

Packaging Waste Reduction Forum
September 10, 2008, Speakers List

Geoff Rathbone
General Manager
Solid Waste Management Services
City of Toronto

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Geoff is the General Manager, Solid Waste Management Services for the City of Toronto. He has over twenty years of experience in the solid waste and recycling field including private sector experience with firms such as Laidlaw Waste Systems and Domtar Recycling and at various levels of government. Geoff holds an Honours Bachelor of Environmental Studies Degree from the University of Waterloo.

Geoff is responsible for designing the City of Toronto's aggressive plan to divert 70% of waste from landfill.

Jim Downham
President and CEO
Packaging Association of Canada

jdd@leaderlinx.com

Jim Downham was appointed the President & CEO of the Packaging Association of Canada in October 2006.

Jim is an accomplished packaging executive who has devoted his career to creating value for his clients, employees and industry icons. He has an extensive background in folding cartons, flexible packaging, labels and metal containers.

Jim was groomed as a sales and marketing leader and progressed through the ranks to the level of President and CEO of a \$175 million North American business.

He is also the founder and Chairman of LeaderLinx, a boutique North American executive recruitment firm serving the packaging and graphic arts industries.

Jim is a graduate of the Advanced Management Program of Harvard Business School and has completed executive programs at the Northwestern University's Kellogg Graduate School of Management and York University. Jim has lived and worked throughout North America and holds citizenship in Canada and the US.

Kim McKinnon
Vice President Ontario
Canadian Council of Grocery
Distributors

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Kim McKinnon is responsible for Public Policy in Ontario at the CCGD, a not for profit industry association, representing the \$66 billion food retail and foodservice distribution industry.

CCGD members operate in every community in Canada and touch every Canadian consumer on a weekly basis. The industry not only is the second largest in Canada in terms of sales, but also employs over 200,000 Canadians.

Since joining the CCGD in January 2003, Kim has been responsible for raising the awareness of CCGD initiatives with key industry partners, in the public and private sectors and leading the member issue management. Kim's primary responsibilities are managing public policy issues in the Ontario market. She has been actively involved with local processors and producers across the province to build partnerships between these groups and the retail community. Other responsibilities include managing files related to environment, labour, and food safety at both the provincial and municipal levels.

Guy Perry
Director of Technical Services
Stewardship Ontario

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Phil Zigby
Chair, AMRC Markets, Operations &
Contracts Committee
Association of Municipal Recycling
Coordinators

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Milena Avramovic
Senior Policy Advisor
Association of Municipalities of
Ontario

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Karen Leacock-Bingham
Project Manager
Food Safety and Quality
Guelph Food Technology Centre

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Kim spent her first 5 years post graduation from Queen's University in banking and the past 17 years steeped in the food industry, in a number of marketing, sales and category development roles, at Nestlé Canada. Her communication and marketing skills and her interest in public affairs were honed and developed there.

Kim lives in Toronto with her husband and three daughters.

Guy Perry is CSR's Director of Technical Services. He directs its efforts in recycling system optimization, cost allocation, performance measures and funding models. As such, he manages Stewardship Ontario's technical issues regarding fee setting and municipal recycling programs. Guy graduated from the University of Waterloo as a chemical engineer in 1982 and has worked in the environmental field for fifteen years as a waste diversion and energy management consultant with RIS and before joining CSR, with the City of Toronto's waste management policy and planning department. He has pursued a wide range of activities both as an engineer and with international development NGOs.

Phil Zigby is the Marketing Coordinator for the City of Guelph's Solid Waste Resources. Phil has been with Guelph since 1999. Phil sits on the Board of Directors for the AMRC and is the chair of the Markets, Operations and Contracts committee for the AMRC.

Milena Avramovic is a Senior Policy Advisor with the Association of Municipalities of Ontario (AMO) managing a broad portfolio of issues including Waste Diversion, Community Planning, Brownfield Redevelopment, Aggregates, and a number of related environmental issues. She works with municipal staff, elected officials and individuals on a number of AMO Task Forces to develop municipal policy positions which are consulted on and presented to the AMO Executive and Board for decision. She also negotiates and resolves issues with Provincial staff and the private sector on matters of AMO policy and interest. Milena is a municipal member of the Municipal Industry Policy Committee (MIPC) of the WDO for the Blue Box (BB) and for the Municipal Hazardous and Special Waste (MHSW) programs.

Karen Leacock-Bingham a project manager for food safety and quality with the Guelph Food Technology Centre. Karen holds a B.Sc. in Chemistry from York University, a Certificate in Quality Assurance from Centennial College and a Diploma of Laboratory Science from Ryerson Polytechnical University.

At GFTC Karen designs, implements, validates, audits and troubleshoots food safety and quality systems for food packaging converters and manufacturers.

Lisa Mychajluk
Senior Policy Advisor
Waste Management Policy Branch
Ontario Ministry of the Environment

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Lisa Mychajluk is a Senior Policy Advisor with the Ontario Ministry of the Environment's Waste Management Policy Branch, where she is responsible for leading the development of waste diversion policies and programs.

In addition, Lisa chairs the Packaging Subcommittee of the Extended Producer Responsibility Task Group, Canadian Council of Ministers of the Environment. This group is currently developing a Canada-wide Packaging Strategy.

Lisa has been working for the Ontario Public Service (OPS) since graduating from the University of Toronto in 2001 with a Masters degree in Planning. During her time with the OPS she has provided policy advice on a vast array of waste, water and nutrient management, land use and energy policy issues.

Michael Pacholok
Solicitor, Municipal Law
City of Toronto

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Michael has been with the City of Toronto Legal Department since 2005, first as an articling student and now as a lawyer in the Municipal Law Section. Since his call to the Bar in 2006, Michael has been involved in many different areas of Municipal Law, including procurement and the implementation of the City's new Revenue Tools. Currently, Michael is one of two lawyers that assist the City's Solid Waste Management Division. Michael attended University of Toronto for Law School and has an Honours Bachelors of Arts from Queen's University in Computer Science and Economics.

Maria Kelleher
Kelleher Environmental

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Kelleher Environmental is an environmental consulting company based in Toronto, Ontario, Canada which specializes in four areas:

- environmental research and policy development,
- energy conservation, climate change and green energy,
- waste diversion policy development, planning, implementation and evaluation, and
- facilitation, adult education and environmental training.

The company was founded by Maria Kelleher. Ms Kelleher has been involved in environmental and waste management projects in Canada and internationally since the early 1980's, and received the 2007 Waste Management Professional of the Year award from MWIN (Municipal Waste Integration Network).

Kelleher Environmental clients include federal, provincial and municipal governments, industry associations, not-for-profit corporations, non-government organizations, law practices and consulting companies.

Paul Berto
Senior Manager Corporate
Communications and External Affairs
The Home Depot Canada

Paul Berto is currently the Senior Manager for Corporate Communications and External Affairs for The Home Depot Canada. Paul is responsible for the strategic development and implementation of key public relations programs that help improve homes while improving the environment. Paul started as the Eco Options Marketing Manager helping to develop key environmental programs. Further Paul assists with The Home

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Depot's corporate social responsibility and environmental sustainability initiatives.

Prior to joining The Home Depot, Paul was Director of Advertising and Promotions at Hallmark Canada where he initiated branded consumer programs and also developed and implemented in-store merchandising and point of purchase programs. Paul has received multiple marketing awards for several of his unique and diverse programs and was named one of the Top 10 Marketers in Canada in 2004.

As a marketing graduate from Ryerson University in Toronto, Paul lends his time to the institution's Business Mentoring Program as well as SKETCH, a non for profit group that helps create opportunities for street involved kids through the arts. A proud husband and father to his baby daughter, Paul spends his time renovating his family home and occasionally engages in a pick up game of hockey trying to keep his dream of being a professional goalie alive!

Joe Hruska
Environment and Plastics Industry
Council Municipal Relations

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Joe is President of Hruska & Associates, Environment & Management Strategies Group that advises corporate and public sector clients on product stewardship issues and business management strategies. A well known recycling industry executive, Joe Hruska brings a wealth of experience from various sectors including steel, petroleum, commercial banking, public policy and environmental protection.

His past experience includes Executive Director of the Dofasco and Stelco joint venture for the protection of steel packaging markets, steel can and empty aerosol recycling efforts; ministerial appointment to Ontario's Recycling Advisory Committee, a number of senior executive Director positions with OMMRI and Corporations Supporting Recycling, where he successfully created and implemented a new vision and goal for CSR where he started the Blue Box Funding Municipal Partnerships and started discussions with municipalities and government on sustainable Blue Box Funding. Current directorships include MWIN and RCO. His past directorships have included Third Sector Recycling and Collective Selective Quebec.

George Reimer
Waste Diversion Project Coordinator
City of Ottawa

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George is the Waste Diversion Program Coordinator for the City of Ottawa. He holds an Honours B.Sc. in Biology and Chemistry from Carleton University, and a M.Ed. in Counselling Psychology from the University of Toronto. George has been with the City of Ottawa for close to 25 years, serving in the water, wastewater and solid waste departments.

Ruth Abbe
Vice President and National Practice
Leader in Zero Waste Planning
HDR Engineering Inc.

Ruth.Abbe@hdrinc.com

Ruth Abbe, Vice President and National Practice Leader in Zero Waste Planning for HDR, is a senior management consultant and program manager with over 20 years of experience in developing programs in source reduction, recycling, organics diversion, and construction and demolition debris management. She leads the HDR sustainability services group in California, which focuses on zero waste planning, renewable energy, greenhouse gas emissions reduction and

sustainability planning and program implementation. She is currently assisting the cities of San Francisco, San Jose and Los Angeles in achieving their zero waste goals.

Timothy Croll
Solid Waste Director
Seattle Public Utilities

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Timothy Croll is the Solid Waste Director at Seattle Public Utilities, Seattle Washington, USA. Mr. Croll has worked in the solid waste field for half of his 30 years at the City of Seattle. This has included Seattle's initiation of curbside recycling, curbside yardwaste collection, curbside food waste collection, the ban on disposal of recyclables, and the passage of a partial styrofoam ban and fee on disposable shopping bags. Mr. Croll is a geologist gone astray, with degrees from the Ohio State University and the University of Washington.

Jay Stanford
Director Environmental Programs, &
Solid Waste
Environmental & Engineering Services
Department

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Jay Stanford is the Director of Environmental Programs & Solid Waste for the City of London. His responsibilities include three areas:

- Environmental Programs including air quality, energy conservation, alternative transportation methods, urban watershed management and pesticides
- Customer Relations & Compliance including community partnerships, road allowance permits, graffiti outreach programs and animal control; and
- Solid Waste Operations & Management

Bryan C. Weinert
Solid Waste Program Coordinator
City of Ann Arbor, Michigan

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The City of Ann Arbor Michigan is located approximately 45 miles west of Detroit. Ann Arbor is one of the Greenest Cities in the United States and was ranked on of CNN/Money Magazine's top 25 US cities to live in.

Through recycling and composting, Ann Arbor recovers over 50 percent of its residential solid waste, one of the best recovery rates in the country.

Guy Crittenden
Editor-in-chief
Solid Waste and Recycling Magazine

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Guy Crittenden is editor of Solid Waste & Recycling magazine, Canada's magazine on all issues related to waste management, recycling, composting, processing, hauling and disposal. The magazine is read by managers and practitioners in both the municipal and industrial, commercial and institutional waste (IC&I) sectors, and covers policy issues as well as the practical "shop floor" and technical dimensions of this rapidly changing industry.