



Houston-Galveston Area Council Solid Waste Workshop Series
Topic: Recycling – Contamination and Challenging Markets
May 16, 2019 8:30 a.m.-12:30 p.m.
AGENDA

8:00 a.m. Sign in.

8:30 a.m. Welcome & Program Overview. *Becki Begley, Senior Planner, H-GAC.*

8:40 a.m. Focus on Challenging Markets

- Market Update and MRF Issues. *Ben Iobst, Operations Improvement Manager, Waste Management Texas & Oklahoma Region.*

9:10 a.m. Education and Outreach

- Keynote. *Creighton Hooper, President and Founder, Recycle Coach*
- Case Study: City of Conroe Outreach Grant Project. *Karl Brosch, Utility Billing Manager, City of Conroe TX*

10:40 a.m. Break

10:50 a.m. Partnerships

- Recycling Issues Specific to Rural Areas and Small Towns. *Rachel Hering, Executive Director, Cooperative Teamwork and Recycling Assistant*
- Keep Houston Beautiful Coca Cola Partnership. *Amy Reed, Executive Director, Keep Houston Beautiful*
- Recycling Difficult Items and Using Partnerships as a Tool. *Oli Mohammed, Executive Director, Houston Furniture Bank (30 minutes)*

12:20 p.m. Upcoming Industry Events & Announcements.
Adjourn.
CEU paperwork for SWANA-eligible attendees.

PRESENTERS

Ben Iobst

Ben Iobst graduated from Vanderbilt University in 2005 with a bachelor's degree in Geology and Environmental Science and worked at Vanderbilt University from 2005 to 2007 conducting research in both the Environmental Science and Environmental Engineering programs. From 2007 to 2012, he worked for an environmental consulting firm, specializing in the management of large contaminated site remediation projects and multinational, environmental-focused merger and acquisition portfolios. Ben joined the recycling industry in 2012. Since that time, he has worked in both operations and engineering, including the design and construction of several new material recovery facilities as well as retrofits and technology upgrades to existing facilities. Since 2014, he has been the Operations Improvement Manager for Waste Management's Texas and Oklahoma Region, focusing on the recycling line of business.

Creighton Hooper

Creighton Hooper is the President and Founder of Recycle Coach. He is a pioneer in developing digital outreach tools that dramatically improve the ability of local governments and haulers to meaningfully engage with residents around waste and recycling. As the leader of the Recycle Coach team, Creighton envisions an exciting future for customers where they can deliver heightened engagement and collaboration with their residents through online, mobile, and voice technologies.

Karl Brosch

Karl Brosch is currently the Utility Billing Manager for the City of Conroe. As a Utility Billing Manager, he is responsible for the activities of the Utility Billing Department, and the Utility Billing Meter Divisions. As the Manager of both Departments, he is responsible for staff, departmental programs, solid waste/recycle events, customer service, develop communication programs between departments, departmental budget, internal controls, policies and programs to improve customer relations, effectiveness, and efficiencies.

Rachel Hering

Rachel Hering received her BA in Geography, with a minor in Environmental Science from the University of Oklahoma. After graduation she returned to her home state to work for the Texas Commission on Environmental Quality in the Small Business and Environmental Assistance Division. Rachel became Executive Director of Cooperative Teamwork & Recycling Assistance (CTRA) in 2008 and since that time has helped establish 20+ rural recycling programs. Rachel has secured over \$550k in grant funding to help get these programs off the ground and worked with national organizations on pilot programs to introduce hard to recycle items. Her passion for recycling in rural and underserved areas has led her to eight states outside of Texas and even Alberta, Canada to aid rural recycling development and programs.

Amy Reed

Amy Reed brings more than a decade of experience with Keep Texas Beautiful (KTB)/Keep America Beautiful (KAB) affiliates to her position as executive director of Keep Houston Beautiful. Reed is a native Houstonian who has always aspired to become the director of Keep Houston Beautiful. Reed's devotion to environmental education and helping build thriving communities aided her in leading the KTB/KAB affiliates in Bryan-College Station and Katy. She also helped to lead successful Parks and Recreation programming while serving in her dual role with the City of Katy.

Oli Mohammed

Oli Mohammed, founder of the Houston Furniture Bank for MHMRA and now the Executive Director of the independent 501©3 non-profit organization, explains its mission this way: "Furniture is a critical stepping stone to improve living conditions and elevate an individual's personal pride and dignity." Part of the process is the leading-edge mattress recycling effort run by the Furniture Bank, working with partners to employ ex-convicts as part of the program.

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