



SAVE THE DATE!

UPCOMING CONFERENCES

MRN 2017 Annual Conference: The 4th R: Rethink

Monday, June 12, 2017

at Turf Valley Conference Center,
Ellicott City, MD

<http://www.marylandrecyclingnetwork.org/news-events/event/2017-annual-conference>



ISWA World Congress / SWANA WASTECON

September 25-27, 2017 – in Baltimore, MD

<https://swana.org/Events/WASTECON.aspx>

The World Congress is the biggest annual event organized by the International Solid Waste Association (ISWA). WASTECON®, organized by SWANA, is the premier solid waste industry focused conference in North America that brings you the latest news, education, advancements and products to help you achieve success in your business, all in one setting. In 2017, WASTECON co-locates with ISWA's World Congress to offer two exciting international events in one location, September 25–27, 2017, in Baltimore, Maryland.

LISA FELDT JOINS AUTHORITY BOARD



isa Feldt, Director of the Department of Environmental Protection for Montgomery County, will serve as the Montgomery County representative on the Authority's Board. In her position with the County, she oversees six divisions that are responsible for Administration and Operations, Solid Waste Management, Watershed Management Capital Projects, Watershed Management Operations, Environmental Policy and Compliance, and Water and Wastewater Management. These divisions are comprised of more than 160 personnel and a combined operating and capital annual budget of \$178 million. Ms. Feldt leads the coordinated response to the State of Maryland issued Municipal Separate Stormwater (MS4) Permit. She is responsible for County programs and legislative initiatives on sustainability, solid waste, recycling and waste minimization, energy, air quality, noise, climate change, litter, streams/watersheds, stormwater and more than a dozen other areas that impact the environment. Ms. Feldt represents the



Lisa Feldt

County on regional water and sewer utilities and numerous Washington Regional Council of Government Boards.

Before serving in local government, President Obama appointed Ms. Feldt in 2009 as the Deputy Assistant Administrator for the Office of Solid Waste and Emergency Response at the U.S. Environmental Protection Agency (EPA). She managed the EPA programs that clean up the most toxic sites in the country as well as managed the federal solid and hazardous waste programs. In 2013, she was asked to serve as the

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Michael G. Marschner
Elected Authority Treasurer



CARROLL AND BALTIMORE COUNTY REPS JOIN AUTHORITY IN SITE VISIT OF CYCLEPOINT™

The Authority and representatives from Carroll and Baltimore counties visited the CyclePoint processing facility in Virginia Beach, VA on May 15. CyclePoint, from SourceAmerica®, is the Authority's newly awarded electronics recycling vendor, under its Master Service Agreement. The Virginia site is SourceAmerica's main processing facility.

The site visit consisted of a tour of SourceAmerica's 120,000 square foot material aggregation center, which receives and sorts material into the categories required for reporting to and invoicing customers. Work at the site

also includes manual demanufacturing of PC's, servers, CRT devices and other electronics, while creating jobs for individuals with disabilities. Select electronics are refurbished and plastics generated from de-manufacturing operations are assembled into bales.

SourceAmerica is a national nonprofit organization that has been creating job opportunities for people with significant disabilities for more than 40 years. The more than 43,000 people employed by SourceAmerica include 2,000 Veterans and Wounded Warriors. Through CyclePoint, SourceAmerica provides a national network of nonprofit R2/RIOS-certified electronic recyclers.



NAWTEC HELD IN MINNESOTA FOR FIRST TIME



The 25th annual North American Waste-to-Energy Conference (NAWTEC) was held in Minneapolis, MN April 24–26. The annual event is Solid Waste Association of North America's (SWANA's) premier waste-to-energy (WTE) conference. At this year's conference, hundreds of solid waste professionals from the United States, Canada and around the world converged in downtown Minneapolis to discuss the latest in energy from waste technologies, and to network with colleagues in the industry. This was the first time that NAWTEC was not held on the East Coast.

Before the conference began, tours were conducted of the Olmsted

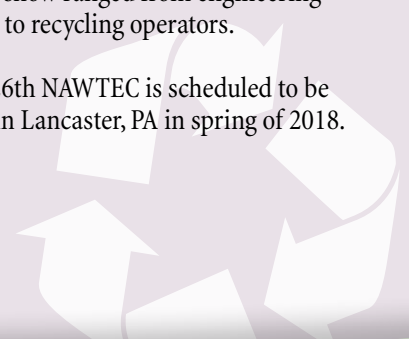
Waste-to-Energy Facility in nearby Rochester, MN and the Hennepin Energy Recovery Center (HERC) in downtown Minneapolis. The HERC facility is particularly interesting because it is located adjacent to Target Field, home of Major League Baseball's Minnesota Twins and the light rail station that services the stadium. The 1,212 tons/day processing facility provides steam used to heat and cool the stadium, including warming the outfield grass of the stadium so that it looks lushly green even during the notoriously cold Minnesota days.

NAWTEC is divided into two parts, sessions on WTE topics and the trade show. The sessions cover both technical and public policy issues in the industry. For example, in the technical area, there were presentations on ways to

lengthen the life of WTE facilities and discussions on the recycling of ash. Public policy discussions included using WTE to curb greenhouse gas emissions and presentations on safety training at WTE facilities. There was even a discussion on the impact of the Trump administration on the WTE industry.

The trade show was open continuously during the conference where attendees could network with and get information from around 40 different companies in the WTE industry. Companies at the trade show ranged from engineering firms to recycling operators.

The 26th NAWTEC is scheduled to be held in Lancaster, PA in spring of 2018.



AUTHORITY SPONSORS SOCIAL MEDIA PRESENTATION

In early February, the Authority sponsored a seminar for Member Jurisdictions on the use of social media for public projects. Theresa McClure from HDR Engineering, was the guest speaker. Her presentation was titled, “Magic Tricks, Tweets and iPads: Harnessing the Power of Community Engagement.” It focused on how to use social media when engaging the public about community infrastructure projects.

More than 50 environmental professionals attended the seminar, which was held at the Local Government Insurance Trust in Hanover, MD.

Below are three key takeaways from the program:

- **Have a Basic Understanding of Public & Community Relations** – Project Managers take their time planning infrastructure projects with the goal of staying on task and on budget. This process should include getting community feedback as early as possible during the project planning phase. Engaging the community early allows you to sow seeds of cooperation between you and the community. It also helps you to avoid making costly changes to a project further along in the process.

- **Realize the Power of Social Media** – For many Americans, social media channels serve as news hubs, providing true and sometimes untrue information (fake news) about a project in their communities. So how can you combat that? According to Ms. McClure, project news can be reinforced by promoting the coverage through social media channels. But, keep in mind that your audience may only read the headline and share it – so be very clear upfront!

- **Understand that Social Media Involves More than Just Facebook Posts** – Facebook is much more than just a place to post comments and photos. You can broadcast live from your community project meeting or site, or use Facebook events to spread the word about a community meeting about your project. With Facebook, you also have the ability to promote your post and target only those who you think are interested in the project. For example, you could target parents in a certain zip code if the project’s task is to add a street light to a busy street. Other social media channels include, Nextdoor, Twitter, Instagram and LinkedIn. Each social media channel is known for reaching a certain demographic and presenting the content in a specific way for consumption. For example, Instagram is a platform more about sharing a story through images.

The seminar was well attended and well received so the Authority is considering sponsoring additional seminars.

Theresa McClure from HDR Engineering was the featured speaker at the Authority sponsored Social Media Presentation.



LISA FELDT JOINS AUTHORITY BOARD

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Associate Deputy Administrator at the EPA as a leading environmental policy figure. She is an expert on unconventional oil and gas development including hydro-fracking, waste management, chemical and nuclear cleanup, emergency operations and environmental compliance. She also served as the Acting Deputy Administrator of the EPA from August to October of 2014.

“Ms. Feldt’s exceptional breadth of experience in the full range of environmental issues will add tremendously to the range of expertise we have represented on the Authority’s Board,” said Chris Skaggs, executive director of the Authority. “She is the first woman to serve on the Authority Board and her federal as well as private sector experience will greatly enhance our

ability to manage current member projects and plan well for the future.”

Ms. Feldt began her career in the early 1980’s as an Environmental Engineer at the EPA where she worked on the remediation of the Love Canal site, which led to the creation of the Superfund program. She also helped develop the EPA’s national radon program.

From 1989 to 2000, Ms. Feldt held various executive positions, which culminated in serving as the Chief of Staff at the Department of Energy in the Nuclear Waste Management and Cleanup programs.

Before returning to the EPA, Ms. Feldt was a manager of an environmental consulting firm that provided a

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- Chris Skaggs

range of project management and environmental compliance and liability services to a variety of industrial and governmental clients.

She holds a Bachelor of Science degree in Civil Engineering from George Washington University. The Board and staff look forward to working with Ms. Feldt.

MICHAEL G. MARSCHNER ELECTED AUTHORITY TREASURER



Michael G. Marschner, who represents Frederick County on the Authority Board, was elected

Treasurer of the Board in March. Mr. Marschner is the Special Administrative Director in the Frederick County Executive’s office and has been on the Authority’s Board since 2004. He has served Frederick County and its citizens for more than 34 years. He was previously Director of the Division of Utilities and Solid Waste Management. The Authority is very pleased to be working with him in his new leadership position with the Authority.



Michael G. Marschner



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