The SERDC Recycling Forum will be a catalyst to shift the discussion towards strengthening demand of recycled feedstock. Key brand owners, private and public collectors, processors and material group representatives will discuss how to find success. SWANA credits available.

WiFi password: hyattmeeting
Love it again and again.
Enjoy the Coke. Recycle the bottle.

Proud Recycling Partner of the

give it back.

©2014 The Coca-Cola Company
Hello and Welcome to SERDC Fall Forum 2017!
Find the speaker bios at www.serdc.org/forum-speakers

<table>
<thead>
<tr>
<th>Wednesday, November 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 a.m. - 3:00 p.m.</td>
</tr>
<tr>
<td>3:00 p.m. - 3:45 p.m.</td>
</tr>
<tr>
<td>4:00 p.m.</td>
</tr>
<tr>
<td>5:30 p.m. - 7:30 p.m.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Thursday, November 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m. - 9:00 a.m.</td>
</tr>
<tr>
<td>9:00 a.m.</td>
</tr>
</tbody>
</table>
| 9:15 a.m. - 10:15 a.m.| **Keynote**  
|                    | Brent Bell, President at Waste Management Recycle America  
|                    | Jerry Powell, Editor at Resource Recycling Magazine |
| 10:15 a.m.         | **Morning Break** |
| 10:30 a.m. - 12:00 p.m.| **Material-specific Market Complexities**  
|                    | Nina Butler, CEO at More Recycling  
|                    | Myles Cohen, President at Pratt Industries  
|                    | Joe Pickard, Chief Economist/Director of Commodities at ISRI |
| 12:00 p.m. - 1:30 p.m.| **Lunch and Annual Member Meeting**  
|                    | Welcome to Asheville from City Manager, Gary Jackson |
| 1:30 p.m. - 2:30 p.m.| **Brands Using Recycled Content**  
|                    | Eddie Ingle, VP Supply Chain and REPREVE at UNIFI  
|                    | Katie Wallace, CSR Program Manager at New Belgium Brewery  
|                    | Nicole Smith, Sustainability Manager at Coca-Cola North America |
| 2:30 p.m. - 4:00 p.m.| **Roundtable/Panel**  
|                    | Keefe Harrison, CEO at The Recycling Partnership  
|                    | Cassandra Childs, Film and Flexible Programs Director at APR  
|                    | Chad Leatherwood, Project Manager in the Sustainability Group at Evergreen  
|                    | Will Newsome, Manager of Trade Sales & Field Procurement at Sonoco Recycling |
| 4:30 p.m. - 7:30 p.m.| **Tour and Networking at Sierra Nevada Brewing** (Shuttle service provided from Hyatt Place) |
**Wednesday, November 8**  
Check SERDC Registration Table for Transportation Schedule

4:00 pm - 5:30 pm  
Tour of New Belgium Brewery (21 Craven St., Asheville)

Learn about the brewing process and how sustainability was incorporated into every aspect of the design. This employee owned company remediated a former brownfield site to the spectacular facility that exists today in the River Arts District of Asheville.

5:30 pm - 7:30 pm  
Opening Reception at New Belgium Brewery (21 Craven St., Asheville)

Enjoy Appalachian-style appetizers with local artesian meats, cheeses and favorites. New Belgium beer on tap (of course) and other non-alcoholic beverages will be available. Transportation provided.

**Thursday, November**  
Check SERDC Registration Table for Transportation Schedule

4:30 pm - 7:30 pm  
Sustainability Tour of Sierra Nevada Brewery (Tour is 4:30 pm - 6:00 pm)  
(100 Sierra Nevada Way, Mills River)

Sierra Nevada Brewing was the first production brewery in the nation to be LEED® certified Platinum. The brewery has nearly 2,200 photovoltaic solar panels. Additionally, the brewery uses Capstone Microturbine technology to convert methane biogas captured from their on-site wastewater treatment plant into electricity.
Yogurt cups.
Super sacks.
Laundry baskets.
We still recycle bottles, too.

As the world’s largest plastics recycler of HDPE and PP, we help you move your communities and customers beyond bottles.

Contact us today for current specs and pricing.
800-633-8744

KW Plastics is the international leader for polyethylene and polypropylene recycling.

www.kwplastics.com
REDUCE WASTE.
RECYCLE
IMPROVE YOUR BOTTOM LINE.

Go to recycle.prattindustries.com for more information.