



**2019 National Recycling Coalition (NRC) Market Development Workshop**  
 October 7, 2019 | San Antonio, Texas | Wyndam Hotel

AGENDA	
9:00 a.m.	<b>Welcome</b> — Jordan Fengel, Executive Director State of Texas Alliance for Recycling (STAR)
9:05 a.m.	<b>Market Development: Moving Recycling Forward</b> — Nathan Wittstruck, Economist, EPA
9:20 am	<b>Mini-Panel: Recycling Markets in Texas</b> — Betsy Dorn, Principal at Circular-Matters, moderator <ul style="list-style-type: none"> <li>• Jordan Fengel, Executive Director State of Texas Alliance for Recycling (STAR)</li> <li>• Steve Shannon, STAR Business Council Chair</li> </ul>
9:50 a.m.	<b>The Nuts and Bolts of Recycling Market Development</b> — Betsy Dorn, Principal at Circular Matters
10:20 a.m.	<b>Break</b>
10:30 a.m.	<b>State Level Recycling Market Development</b> <ul style="list-style-type: none"> <li>• Chantal Fryer, Director, Recycling Market Development, South Carolina Dept. of Commerce</li> <li>• Juri Freeman, Senior Consultant, Resource Recycling Systems</li> </ul>
11:00 a.m.	<b>Marketability from the Curb to the MRF to Market: Public, Private and Industry Partnerships Panel Discussion</b> <ul style="list-style-type: none"> <li>• Will Sagar, Executive Director, Southeast Recycling Development Council (SERDC)</li> <li>• Ken Snipes, Director of Austin Resource Recovery, City of Austin</li> <li>• Scott Byrne, Circular Economy Expert, Tetra Pak</li> <li>• Jerry Powell, retired Editor, Resource Recycling</li> </ul>
12:00 p.m.	<b>Networking Lunch</b>
1:00 p.m.	<b>Data Collection, Communication and Funding for Market Development</b> <ul style="list-style-type: none"> <li>• Chris Ronson, Senior Sales &amp; Marketing Manager, Emerge Knowledge</li> <li>• Alita Kane, Community Liaison, The Recycling Partnership</li> <li>• Dave Yanke, President, Environmental Practice, NewGen Strategies &amp; Solutions</li> </ul>
2:00 p.m.	<b>Break</b>
2:15 p.m.	<b>Group Facilitation — Juri Freeman, Resource Recycling Systems</b> <ul style="list-style-type: none"> <li>• Tools to Use with Economic Developers</li> <li>• Recycling Markets Matchmaking</li> <li>• Buy Recycled</li> </ul>
4:15 p.m.	Next Steps and Vision
4:30 p.m.	<b>Adjourn</b>