



## Product Stewardship Strategies for Local Governments Conference

**When:** July 22, 2011

**Time:** 8:30 a.m. – 4:30 p.m. PST

**Webinar Registration:** <https://www1.gotomeeting.com/register/294139360>

Seattle Public Utilities, the Northwest Product Stewardship Council, and U.S. EPA Region 10 are hosting a day-long conference to look at how local and state governments can use product stewardship strategies to reduce waste and increase recycling. The conference will provide an overview of product stewardship policies and regulations currently in use in the U.S. and Canada and will provide examples of local and state product stewardship programs, describing how they were developed and funded.

The conference will feature presentations by experts with hands-on experience in developing and managing product stewardship programs at the local government level. Each presentation will be followed by discussions and Q&A sessions led by Puget Sound area policymakers. In-person attendance is by invitation only – please contact Dick Lilly at Seattle Public Utilities ([dick.lilly@seattle.gov](mailto:dick.lilly@seattle.gov)). For those who will not be attending the conference in-person, the presentations will be available as webinars throughout the day.

### **Presentation 1. Definition of product stewardship and where we are now**

*Time:* 9:00 a.m. – 9:45 a.m.

*Speakers:* Seago Jackson, Snohomish County Solid Waste and Dick Lilly, Seattle Public Utilities

### **Presentation 2. Product Stewardship in Canada – How it started, what products are collected, and what's next.**

*Time:* 9:45 a.m. – 10:30 a.m.

*Speaker:* Betsy Dorn, Senior Consultant, StewardEdge

### **Presentation 3. Producer-supported municipal blue box recycling collection in Ontario – How it started and how it works.**

*Time:* 11:30 a.m. – 12:15 p.m.

*Speaker:* Vince Sferrazza, Acting General Manager, Toronto Solid Waste Services

### **Presentation 4. Direct local action – How Ottawa stepped in on its own: Lessons for other local governments**

*Time:* 2:30 p.m. – 3:15 p.m.

*Speaker:* Marilyn Journeaux, Manager, Ottawa Solid Waste Services of Ottawa

For more information on webinars, please visit [www.epa.gov/region10/webinars](http://www.epa.gov/region10/webinars).

## **Speakers:**

### **Betsy Dorn**

*Senior Consultant, StewardEdge*

Betsy Dorn has over twenty-nine years of professional experience managing, designing, and implementing recycling and solid waste management projects. For 23 years, Betsy has been a consultant assisting public and private sector clients in developing plans, evaluating operations, launching new programs, and training solid waste and recycling professionals.

Prior to becoming a consultant, Betsy managed Mecklenburg County (Charlotte), N.C.'s Recycling Division. Operations under her purview included a multi-material curbside recycling and drop-off program, wood and yard waste composting/mulch production, office paper collection, county-wide promotion of recycling, and marketing of all recovered materials

Her experience includes project management roles at Tetra Pak, the Sustainable Packaging Coalition and Stewardship Ontario.

### **Marilyn Journeaux**

*Manager, Solid Waste Services, City of Ottawa*

Marilyn has worked for the City of Ottawa since 2006. She currently is the Manager of Solid Waste Services, a branch of the Environmental Services Department. Solid Waste Services is responsible for the collection, processing and disposal of recycling, organics and garbage for homes, townhomes and apartments in the City. The waste collection division competes with the private sector on the collection contracts and currently has one of the five City collection zones. Marilyn is responsible for the City's two landfills. She also oversees the residential composting, recycling and household hazardous waste processing contracts. The City is currently undertaking a Municipal Waste Master Plan that will outline how the City will meet its goal of Zero Waste.

Prior to working for the City, Marilyn worked for the Regional Municipality of Ottawa Carleton, the private sector and the City of Guelph. She has been involved in Solid Waste projects throughout her career.

Marilyn grew up in mining towns in Northern Quebec. She graduated from the University of Guelph with a B.Sc. in Biological Engineering in 1987.

### **Vincent Sferrazza**

*Acting General Manager, Solid Waste Services, City of Toronto*

Vincent Sferrazza is the Acting General Manager of Solid Waste Management Services for the City of Toronto. Vincent is responsible for designing and implementing the City of Toronto's aggressive plan to divert 70% of waste from landfill.

He has over 15 years of experience in the solid waste and recycling field including management positions in the City of Hamilton, Region of Peel and the Ontario Ministry of the Environment, where he was responsible for the implementation of the Waste Diversion Act, Ontario's first extended producer responsibility legislation.

Vincent Sferrazza holds an Honors Bachelor of Arts and Master of Public Administration from the University of Western Ontario.