

Sunday, September 22, 2019

1:00pm-5:00pm Pre-conference Workshop: *Changing Behavior-Alpine I*

Moderator: Angie Gehlert

This workshop offers a practical approach to helping conservation programs apply behavioral insights and communication strategies that motivate action and changes in behaviors, resulting in impactful conservation movements.

By the end of this session, participants will be able to:

- Clarify behavioral goals for communication efforts and related audience segments to be reached.
- Identify methods for reducing barriers and motivating audiences to take action.
- Craft more compelling messages for various audience segments.

Brooke Tully

Website: <https://brooketully.com>

Monday, September 23, 2019

7:00am-8:30am: Breakfast-Outside Exhibit Hall

8:00am-9:20am Workshop: *Changing Behavior-Exhibit Hall*

Moderator: Margaret Lilly

Why do some environmental movements seem to suddenly “take off”, while others seem to struggle with gaining widespread adoption? In this mini-workshop we’ll dig into the Diffusion of Innovations Theory (Rogers, 2003) that explains how these movements start in the first place, and what turns a movement into a social norm that sticks. We’ll also explore why most people don’t adopt conservation behaviors, while debunking many of our long-held assumptions on what it takes to motivate change. To bring the theories to a practical place, the workshop will share five communication methods that can be applied to existing efforts to create your conservation movement.

Brooke Tully

Website: <https://brooketully.com>

9:30am-10:00am Welcome and Opening Remarks- Exhibit Hall

Dan Imig, MORA President

Linda Adams and Elysia Musumeci, Conference Co-Chairs

10:00am Exhibit Hall Opens

10:00am-10:45am Plenary Session: *Redefining Roles in Recycling- Exhibit Hall*

Moderator: Jennifer Mackey

Join Beth Porter, author and advocate, in a discussion to untangle the complex web of stakeholders in the recycling system. In a time of confusion and contamination, this session will explore how people on all sides of the bin can work together to forge new paths forward.

Beth Porter, Climate and Recycling Director at Green America and author of Reduce, Reuse, Reimagine

11:00am-Noon Concurrent Sessions

Rethink: OneSTL- Many Communities. One Future- Alpine II/Davos

Moderator: Sarah Staebell

ONESTL is a plan for sustainable development that includes a Vision, Goals and Objectives that outline a sustainable future for the St. Louis region as well as Strategies, Tools and Resources for achieving the that vision. This session will cover the collaborative process that culminated in recommendations for six sustainability targets to be used to guide the future and the formation of work groups to help achieve the targets.

**Aaron Young, Sustainability Planning Manager, East-West Gateway Council of Governments
Jennifer Wendt, Senior Project Manager, City of University City, Materials Target Workgroup**

Reduce/Reuse: Salvaged Materials with a Purpose- Alpine I**Moderator: Jill Hollowell**

Two examples of creative reuse, Refab and Perennial, both operate successful retail stores and use salvaged materials to provide training and skill development to the community. Perennial provided the 2019 MORA Award plaques. Refab is also a full-scale deconstruction company. This session promises to inspire.

Eric Schwarz, Founder and Executive Director, Refab
Jenny Murphy, Founder, Perennial

Recycle Responsibly: St. Louis Institutions- St. Moritz**Moderator: Ian Ashcraft**

These three institutions share the challenges of signage, infrastructure, and an ever-changing target audience as they implement recycling. Lions, College Freshman, and Diverse Populations...Oh My!

Matt Shelby, Director of Housekeeping and Grounds, St. Louis Zoo
Cassandra Hage, Sustainability Manager, Washington University in St. Louis
Rachel Greathouse, Recycling Program Specialist, St. Louis City Recycles

Noon-1:15pm Luncheon/Keynote Address: From the Diamond to the Curb- Exhibit Hall**Moderator: Jean Ponzi**

In many ways, a MLB stadium is the perfect testing ground for cutting-edge waste recovery and measurement strategies. Stadium managers control what materials are in use, what collection infrastructure is available, and what messaging is leveraged to inform the audience. Joe will offer an exclusive look at how the ball club has become a leader in integrating materials recovery with event operations – and how the wider recycling industry can benefit from the lessons learned

Joe Abernathy, Vice President of Facility Planning and Engineering, St. Louis Cardinals

1:45pm-2:45pm Concurrent Sessions**Rethink: Construction and Deconstruction- Alpine I****Moderator: Elysia Musumeci**

Buildings going up and buildings going down are presented as opportunities for resource recovery and a win-win for the community.

Laura Ginn, Program Manager, St. Louis Development Corporation
Eric Schwarz, Founder and Executive Director, Refab
Madeline Smith, Sustainable Development Manager, Clayco Inc.
Railesha Tuwari, Sustainable Design and Construction Project Manager, Washington University

Reduce: Zero Waste and a Decade of Businesses Going Green –St. Moritz**Moderator: Ben Kreitner**

Scenes from the business sector highlight Purina’s commitment to achieve zero waste by 2020 and the St. Louis Green Business Challenge 10th year of making green work for businesses.

Tom Wagner, Safety, Health, and Environmental Manager, Nestlé Purina PetCare
Jean Ponzi, St. Louis Green Business Challenge Program Manager, Missouri Botanical Garden EarthWays Center

Recycle Responsibly: Contamination Education Strategies from Across the State- Alpine II/Davos**Moderator: Dan Imig**

Cleaning the recycling stream is a priority for everyone. Learn how Kansas City, Springfield and St. Louis are working to re-educate and motivate the public to recycle right.

Lisa McDaniel, Solid Waste Management Program Manager, Mid-America Regional Council Solid Waste Management Dist.
Laurie Duncan, Education and Outreach Coordinator, City of Springfield Environmental Services
Ashley Krug, Sustainability and Market Development Coordinator, City of Springfield Environmental Services
Jennifer Wendt, Senior Project Manager, City of University City, OneSTL “Stick with the Six” campaign

3:15pm-4:15pm Concurrent Sessions**Rethink: Beyond the Usual Suspects- Expanding Community Partners-Alpine II/Davos****Moderator: Mary Patterson**

It takes a village to reduce waste. Are you missing opportunities to expand the message of sustainable practices? This session features three powerful partners to consider.

Mickey Croyle, Chair, Environmental Quality Committee, Missouri League of Women Voters of Metro St. Louis
Nicole Muschinske, Coordinator, Missouri Interfaith Power & Light
Lesli Moylan, Facilitator, Missouri Environmental Literacy Board

Reuse: Repair is the New “R” - Alpine I**Moderator: Ben Kreitner**

Reuse and repair go hand-in hand. Learn about Missouri Right to Repair, the legislative effort to require manufacturers to provide access to service information and affordable replacement parts to ease self-repair of phones, tractors and more. In

addition, Columbia's "Fix It Fair" and the new MOREuse application used to advertise property for exchange and reuse across Missouri state agencies.

Bridget Sanderson, Environment Missouri, Missouri Right to Repair
Leland Rehard, District Manager, Mid Missouri Solid Waste Management District (MMSWMD)
Rob Didriksen, MO State Recycling Manager, OA - General Services

Recycle Responsibly: Earth Day 365 - St. Moritz

Moderator: Jill Hollowell

2019 was the 30th anniversary of the St. Louis Earth Day Festival, currently recognized as one of the largest Earth Day celebrations in the nation. What started as a festival, has grown to become earthday365, an organization that touches over a million individuals through its year-round programming such as Recycling On the Go, Recycling Extravaganza, and Green Dining Alliance. Come learn how earthday365 is a leader in recycling responsibly.

Jen Myerscough, Executive Director, earthday365
Bob Henkel, Program Director, earthday365
Victoria Donaldson, Green Dining Alliance Program Manager, earthday365

4:25pm-5:15pm MORA Annual Membership Meeting- Exhibit Hall

MORA Board of Directors, Annual Financial and Yearly Reports
Leland Rehard, Missouri Product Stewardship Update
Angie Gehlert, Kansas City Manufacturing Mapping Project Update

5:15pm-7:00pm Exhibitor Reception- Exhibit Hall

Tuesday, September 24, 2019

8:00am-9:15am Plenary Session: Breakfast and MDNR Update-Exhibit Hall

Moderator: Linda Adams
Chris Nagel, Solid Waste Management Program Director

8:45am-9:15am Exhibit Hall

9:30am Leave for Tours- Board Buses outside of Front Lobby

Republic Services MRF – St. Louis Composting – EPC Electronic Recycling – Strategic Materials Glass Recycling

Noon-1:30pm Lunch and Brewery Tour - Schlafly Tap Room Brewpub

2:00pm-3:00pm Concurrent Sessions

Rethink: Harnessing the Power of Competition in K-12 Education- Alpine II/Davos

Moderator: Macy Oswald

Competition is a tool for learning and also a tool to get parents and the greater school community involved. Get motivated and learn about the Green School Quest, Missouri's Green Ribbon Schools and an example of a competition that can be done by a class, a school or any group to raise awareness of the need to reduce and recycle.

Hope Gribble, Education & Green Schools Manager, U.S. Green Building Council – Missouri Gateway Chapter
Lesli Moylan, Executive Director, Missouri Environmental Education Association
Margaret Lilly, Waste Diversion Supervisor, St. Louis County Waste Management Program

Reduce: Minimizing Toxicity in the Waste Stream - Alpine I

Moderator: Jill Hollowell

This session provides an update on the growing lithium battery problem, looks at a regional HHW program and the EPA's Safer Choice program.

Tim Warren, US Regional Account Manager, Call2Recycle
Sarah Staebell, Environmental Specialist, St. Louis County Waste Management Program
John Holmes, Scientist/Engineer – SEE Program, Land Chemical & Redevelopment Division, EPA Region 7

Recycle Responsibly: Cheers or Jeers? A Panel Discussion on Glass- St. Moritz Moderator: Robert Bradshaw
How should glass containers be collected? Are glass markets in trouble? Is glass tearing up our MRFs? Our panel of experts answer these questions and more!

Lydia Gibson, Sourcing Manager, Ripple Glass
Daniel VanKorn, Regional Sourcing Manager-Midwest, Strategic Materials
Brent Batliner, General Manager, Republic Services

3:15pm-4:15pm Plenary Session: Brief but Spectacular Innovation Show Case- Exhibit Hall Moderator Elysia Musumeci
Tell us your story in 10 minutes or less!

So Fresh So Clean in Dutchtown South, Amanda Colon-Smith, Executive Director, Dutchtown South Community Corp.
Dish to Dirt Home Composting, Ashley Krug, Sustainability and Market Development Coordinator, City of Springfield
St. Louis County Curbside Organic Pilot, Ian Ashcraft, St. Louis County Waste Management Program
Jefferson County Recycling, Eric Larson, County Services Director, Jefferson County
Higher Education Consortium, Maggie McCoy, EarthWays Education and Volunteer Coordinator
Parkway Schools Sustainability, Erik Lueders, Parkway School District

5:30pm: MORA Annual Awards Reception- Exhibit Hall

6:45pm: Silent Auction Ends

7:00pm: Corn Hole Tournament- Patio Outside Exhibit Hall

Wednesday, September 25, 2019

7:30am-8:30am: Breakfast- Exhibit Hall

8:15am-9:15am Plenary Session: Rebuilding Recycling Towards Zero Waste Through Measuring What Matters: People and the Planet- Exhibit Hall Moderator: Lisa McDaniel
Eureka Recycling believes that getting to zero waste isn't just about getting to the bottom of the garbage can...it's about building and maintaining healthy communities, families and lifestyles.

Kate Davenport, Co-President, Eureka Recycling

9:30am-10:30am Plenary Session: Organics Management Panel- Exhibit Hall Moderator: Lydia Gibson

Patrick Geraty, Total Organics Recycling
Rana Bains, Bluebird Composting,
Kevin Anderson, Missouri Organics

10:40am-11:40am Plenary Session: Commodities Panel - Exhibit Hall Moderator: Linda Adams

Regional Broker and Plastics: David Robnak, President, Central Paper Stock
Fiber: Jeff Snyder, Midwest Operations Manager, Pratt Recycling Inc.
Glass: Daniel VanKorn, Regional Sourcing Manager-Midwest, Strategic Materials
Metals: TBD

11:40am-11:50am MORA Closing Announcements- Exhibit Hall

MORA Board Meeting to Follow Conclusion of Conference