2021 MassRecycle Conference & Trade Show

Where Does it All Go & How Can We Do Better?

April 15 & 16
About MassRecycle

MassRecycle is the statewide 501c3 nonprofit coalition of individuals, all 351 municipalities, businesses, institutions, and organizations dedicated to promoting and realizing the economic, social and environmental benefits resulting from reducing, reusing, and recycling. In addition to our yearly conference and advocacy at the State House for pragmatic solutions and policies, MassRecycle offers:

MassRecycle Podcasts - MassRecycle offers regular educational podcasts on current hot topics, such as the effects of China National Sword, the rising cost of recycling, home composting during Covid, and community outreach for recycling coordinators. MassRecycle Podcasts are free to all listeners and found on Spotify and Apple Podcast.

Mass Product Stewardship Council (MassPSC) - MassRecycle is focused on championing product stewardship in Massachusetts. In 2016, the MassPSC was launched as a dedicated entity within MassRecycle, the majority of whose officers are municipal representatives. MassPSC’s goal is to shift the cost of material management and recycling from taxpayers to the companies that design and market products, through product stewardship and extended producer responsibility (EPR).

Annual MassRecycle Awards - MassRecycle recognizes outstanding achievements in and contributions towards recycling and waste reduction in Massachusetts in five different categories. Awards are also given to those individuals who demonstrate lifelong commitment to the waste industry.

Members-Only Resources - You can find recordings of the latest conference, free recycling graphics, Zero Waste plans, HHW resources, State resources, and more on our website when you log in.

Free Municipal Membership

Thanks to the generosity of the Massachusetts Department of Environmental Protection (MassDEP), MassRecycle is able to offer all 351 municipalities in the Commonwealth a free basic level membership! Basic Municipal Members enjoy discounts to the Recycling Conference and other social events. Basic Municipal Members have the option to upgrade to full membership to enjoy Members Only pages and voting rights. Please email Admin@MassRecycle.org for more information.
Where Does it All Go & How Can We Do Better?

Day 1 ~ April 15th

1:00

Welcome from MassRecycle
Gretchen Carey, President of MassRecycle

1:20

Plenary: Bob Gedert, President of National Recycling Coalition

1:40

Roundtables, Led by Board Members
- **Education & Outreach** with Waneta Trabert, City of Newton
- **Compost & Food Waste** with John Hanselman, Vanguard Renewables
- **Transfer Station Stories** - Things you wouldn’t believe and how to address them with Mike Cicale, Town of Wellfleet
- **Markets & Commodities** with Erin Banfield, Casella Resource Solutions
- **Zero Waste** with Gunther Wellenstein, City of Haverhill
- **Bulky & Hard-to-Manage Waste** with Rob Gogan
- **Contamination & Enforcement** with Mike Orr, City of Cambridge & Dave Afonso, Rehrig Pacific

2:25

BREAK

2:35

Exhibitor Booth (Session 1)

3:05

Panel 1: Where does it go?
- **Trash: Where Does it Go & What Does the Future Looks Like** by Phil Goddard, Town of Bourne
- **Ask me About Organics: Anaerobic Digestion, Animal Feed, & Composting** by Abbey Massaro, Environmental Specialist representing RecyclingWorks in Massachusetts
- **The Hidden World of Construction & Demolition Debris** by Brian Skehan, Division Manager, Republic Services
- **Panel Q & A**

Moderator: Khrysti Smyth Barry, Center for EcoTechnology

4:35

Exhibitor Booth (Session 2) & Fun
Day 2 ~ April 16th

8:30
Welcome Back
Waneta Trabert, Vice President of MassRecycle

8:45
Panel 2: Recycling Today
- RecycleSmart: Teaching to the Teachers by Gretchen Carey, Recycling Coordinator of New England, Republic Services
- Educational Messaging to Impact Change by Marissa Segundo, Resource Recycling Systems (RRS)
- Recycling Markets: Where does it go & what does it become? by Erin Banfield, Senior Business Manager, Casella Resource Solutions
- Panel Q & A
Moderator: Gunther Wellenstein, City of Haverhill

10:15
Exhibitor Booth (Session 3)

10:45
BREAK

11:00
Panel 3: EPR for Paint & Mattresses
- MassPSC Update by Waneta Trabert, City of Newton
- Hear from the mattress producers about their EPR model by Marie Clarke, VP of Industry & External Affairs, Mattress Recycling Council
- Learn from the paint industry about what makes a highly successful industry-led EPR program work well by Heidi McAuliffe, VP of Gov't Affairs, American Coatings Association
- Learn statistics demonstrating how the EPR programs for paint & mattresses have been successful in CT by Tom Metzner, CT DEEP & President of PSI Board
- Listen to how local governments participating in the paint & mattress EPR systems in CT with a comparison of before-and-after system implementation by Jennifer Heaton-Jones, Executive Director at Housatonic Resources Recovery Authority & Chair of the CT PSC
- Panel Q & A
Moderator: Rob Gogan

12:30
Networking
Welcome

Gretchen Carey, President, MassRecycle

President Gretchen Carey opened the event with recognition of the fact that it had only been 6 months since the last conference, due to the schedule disruption by Covid, but how much had happened in the world since then. The theme of this conference was understanding that most information about recycling in the media was misleading: first, that the industry only makes the news when something goes wrong, painting the picture of imminent breakdown. Next, that sensationalism sells, and that while the market has recovered in many ways, some sources would still have you believe that you might as well trash your recyclables. The goal of the conference was to put the educators in the audience in direct contact with the professionals who are in the business of moving the material, so they could get real answers to their questions. Along with the conference theme, President Carey introduced the Board of Directors and the new Committee format that encourages MassRecycle members to join these committees to be part of the solution. She also segued to the National Recycling Coalition, with MassRecycle has rejoined after several decades. NRC President Bob Gedert was this year’s Keynote speaker.

Keynote

Bob Gedert
President of National Recycling Coalition

Thirty years ago, the NRC was a cornerstone for MassRecycle’s creation, and we led the way in recycling for the rest of the country. We have just rejoined the NRC and look forward to hearing about President Gedert’s vision for recycling at a federal level, as well as NRC benefits extended to MassRecycle members.

Bob Gedert is the President of the National Recycling Coalition. Bob is semi-retired with 40+ years of experience in guiding communities toward sustainable materials management. In 2019, he was awarded the Lifetime Recycling Achievement Award from the National Recycling Coalition. Previously, Bob served as department director of Austin Resource Recovery, leading the city toward zero waste goals. He has experience in building local economic development practices with zero waste goals through private-public partnerships that utilize local markets for recyclables through innovative entrepreneurships and collaborative business networks. Bob is currently writing a book on the connection of plastics consumption and climate change. He is also a member of the Association of Ohio Recyclers and the Indiana Recycling Coalition.
MassDEP offers many helpful programs that include: free technical assistance, grants, training, and educational materials for municipalities, businesses, schools and institutions.

Online initiative to improve recycling statewide, featuring: downloadable education materials, monthly newsletters, the Smart Recycling Guide with top accepted materials and top contaminants (now in 8 languages), and the Recyclopedia search tool for everyday recycling questions.
[RecycleSmartMA.org](http://RecycleSmartMA.org)

Your source for commercial and institutional recycling guidance, including “Find a Recycler” search tool, case studies on organics and recycling programs, news and events.
[RecyclingWorksMA.com](http://RecyclingWorksMA.com)

Free interactive and educational program that empowers students and teachers to help the environment through waste reduction, reuse, recycling and composting. Green Team members are eligible for FREE recycling and composting bins.
[TheGreenTeam.org](http://TheGreenTeam.org)

Learn the ins and outs of food rescue and donation, composting, the MassDEP Commercial Food Materials Disposal Ban, and more.
[mass.gov/guides/commercial-food-material-disposal-ban](http://mass.gov/guides/commercial-food-material-disposal-ban)

Passionate about the steps that come before recycling? We are too - join our stakeholder planning process to create a Reduce & Reuse Action Plan, or find a local Repair/Fix-it Clinic Event and Library of Things near you.
[mass.gov/service-details/massdep-reduce-reuse-rr-working-group](http://mass.gov/service-details/massdep-reduce-reuse-rr-working-group)
[mass.gov/info-details/municipal-reuse-repair-programs](http://mass.gov/info-details/municipal-reuse-repair-programs)
Panel 1: Where Does It Go?

As waste professionals we get asked to make decisions daily that are the best for the planet and our communities, but often we need more information. Recycling Coordinators become gurus for All Things Sustainable, and Sustainability Officers have enormous ground to cover: so, let us give you the answers! Where is Massachusetts’ trash, food waste, and construction and demolition waste really going, and how is it getting there? Let us give you the details. (Don't worry, Session 2 provides all the answers for recyclables!)

Trash: Where Does it Go & What Does the Future Looks Like

Consumers ask "Where does my trash go? With landfills closing every year, waste-to energy facilities aging, where is it all ending up? How did our modern waste disposal system evolve, and what improvements have occurred over time? This session will fill you in on how much time is left in MA landfills and how much space there is in our waste to energy facilities. Can we just build more, and what are the obstacles?

Phil Goddard, Town of Bourne

Phil Goddard currently holds the position of Manager of Facility Compliance and Technology Development at the Town of Bourne, Department of Integrated Solid Waste Management (ISWM.) He has worked for the Town for 20 years and is responsible for permitting, health and safety and site development projects that will maximize the long-term utility of the Town’s property beyond the life of the landfill. He has over 31 years of experience in the environmental sector, specializing in solid waste and recycling. In addition to his position with Bourne, he was recently the Treasurer of MassRecycle, Chairman of the Massachusetts Product Stewardship Council, which is part of MassRecycle and is currently the Past President of the Southern New England Chapter of the Solid Waste Association of North America (SWANA.) He has a B.S. from Babson College in Wellesley, MA with a major in Marketing and a Graduate Certificate in Environmental Policy from the University of Massachusetts at Dartmouth.

Ask Me About Organics: Anaerobic Digestion, Animal Feed, & Composting

In Massachusetts, more than 50 operations in the state accept off-site food materials for animal feed, composting, anaerobic digestion, or other processing. Different facilities can accommodate different types of material and it is important to align organics collection programs with these requirements. RecyclingWorks will provide an overview of these facility options and share recommendations to help business and institutional decision makers identify appropriate outlets for their food scraps. The session also will touch on strategies for preventing food waste and food rescue. RecyclingWorks is a free technical assistance program funded by MassDEP that helps businesses and institutions establish and maintain effective food waste diversion programs.
The Hidden World of Construction & Demolition Debris

All construction and demolition debris in Massachusetts has to be recycled, per MassDEP waste bans, but most people know very little about the process. Where does this material go, and what happens to it? What gets made out of clean gypsum, wood, and metal after they are diverted, and how far do these materials travel to be useful? Trucking and rail haul are the two common modes of transportation, with trucking suffering from severe shortages right now. Learn about all about rail haul: the containers, the challenges, and the carbon footprint of a far-reaching rail system.

Abbey Massaro, Environmental Specialist representing RecyclingWorks in Massachusetts

Abbey Massaro is an Environmental Specialist at the Center for EcoTechnology where she provides individualized assistance to businesses and institutions, through the MassDEP RecyclingWorks in Massachusetts program. Since 2018, she has supported CET initiatives to help commercial and institutional entities develop recycling, reuse and food waste recovery programs. Abbey is a certified TRUE Zero Waste Advisor with six years professional experience in the solid waste management industry. She holds a B.S. in Environmental Conservation and a certificate in Public Policy from the University of Massachusetts at Amherst.

Brian Skehan, Republic Services

Brian Skehan is the General Manager for the Tyngsboro division of Republic Services in Massachusetts. His division runs 71 trash and recycling truck routes, including commercial routes, residential subscription, and 9 municipalities. Tyngsboro also hosts the Devens Construction & Demolition processing facility, which is the largest in the Northeast. Brian has been with Republic Services for 18 years, starting as a construction sales representative when Republic was Allied Waste. He developed a LEED sales program for construction customers including diversion reporting that got him promoted to National accounts. Previous to his life with Republic, Brian spent 6 years in the Marine Corps and graduated from the Suffolk University Sawyer School of Management with his degree in Business Administration.

Moderator: Khrysti Smyth Barry, Center for EcoTechnology

Khrysti Smyth Barry is a Customer Solutions Specialist for the Center for EcoTechnology (CET), which administers a number of waste and energy programs including the RecyclingWorks in Massachusetts program under contract for MassDEP. CET provides outreach, training and technical assistance to businesses, institutions and municipalities across Massachusetts and the U.S. to improve environmental performance. Prior to joining CET in 2018, Khrysti helped support sustainable food systems in the Boston area through work in sustainable food service and event operations, and with her own urban agriculture consulting business. Khrysti has a B.S. and M.S. in Wildlife Ecology from Texas A&M University and Saint Louis University, respectively, and brings her experience with systems operations to her work with CET.
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\(^1\) 99.9% proven pickup rate based on missed pickup data for commercial and residential customers from Sept. 2016-Aug. 2017. \(^2\) Based on OSHA recordable rate.
Panel 2: Recycling Today

In 2018 RecycleSmart gave us statewide guidelines for recycling. While the list may not look radically different from previous lists, this time it was made with very specific criteria: come find out what the recycling facilities wanted, and why. Shown from the industry side, it actually makes sense! And for those who keep hearing about recycling getting trashed, and burnt, and dumped into the ocean: come hear the real story from Boston’s biggest recycler. Where that material is going and what is it being made into now that the dust has settled from 2018.

RecycleSmart: Teaching to the Teachers

Still struggling to figure out what goes in the bin... and YOU are supposed to teach other people?? Come learn efficient ways to teach recycling rules so your audience can make smart decisions for themselves. After all, the industry had reasons for choosing the items they left in, or out of, the bin. Gretchen Carey, MassRecycle President and Recycling Coordinator of New England for Republic Services shares her teaching tricks with you!

Gretchen Carey, Republic Services

Gretchen Carey has worked in the environmental field for over a decade as a volunteer, municipal recycling coordinator, and now the Republic Services Recycling and Organics Coordinator for New England. Along with training and educating on recycling, she is helping to build the organics infrastructure in New England. Gretchen is President of the Board of Directors of MassRecycle and hosts a monthly podcast there. She is a LEED Green Associate, a Zero Waste TRUE Advisor, and a member of the EBC Solid Waste Management Leadership Committee. She is also co-founder of GreenLabs Recycling, a hyperlocal start-up company dedicated to saving clean laboratory plastic from the trash by getting it recycled into new products.

Educational Messaging to Impact Change

Marissa Segundo from RRS will present on educational messaging to impact behavior change. She will review a case study where a strategic rebranding campaign that focused on how personalizing and making your message measurable was an effective approach to reach residents. The impacts from community-based social marketing and program evaluation will also be highlighted.

Marissa Segundo, Resource Recycling Systems (RRS)

Marissa Segundo is a Communications Consultant with more than 15 years of experience in successful strategic planning, media relations, and team leadership. As a bilingual communicator, Marissa is proud to be a proactive bridge-builder to the Hispanic community. She has provided clients in the public and private sectors, as well as product stewardship initiatives with innovative communications plans centered on sustainability, waste reduction, and recycling.
Marissa utilizes a variety of digital and traditional outreach methods and stresses the importance of understanding your impact through measurement of effort. Prior to RRS, Marissa was the recycling coordinator for the city of Largo, Florida where she regularly appeared on both English and Spanish television to promote recycling and waste reduction in Largo and the Tampa Bay area. Her recycling communications strategies have earned multiple awards at the local, state, national, and international levels. Marissa is accredited in public relations and LEED and is a certified recycling systems manager; she was named a Waste360 40 Under 40 recipient in 2020.

**Recycling Markets: Where does it go & what does it become?**

How many times a day are you asked, “Where does my recycling go?” Erin Banfield from Casella Resource Solutions will update everyone on where it all goes: What percent stays in the US or is shipped overseas? What percent ends up as trash? And once items are sorted out, what does each material get made into?

**Erin Banfield, Casella Waste Systems**
Erin Banfield has worked in the Solid Waste and Recycling Industry for six years for Casella Waste Systems, the largest recycler in the Northeast.

**Moderator: Gunther Wellenstein, City of Haverhill** See Board Member bios on page 32.

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Panel 3: EPR for Paint & Mattresses

Now more than ever, as municipal budgets continue to be stretched thinner, there is strong momentum building for EPR to be a policy solution in Massachusetts. This session will focus on two producer-supported EPR bills that have been introduced in the 2021-2022 legislative session. Speakers from producer responsibility organizations and local and state government will discuss how paint and mattress EPR programs have been successful in neighboring Connecticut and share lessons learned to help shape a path forward for these bills in Massachusetts.

MassPSC Update

**Waneta Trabert, City of Newton**

Waneta is the Director of Sustainable Materials Management for the City of Newton. Through her experience in electronics, EPR, and managing packaging waste for both the Wisconsin DNR and the Product Stewardship Institute, Waneta was a perfect fit as an officer of the MassRecycle Product Stewardship Council. She also managed hazardous waste at McMurdo Station, Antarctica during the 2014-2015 austral summer season.

Hear from the mattress producers about their EPR model

Hear from the mattress producers about their EPR model for managing mattresses at the end of their useful life. This system has been implemented in CT, RI, and CA.

**Marie Clarke, VP of Industry & External Affairs, Mattress Recycling Council**

Marie Clarke is MRC’s Vice President of Industry and External Affairs, overseeing policy and government relations work for the mattress recycling programs in California, Connecticut and Rhode Island. She also tracks legislation and provides support for states seeking to implement new mattress recycling laws. Before joining MRC, Marie held a similar role with the trade association for the paint industry, which operates paint recycling programs. An attorney, travel enthusiast and celebration seeker, Marie spends her time outside the office running around with her two little boys, husband and Scottish terrier in Washington, DC.

**Paint Industry: What makes a Highly Successful Industry-led EPR Program Work Well**

PaintCare has been a highly successful, industry led EPR program that is now in 10 states plus DC. Learn from the paint industry about what makes this system work so well.
Heidi McAuliffe, VP of Gov’t Affairs, American Coatings Association
A graduate of Saint Mary's College and the University of Cincinnati College of Law, Heidi has spent the bulk of her career assisting the paint and coatings industry in developing regulatory and legislative solutions in the environmental, trade, and transportation arenas. Her current role is focused on expanding the PaintCare program across the United States and maintaining the integrity of existing programs.

Statistics Demonstrate How EPR programs for Paint & Mattresses are Successful in Connecticut
Tom will present data demonstrating how the EPR programs for paint & mattresses have been successful in CT.

Tom Metzner, CT DEEP & President of PSI Board
Tom Metzner has been an Environmental Analyst with the Connecticut Department of Energy and Environmental Protection for 28 years. His current duties include administering Connecticut's existing EPR laws for paint, mattresses, and thermostats as well as planning for expansion of EPR laws. Tom represents Connecticut in the toxics in packaging clearinghouse which administers Connecticut's toxic in packaging law. Tom also administers Connecticut’s mercury product law.

Local Connecticut Governments Participate in the Paint & Mattress EPR Systems
The HRRA represents 12 rural municipalities. Jennifer will present on how local governments participate in the paint and mattress EPR systems in CT with a comparison of before and after system implementation.

Jennifer Heaton-Jones, Executive Director, Housatonic Resources Recovery Authority & Chair of the CT PSC
Jennifer Heaton-Jones is the Executive Director of the Housatonic Resources Recovery Authority, HRRA, a regional, governmental, waste management and recycling authority serving eleven municipalities in western Connecticut. Jen is a board member of the Connecticut Recyclers Coalition and an active member and former chair of the Connecticut Product Stewardship Council. She is also a board member of the Product Stewardship Institute.

Moderator: Rob Gogan, Board Member, MassRecycle
See Board Member bios on page 32.
Waneta and Gretchen discuss hot topics in recycling, reuse, and organics diversion, as well as interviewing people who are doing great and noteworthy things in the field of sustainability in Massachusetts.

Find it on our website, Spotify or Apple Podcasts!

MASSRECYCLE.ORG/RESOURCES/PODCAST/
Event Sponsor Directory

Covanta

141 Cranberry Highway, West Wareham, MA 02576
508-962-7398 | www.covanta.com
Patti Howard | phoward@covanta.com

Covanta works with companies and communities to find sustainable solutions to their waste management challenges. With a global network of Energy-from-Waste and Material Processing Facilities, Covanta is preserving valuable natural resources and generating clean energy for our client communities and the world we live in.

Environmental Business Council

375 Harvard Street, Suite 2, Brookline MA
617-505-1818 | ebcne.org
Dan Moon | dmoon@ebcne.org

The EBC, a nonprofit organization, was established in 1990 by environmental and energy company executives who began meeting on a regular basis to exchange ideas and share experiences. The EBC was the first organization in the United States established to support and foster the development of the environmental industry. Our goal is to enhance business and job growth of both established and emerging environmental and energy businesses.

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Covanta’s Energy-from-Waste facilities process over 20 million tons of waste annually.

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Learn more at covanta.com
MassDEP is the state agency responsible for ensuring clean air and water, the safe management of toxics and hazards, the recycling of solid and hazardous wastes, the timely cleanup of hazardous waste sites and spills, and the preservation of wetlands and coastal resources. For waste and recycling, in addition to overseeing regulation and enforcement, MassDEP administers municipal recycling and composting grants and technical assistance, business recycling assistance through RecyclingWorks in Massachusetts, as well as school recycling and composting assistance through The Green Team.

Are you a smart recycler? Find out by taking the Recycle Smart Quiz!

recyclesmartma.org/quiz/

Republic Services

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Dan Higgins | dhiggins@republicservices.com
Chris Macera | cmacera2@republicservices.com
Gretchen Carey | gcarey@republicservices.com

Republic Services is a leading provider of environmental services including solid waste collection, transfer, disposal and recycling. The company’s various operating units provide solid waste and recycling services for commercial, industrial, municipal and residential customers. Republic Services’ approximately 36,000 employees currently serve markets in 40 states and Puerto Rico.
MassRecycle is a statewide non-profit organization that sits at the intersection of the waste industry and the environmental movement. Our Board has representatives from across the waste industry to lend perspective and in-depth knowledge to the conversation, so we can do more than just reduce, reuse and recycle. The stakes are high and the challenge is going to require us to work together and come up with practical solutions. If you care about improving the waste industry and helping the planet, join us at MassRecycle!

massrecycle.org/why-join/join-now/
Sponsor Directory

Casella Waste Systems, Inc.

25 Greens Hill Lane, Rutland, VT 05701
802-477-2870 | casella.com
Erin Banfield | erin.banfield@casella.com

At Casella, our mission is to create value for our customers and communities by Giving Resources New Life®. We provide resource management expertise and solutions to commercial, municipal, industrial and residential customers in the areas of recycling, organics, energy recovery, and disposal.

Green Mattress Recycling

6 Industrial Rd, Milford, MA, 01757
781-720-9855 | www.greenmattressco.com
Adam Doorly | adoorly@greenmattressco.com

Green Mattress is the future of responsible mattress recycling. We are the largest mattress recycling facility in the state of Massachusetts and, using our in-house machinery, we can recycle and reuse over 95% of a mattress's components. The company is constantly investing in new machinery to reach our recycling goals, reducing waste in landfills and diminishing mattress disposal's carbon footprint.

E.L. Harvey & Sons

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Ben Harvey | baharvey@elharvey.com
Michael Szczepan | Mszczepan@elharvey.com
Trish Aponte | taponte@elharvey.com

Serving MA, Southern New Hampshire and Northern Rhode Island, E.L. Harvey & Sons establishes working partnerships with customers to provide superior service in the handling and processing of waste and recyclable materials, as well as paper shredding and secure destruction. We are proud to be a leader in the global waste and recycling marketplaces.
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603-508-8932  |  resourcenaservices.com  
Stanley Walczak  |  swalczak@resource-waste.com

ReSource Waste Services is the largest processor of construction and demolition debris in the New England region. We own & operate five processing/recycling and transfer facilities in the region. In addition our two trucking and hauling companies allow us provide unparalleled service to our clients, from jobsite to endsite.

**Schaefer Systems International, Inc.**

10021 Westlake Drive Charlotte NC 28273  
980-322-5710  |  schaeferwaste.com  
Don Isabella  |  Don.Isabella@ssi-schaefer.com

SCHAEFER is synonymous with quality and on-time delivery. With manufacturing facilities worldwide—including North America. SCHAEFER has an outstanding reputation within the industry as the quality leader of injection-molded carts and on-time delivery. Products and services include RFID-enabled carts, A&D, GPS location, revenue audits, real-time reporting, inventory management, and consulting. For more information, contact schaeferwaste.com

**Strategic Materials**

17220 Katy Freeway, Houston, TX 77098  
434-960-0599  |  www.strategicmaterials.com  
Tom Syre  |  tsyre@strategicmaterials.com

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♦ HELPSY saves municipalities more than $1 million in tipping fees annually!
♦ HELSPY has helped to raise more than $10 million for non-profits and organizations while helping the environment.

For More Information
Contact: Lisa@helpsy.co
Exhibitor Directory

Center for EcoTechnology
CET: 320 Riverside Drive, Florence, MA 01062
EcoBuilding Bargains: 83 Warwick Dr., Springfield, MA
413-586-7350  |  www.centerforecotechnology.org
Lauren Potter  |  Lauren.Potter@cetonline.org

Working with partners to help transform the way we live and work for a better community, economy, and environment, CET provides practical solutions to help people and businesses save energy and reduce waste. CET CET administers RecyclingWorks in Massachusetts and THE GREEN TEAM funded by the Massachusetts Department of Environmental Protection, and EcoBuilding Bargains, CET’s reuse store.

CleanRiver Recycling Solutions
288 Don Hillock Drive Aurora, Ontario L4G0G9
888-646-4246  x. 239  |  cleanriver.com
Michael Byrne  |  Michael.Byrne@cleanriver.com

As a recognized leader in smart, customizable recycling and waste management solutions, CleanRiver is committed to helping customers meet their environmental stewardship goals through innovative recycling containers, stations and other products. We use 30 years’ experience to create forward-thinking programs that deliver proven results. Our products are designed using environmentally responsible materials, and we only use materials with the highest recycled content available for the application. In keeping with our philosophy of reduce, reuse, recycle, re-manufacture and re-purpose, these products can in turn be recycled at the end of use. Our recycling initiatives have been adopted by a diverse range of companies and organizations. Including 300+ college and university campuses across North America and major leaders in the Quick Serve Restaurant industry. We are also proud to service more than 1,700 federal, state, provincial and municipal buildings as well as 100+ military installations around the world. It’s all part of our commitment to making zero waste a reality. Creating less waste is our passion. Creating effective recycling programs that work is our purpose.

Data Recycling New England
Berkley, MA
508-822-2054  |  datarecyclingne.com
Thomas Witherell  |  pickup@datarecyclingne.com

Data Recycling NE, Inc. focuses on hard drive destruction/shredding, electronic recycling all types of e-waste including CRT’s (computer monitors and televisions), desktop computer, laptops, computer parts and accessories and other consumer electronics. We also have a Buy-Back program for computers less than 10 years old.

HELPsy
201 Ferris Ave., White Plains, NY 10603
301-602-8950  |  www.helpsy.co
Lisa Sciannella  |  lisa@helpsy.co

HELPsy, the only Certified B Corporation in the clothing collection industry, proudly partners with organizations and municipalities across 10 states to divert over 30 million pounds of textiles from landfills in 2020. How did we do it? By offering curbside textile recycling to cities and towns, servicing clothing collection bins, and hosting municipal clothing drives.

Massachusetts Beverage Association
c/o BCB Government Relations, Inc., 44 School Street, Suite 7610, Boston, MA 02108
617-423-6600  |  massbev.org
Steven Boksanski  |  sab@bcbgovrelations.com

The Massachusetts Beverage Association represents the refreshment beverage industry in Massachusetts – manufacturers and distributors of nonalcoholic beverages from national brands to regional, family owned labels. Our industry employs more than 6,000 people in the Commonwealth from the Berkshires to Cape Cod and supports local, small businesses in virtually every community.
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954-415-0539 | rehrigpacific.com
Dave Afonso | dafonso@rehrig.com

We’re problem solvers passionately leading change for global manufacturers, retailers and local communities.

UTEC
Lowell, MA
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Laura Tavares | ltavares@utecinc.org

UTEC, a Lowell-based reentry and workforce development program, picks up, deconstructs and recycles mattresses from across Massachusetts and Southern New Hampshire. We contract with municipalities, hotels, schools, universities, and group/assisted living facilities. Our young adults deconstruct the mattresses at our Lawrence facility while learning valuable workplace skills.

CET CENTER FOR ECO-TECHNOLOGY

Last year we diverted 35,759 tons of waste and served 34,236 people

We work with partners throughout the country to address climate change by transforming the way we live and work – for a better community, economy, and environment.

We offer practical solutions to save money, increase the health and comfort of our homes, and help businesses perform better.

413.586.7350 | cet@cetonline.org
centerforecotechnology.org
From job site to end site, we’ve got you covered.

New Hampshire
- ReSource Waste Services Metal Recycling LLC
  Salem, NH, specializing in the recovery of ferrous and non-ferrous metals.

Massachusetts
- ReSource Waste Services of Roxbury LLC
  101 Gerard Street, Roxbury, MA
  223,000-ton-capacity RCI-certified materials recovery facility

- ReSource Waste Services of Ware LLC
  198 East Street, Ware, MA
  214,500-ton-capacity rail transfer station

- ReSource Waste Services Hauling LLC
  Roll-off container service provided to greater Boston and central Massachusetts regions

Maine
- ReSource Waste Services of Lewiston LLC
  38 Alfred A Plourde Pkwy, Lewiston, ME
  400,000-ton-capacity materials recovery facility

ReSource Waste Services Trucking Inc.
- 89 Lowell Road, Salem, NH
  Operates a fleet of state-of-the-art tractors and trailers of various sizes and conducts independent hauling for customers; it also hauls ReSource Waste Services’ recycled products to end markets.
Transform Waste into Resources

As disposal capacity dwindles in the Commonwealth in the face of a rapidly changing technological environment, Casella helps customers address complex materials management needs. We orient our services to maximize the value of our customers’ discarded materials, leveraging our position as the Northeast’s largest recycler and resource solutions company. Our services include:

- Material Collection, Transfer, Disposal, Recycling and Organics
- Strategic Sourcing and 3rd Party Environmental Services
- Comprehensive Resource Management Services
- Site Services and Emergency Project Management
- Sustainability and Zero Waste Consulting
- Certified Product Destruction and Chain of Custody

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# Attendee Directory

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deb Albenberg</td>
<td>Waste Reduction Program Manager, City of Cambridge</td>
</tr>
<tr>
<td>Angela Allen</td>
<td>Town of Abington</td>
</tr>
<tr>
<td>Khrysti Smyth Barry</td>
<td>Customer Solutions Specialist, Center for EcoTechnology</td>
</tr>
<tr>
<td>Robert Beaudoin</td>
<td>Superintendent of Environmental Services, Town of Lexington DPW</td>
</tr>
<tr>
<td>Joseph Bellino</td>
<td>Environmental Analyst, MassDEP</td>
</tr>
<tr>
<td>Catherine Benjamin</td>
<td>EHS Engineer, Gentex Optics</td>
</tr>
<tr>
<td>Heather Billings</td>
<td>Green Business Specialist, Center for EcoTechnology</td>
</tr>
<tr>
<td>Veronique Blanchard</td>
<td>Municipal Assistance Coordinator, MassDEP</td>
</tr>
<tr>
<td>Rosanne Bottaro</td>
<td></td>
</tr>
<tr>
<td>Erica Braman</td>
<td>Waste Diversion Coordinator, City of Newton</td>
</tr>
<tr>
<td>Dailey Brannin</td>
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</tr>
<tr>
<td>Meryl Brott</td>
<td>Recycling Program Manager, City of Cambridge</td>
</tr>
<tr>
<td>Michael Byrne</td>
<td>Client Care Leader, CleanRiver Recycling Solutions</td>
</tr>
<tr>
<td>Kate Caddy</td>
<td>Operations Coordinator, Mattress Recycling Council</td>
</tr>
<tr>
<td>Chris Carlin</td>
<td>Committee Member, Town of Medfield TSARC</td>
</tr>
<tr>
<td>Kathleen Casey</td>
<td>Administrator, Hilltown Resource Management Cooperative</td>
</tr>
<tr>
<td>Mike Cicale</td>
<td>Foreman, Town of Wellfleet Transfer Station</td>
</tr>
<tr>
<td>Marie Clarke</td>
<td>VP, Industry and External Affairs, Mattress Recycling Council</td>
</tr>
<tr>
<td>Kieran Clyne</td>
<td>Harvard University Recycling Services</td>
</tr>
<tr>
<td>Irene Congdon</td>
<td>Municipal Assistance Coordinator, MassDEP</td>
</tr>
<tr>
<td>Ali Crockett</td>
<td>Facilities Manager, St. Christopher’s Episcopal Church</td>
</tr>
<tr>
<td>Tessa David</td>
<td>Director, MassToss/DevensHHW</td>
</tr>
<tr>
<td>Matthew DeMarrais</td>
<td>Town of Needham DPW</td>
</tr>
<tr>
<td>John Dempsey</td>
<td>Volunteer, Brookline Solid Waste Advisory Committee</td>
</tr>
<tr>
<td>Heather DiPaolo</td>
<td>Chair, Bourne Recycling Committee</td>
</tr>
<tr>
<td>Jay DiPerri</td>
<td>Landscape Director, Beacon Communities LLC</td>
</tr>
<tr>
<td>Amy Donovan</td>
<td>Program Director, FCSWMD</td>
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<tr>
<td>Cathy Doodnauth</td>
<td>MassDEP</td>
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<tr>
<td>Van Du</td>
<td>Senior Environmental Planner, MAPC</td>
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<tr>
<td>Claudine Ellyn</td>
<td>MassDEP</td>
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<tr>
<td>Camilla Elvis</td>
<td>Recycling Outreach Assistant, City of Cambridge</td>
</tr>
<tr>
<td>Justine Fallon</td>
<td>Director of Operations, Mattress Recycling Council</td>
</tr>
<tr>
<td>Lauren Fernandez</td>
<td>Zero Waste Policy Analyst, Conservation Law Foundation</td>
</tr>
<tr>
<td>Mary Fischer</td>
<td>Manager, Sustainability Programs, Brandeis University</td>
</tr>
<tr>
<td>Sean Fitzgerald</td>
<td>Town Administrator, Town of Swampscott</td>
</tr>
<tr>
<td>Steve Forrest</td>
<td>Environmental Analyst, MassDEP</td>
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<tr>
<td>Paul Friedman</td>
<td>Vice President, US Sales, Diversys</td>
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<tr>
<td>Maxine Frutkoff</td>
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<tr>
<td>Claire Galkowski</td>
<td>Executive Director, South Shore Recycling Cooperative</td>
</tr>
<tr>
<td>Gail Garron Bernard</td>
<td>Municipal Assistance Coordinator, MassDEP</td>
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<tr>
<td>Bob Gedert</td>
<td>President, National Recycling Coalition</td>
</tr>
<tr>
<td>Bruce Gellerman</td>
<td>WBUR</td>
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<tr>
<td>Phil Goddard</td>
<td>Manager of Facility Compliance &amp; Technology Development, Town of Bourne</td>
</tr>
<tr>
<td>Rob Gogan</td>
<td>Board of Directors, MassRecycle</td>
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<tr>
<td>Terri Goldberg</td>
<td>Executive Director, NEWMOA</td>
</tr>
<tr>
<td>Julia Greene</td>
<td>Municipal Assistance Coordinator, MassDEP</td>
</tr>
<tr>
<td>Cheryl Greenwald</td>
<td>EHS Officer, Harvard University</td>
</tr>
<tr>
<td>Jennifer Heaton-Jones</td>
<td>Executive Director, Housatonic Resources Recovery Authority</td>
</tr>
</tbody>
</table>
Attendee Directory

Meg Hebert  
Recycling Assistant, Greater New Bedford Regional Refuse Management District

Susan Higgins

Jean Hills
Recycling Committee, Town of Bourne

Colleen Hynes
Solid Waste Advisor, Town of Auburn

Robin Ingenthron  
CEO, Good Point Recycling

Grant Johnson  
Government Affairs Coordinator, Mattress Recycling Council

Thomas Jung  
Founder and Executive Director, Recycling Rules!

Sunwoo Kahng
Newton Sustainable Materials Management Commission

Kathryn Kaminski  
Director EHS Central Systems and Programs Harvard University

Diana Keohane  
Volunteer, Town of Tyngsborough Sustainability Committee

Bill Kirchmann
Recycling Coordinator, Town of Seekonk

Sharon Kishida  
Municipal Assistance Coordinator, MassDEP

Todd Koep  
Municipal Assistance Coordinator, MassDEP

Jed Lindholm  
Volunteer, Wachusett Earthday

Ariela Lovett  
Legislative Analyst Massachusetts Municipal Association

Carys Lustig
Director, Town of Needham DPW

Sonja Luvara
Heller School of Public Policy and Management

Amy Marpman
Director Sustainability, SBM Management Services

Will Mbah
MassDEP

Heidi McAuliffe
Vice President, Government Affairs American Coatings Association, Inc.

Melinda McCall
Community Representative Hilltown Resource Mgmt Cooperative

Brian McCormack
Team Leader, Weston and Sampson, Inc.

Ann McGovern
MassDEP

Dan McGowan
Northeast Program Coordinator Mattress Recycling Council

Ed McGrath
Refuse & Recycling, Town of Bedford

Tom Metzner
Connecticut Dept. of Energy and Env. Protection

Charlotte Milan
Town of Arlington

Arlene Miller
Vice Chair, Springfield Materials Recycling Facility Advisory Board

Kathi Mirza
Municipal Assistance Coordinator, MassDEP

Maria Mitchell
Recycling Committee, Town of Bourne

Dan Moon
Executive Director, Environmental Business Council

Melissa Nadeau
Project Manager, NEWMOA

Janelle Nanos
Boston Globe

Brooke Nash
MassDEP

Judith Nathans

Sandra Negron
Student, Harvard Extension School

Jay Norton
Assistant DPW Director Town of Wellfleet Transfer Station

Mike O’Donnell
Managing Director, Mattress Recycling Council

Paul Olding
Account Manager, Bay State Textiles

Mike Orr
Recycling Director, City of Cambridge

Ed Pacek
Waste Management

Kari Parcell
Municipal Assistance Coordinator, MassDEP

Janice Pare
MassDEP

Marissa Perez-Dormitzer
Waste Management Manager, Greater New Bedford Regional Refuse Management District

Brian Postale
Regional Engineer, MassDEP

Kevin Richardson
Compliance Officer, City of Cambridge

Krystle Rio
Executive Assistant Spaulding Rehabilitation Network
<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Organization</th>
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</thead>
<tbody>
<tr>
<td>Sherry Robbins</td>
<td>Administrative Assistant II DPW</td>
</tr>
<tr>
<td></td>
<td>Town of Shrewsbury</td>
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<tr>
<td>Cole Rosengren</td>
<td>Senior Editor, Waste Dive</td>
</tr>
<tr>
<td>Stephen Sakakeeny</td>
<td>Principal, SAK Environmental, LLC</td>
</tr>
<tr>
<td>Samantha Salvatore</td>
<td>Program Specialist, Center for EcoTechnology</td>
</tr>
<tr>
<td>Stephen Sarnosky</td>
<td>Recycling Coordinator, City of Framingham</td>
</tr>
<tr>
<td>Cassie Schuttrumpf</td>
<td>Program Specialist, Center for EcoTechnology</td>
</tr>
<tr>
<td>Tom Segear</td>
<td>Town of Brookline</td>
</tr>
<tr>
<td>Marissa Segundo</td>
<td>Senior Communications Strategist</td>
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<tr>
<td></td>
<td>Resource Recycling Systems</td>
</tr>
<tr>
<td>Brian Skehan</td>
<td>General Manager, Republic Services</td>
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<tr>
<td>Rachel Smith</td>
<td>MassDEP</td>
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<tr>
<td>Greg Smith</td>
<td>Superintendent, Town of Needham DPW</td>
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<tr>
<td>Colin Stiles</td>
<td>Senior Vice President, US Sales, Diversys</td>
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<tr>
<td>Dickson Suit</td>
<td>Partner, Ironwood Capital</td>
</tr>
<tr>
<td>Amy Sullivan</td>
<td>Solid Waste Advisor, Town of Auburn</td>
</tr>
<tr>
<td>Candace Sweeney</td>
<td>Volunteer, Conservation Vice Chair, Garden Club of Michigan</td>
</tr>
<tr>
<td>Laura Tavares</td>
<td>Director of Social Enterprise, Mattress &amp; Woodworking, UTEC Lowell</td>
</tr>
<tr>
<td>Robert Tocchio</td>
<td>MassDEP</td>
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<tr>
<td>Waneta Trabert</td>
<td>Sustainable Materials Management Director</td>
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<tr>
<td></td>
<td>City of Newton</td>
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<tr>
<td>Rob Vandenabeele</td>
<td>Founder, Eco-Friendly Beer</td>
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<tr>
<td>Jeff Vaughan</td>
<td>Director of Public Health, Town of Swampscott</td>
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<tr>
<td>Lucy Ventresca</td>
<td>Chief Marketing Officer, Diversys</td>
</tr>
<tr>
<td>Erin Victor</td>
<td>MassDEP</td>
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<tr>
<td>Gunther Wellenstein</td>
<td>Solid Waste Manager, City of Haverhill</td>
</tr>
<tr>
<td>Megan Wolff</td>
<td></td>
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<tr>
<td>Jen Yang</td>
<td>General Manager Trainee, Republic Services</td>
</tr>
<tr>
<td>Thomas Yeransian</td>
<td>CommonWealth Resource Management Corporation</td>
</tr>
<tr>
<td>Eunice Youmans</td>
<td>Project Director, Island Grown Initiative</td>
</tr>
<tr>
<td>Neil Young</td>
<td>Beacon Communities LLC</td>
</tr>
</tbody>
</table>

**Looking for a job?** Check out the MassRecycle Job Board. There are a wide variety of jobs for people who are passionate about the environment. This includes jobs from the private, government, municipal, or non-profit sectors.

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Serving MA, Southern New Hampshire and Northern Rhode Island, E.L. Harvey & Sons establishes working partnerships with customers to provide superior service in the handling and processing of waste and recyclable materials, as well as paper shredding and secure destruction. We are proud to be a leader in the global waste and recycling marketplaces. Our services include:

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Municipal Trash/Recycling
Public Drop Off (Westboro/Fitchburg)
Document Destruction
Product Destruction

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Don’t let your mattress go to waste.

Whether you want to get rid of one or one thousand, let us give your old mattresses a new life.

Green Mattress is the future of responsible recycling.

- Our goal is to recycle over 95% of mattress components, reducing waste in landfills and diminishing our carbon footprint.
- We are equipped to handle a minimum of 500,000 mattresses per year.

As landfills continue to close across the country, it is now more important than ever to think differently about our bulky waste footprint.

**Business Impact**

- By reducing the load on landfills, transfer trucks, and transfer stations, we free up that space to be used by other, more compact items. In turn, this saves your business’s hard-earned money.
- Junk removal companies. Municipalities. Universities. Hotels. We provide all of our customers with our seal of approval so they can share their contributions and inform others of the measurable impact they’re making on the environment.

**Environmental Impact**

- Every day, over 50,000 mattresses are thrown into landfills. And in 2020, 600,000 mattresses were disposed of in Massachusetts - only 11% of those were recycled.
- If mattresses are declared a waste ban item, we could expect to remove 10 million pounds of carbon – the equivalent of removing 1,000 vehicles from the road.
Board of Directors

Gretchen Carey, President
Gretchen has worked in the environmental field for over a decade as a volunteer, municipal recycling coordinator, and now the Republic Services Recycling and Organics Coordinator for Massachusetts. Gretchen provides training and education on recycling for both municipalities and commercial customers while helping to build the organics infrastructure for New England. In addition to her leadership of MassRecycle, Gretchen is a LEED Green Associate, a Zero Waste TRUE Advisor, and a member of the Environmental Business Council Solid Waste Management Leadership Committee.

Waneta Trabert, Vice-President
Waneta is the Director of Sustainable Materials Management for the City of Newton. Through her experience in electronics, EPR, and managing packaging waste for both the Wisconsin DNR and the Product Stewardship Institute, Waneta was a perfect fit as an officer of the MassRecycle Product Stewardship Council. She also managed hazardous waste at McMurdo Station, Antarctica during the 2014-2015 austral summer season.

Michael Cicale, Treasurer
Mike is the Transfer Station Foreman for the Town of Wellfleet. He has worked in the solid waste and recycling industry, both public and private, for 15 years. His diverse background has enabled him to modify Wellfleet’s Transfer Station to better handle seasonal populations and market conditions cost-effectively.

Michael Orr, Secretary
Mike has worked in the waste and recycling industry for 6 years, currently working for the City of Cambridge as the Recycling Director. He manages Cambridge’s trash reduction goals while exploring and expanding waste diversion programs, such as curbside organics and hopes to share his insight on recycling and composting with Massachusetts communities as a Board member of MassRecycle.
Board of Directors

Gunther Wellenstein, At-Large
Member, Executive Committee

Gunther is the Solid Waste & Recycling Coordinator for the City of Haverhill where he manages daily operations for 25,000 curbside collection households. He has implemented programmatic efficiencies, like automated trash and single-stream recycling, demanufacturing of mattresses and box springs all while doing outreach & education via social-media. Gunther has been active with Product Stewardship issues and is Member of MassRecycle’s Product Stewardship Council.

Dave Afonso

Dave, who has been in the Waste & Recycling industry over seven years, is employed by Rehrig Pacific where he works with haulers and municipalities to help them reduce trash and increase recycling through the use of curbside containers and code enforcement technology.

Erin Banfield

Erin Banfield has worked in the Solid Waste and Recycling Industry for six years for Casella Waste Systems, the largest recycler in the Northeast.

Rob Gogan

Rob Gogan is retired Recycling and Waste Manager for Harvard University. He oversaw waste reduction, surplus, recycling, composting and disposal for the campus. Rob’s ongoing recycling interests focus on maintaining consumers’ opportunities for recycling, establishing a culture of reuse, supporting the repair movement, promoting producer responsibility, and building community through sharing. He serves on the Mass. Product Stewardship Council, a MassRecycle enterprise focusing on passing legislation making producers and not taxpayers responsible for recycling or safe disposal of mattresses, paint, electronics, packaging and other materials.
Abbey Massaro is an Environmental Specialist for the Center for EcoTechnology where she provides technical expertise to aid businesses in developing recycling, reuse, and food recovery programs. Abbey is responsible for a construction and demolition reuse and recycling pilot program and partners closely with the State of Massachusetts. Abbey has worked in the environmental sector for six years and holds a B.S. in Environmental Conservation from the University of Massachusetts at Amherst, as well as a certificate in Public Policy. In 2020, Abbey received the True Zero Waste Certificate.

John Hanselman

John Hanselman is Co-founder, Chairman, and CEO of Vanguard Renewables, the largest recycler of food waste in the Northeast. John is passionate about recycling organics once considered waste into renewable energy and low carbon fertilizer. His focus is developing organic waste and decarbonization solutions for food manufacturers, corporations, and food retailers and enhancing regenerative agriculture practices alongside Vanguard’s farm partners. John has more than thirty years of experience leading renewable energy, environmental, and mission-driven companies.

Tom Segear

Tom has been in the waste and recycling industry for over 5 years and is currently the Assistant Recycling Coordinator for the Town of Brookline. He leads efforts to reduce solid waste through several diversion programs offered by the town and educates the public on proper recycling to reduce contamination levels. Prior to joining the Town of Brookline, Tom was the Outreach and Education Coordinator at Earthworm Recycling.

Stan Walczak

Stan has over 40 years of experience working in both the private and public sector of the Solid Waste Industry. He has served as the general manager for various hauling and material recovery facilities throughout New England. He was responsible for the design, permitting and construction of the first material recovery facility in central Massachusetts. He was also instrumental in bringing automated collection programs to seven communities within the northeast region of Massachusetts. He is currently responsible for managing a Construction and Demolition facility owned by Resource Waste Services located in Roxbury Massachusetts which has been certified by the recycling certification institute.
EBC, a nonprofit organization, was the first organization in the United States established to support and foster the development of the environmental and energy industries.

EBC addresses solid waste management issues as part of our mission to enhance business and job growth in the industry.

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