</td>
<td>155</td>
</tr>
</tbody>
</table>

*Note each booth registration includes 2 registrations. Additional registrations for 3 and more persons are $155.

#### Non-Variable Rates

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaker - on the day you speak</td>
<td>Free</td>
</tr>
<tr>
<td>Speaker - Full Conference</td>
<td>$175</td>
</tr>
<tr>
<td>Single Day Registration</td>
<td>175</td>
</tr>
<tr>
<td>Student - Single Day</td>
<td>25</td>
</tr>
<tr>
<td>Student - Full Conference</td>
<td>75</td>
</tr>
</tbody>
</table>

CRA is pleased to partner with the Hilton Myrtle Beach at Kingston Plantation to offer conference attendees with superior accommodations in a unique setting. The AAA 3-diamond Rated Hilton Myrtle Beach sits on a pristine beachfront at the north end of Myrtle Beach’s Grand Strand, offering oceanfront dining in both upscale and casual atmospheres.

385 guestrooms offer all the comforts of home, plus private balconies with sweeping views of the Atlantic Ocean. CRA has negotiated a special group rate of $139/night. Special per diem hotel rates of $89/night are available on a first-come, first-serve basis for government agencies. Guests may also select from a variety of 2 and 3-bedroom condominiums in the Royal Palms beachfront tower or the residential villas at Kingston Plantation.

For more information about the conference venue, visit: www.kingstonplantation.com