

2018 RUBBER RECYCLING SYMPOSIUM

Taking Sustainability to the Next Level

November 7 and 8

Niagara Falls, Ontario at the Sheraton on the Falls Hotel

2018 Symposium Guidebook



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TRAC Message to Delegates

We welcome you to the 2018 edition of our Rubber Recycling Symposium in beautiful Niagara Falls. Our theme for this year's Symposium "Taking Sustainability to the Next Level" starts with the premise that we all must play our part in building a sustainable world for the future.

To truly "take sustainability to the next level," industries must create more effective solutions to repeatedly reuse goods and materials, produce more goods with fewer non-renewable inputs, and create sustainable market environment without need for financial incentives. This year's Symposium will look at all these differing aspects of sustainability and demonstrate that the tire and rubber industry continues to lead and be responsive to global environmental imperatives.

One of the highlights of this year's program is to discuss the bold, yet unproven Waste-Free Ontario strategy for end-of-life tires and how industry is responding to its challenges, including a more competitive open market. The players have now taken up their places and on January 1st, 2019, the lights will go out on the old, and in comes the new competitive market. A market where Producer Responsibility Organizations must secure the most cost-effective ELT management solutions to remain competitive, and where consumers are responsible for choosing the best service that suits their needs. This shift is a welcomed change in some circles and high anxiety in others. To me, a 40-year tire industry veteran, this may be one of the most challenging industry shifts which I've had the honour to witness, and one which we may not know the effects for years to come – but it promises to be interesting.

We hope you enjoy this year's iteration of our symposium and, as always, take your time to mingle and meet your colleagues. Yes, we pride ourselves on offering expert panels, thought-provoking discussion and innovative ideas, but we also know that one of the most important features of this event is to network with people in a common cause, and that great things happen when we all work together.

*Glenn Maidment, President
Tire and Rubber Association of Canada*

RRS 2018 EXHIBITORS





Word From Our Host Sponsor, eTracks Tire Management Systems

Along with my colleagues at eTracks Tire Management Systems, it is our pleasure to welcome you to the 2018 Rubber Recycling Symposium.

We are thrilled to be participating in this impressive symposium that brings together leaders from the tire and rubber manufacturing sectors, the rubber recycling industry, as well as government representatives and academics. This year's Rubber Recycling Symposium will be exploring new approaches to creating sustainable rubber products and responsible end-of-life tire management to support the model of a Circular Economy in Ontario.

The Rubber Recycling Symposium continues to challenge our industry with its progressive mandate captured through the symposium theme. Evolving from the 2016 theme of "Driving Toward the Circular Economy," we now focus on this year's theme of "Taking Sustainability to the Next Level." As each of you find yourselves among some of the best minds in the industry, I challenge you to talk about and truly consider how you can apply this mandate to your business. What improvements, shifts and innovations can be created to foster next-level sustainability?

With delegates, exhibitors and panelists attending this symposium from all around Canada and the United States I am confident each of us will take advantage of the tremendous networking and business-building opportunities available at this event.

While many of you have been attending this symposium for years, the 2018 Rubber Recycling Symposium is truly special for eTracks as it marks the first year of our participation. eTracks is a newly established business born out of a new rubber and tire recycling model in Ontario. Our goal is to help facilitate a Circular Economy for the rubber and tire recycling industry by fostering collaboration between key industry players. It is a privilege for us to participate as panelists and share our model for a new End of Life Tire recycling business ecosystem.

We look forward to re-connecting with current contacts, establishing new business relationships, and generating business improvement ideas for greater and future sustainability opportunities. I hope to have the chance to meet all of you in Niagara Falls, Ontario. Thank you to the Tire and Rubber Association of Canada for organizing what I know will be an extremely informative and productive Symposium.

*Steve Meldrum, CEO
eTracks Tire Management Systems*

FOCUS 2018

The Latest in Global Technology and Regulation

Sustainability has become one of the core tenets of rubber manufacturing, and few industries or materials have achieved as much success in this area as tire manufacturers. In part this is due to more intelligent manufacturing practices, better use of equipment, reduced usage of non-renewable materials etc. But it is also in part because the rubber recycling industry has utilized entrepreneurial inventiveness to build markets for this extraordinary material we call recycled rubber. Our symposium will explore both areas of inventiveness, looking for the opportunities and obstacles to improved resource recovery and sustainability.

Our international experts will discuss the global challenges, trends and legislative environments affecting tire recycling, including regulatory initiatives that promote tire recycling markets and drive the circular economy. Tire manufacturers and suppliers will discuss the challenges and showcase differing solutions and approaches to building sustainable products.

It comes as no surprise that Ontario's new regulatory environment will be under scrutiny. The industry took the bold Waste-Free Ontario strategy for ELTs, and turned it into a viable industry plan. Looking past December 31, 2018, the shift to the competitive market for ELTs in Ontario will be complete. Such a significant change to the recycling infrastructure does not come without transformational, legislative or logistical challenges, and our stakeholder panels will discuss the hurdles and opportunities of this complex transition.





CONFERENCE PROGRAM

Wednesday November 7, 2018

7:30-9:00 am	Delegate Registration	Great Room B
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9:00 am	Opening Ceremonies	Great Room C
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Global Overview of Sustainability Initiatives in Tire Recycling

The panel of international experts will identify the global trends and legislative initiatives that promote active, sustainable environments for tire recycling activities. Special attention will be paid to regulatory initiatives that promote tire recycling markets, offer incentives or impose penalties to drive desired environmental and sustainable economic outcomes.

Speakers

Brett Eckstein	Executive Director, Tire Stewardship Manitoba/Chair, Canadian Association of Tire Recycling Agencies (CATRA)
John Sheerin	Director, End-of-life Tire Programs, U.S. Tire Manufacturers Association (USTMA)
Jean-Pierre Taverne	EU Coordinator ELT & Circular Economy, European Tyre & Rubber Manufacturers' Association (ETRMA)

10:30 am	Refreshment Break	Great Room B
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10:45 am		Great Room C
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Tire Manufacturing – The Future of Sustainability is Now

It is now almost old hat – tire manufacturers use many different biomass materials as replacement for petroleum-based oils, as well as adding reclaimed carbon black, recycled rubber and other materials in the production of new tires, all the while maintaining high quality of the finished product. In addition, to support their upstream partners they continue to invest in sustainable natural rubber farms and support reforestation, while also moving into other substitutes for traditional natural rubber. These initiatives present opportunities and challenges on a host of fronts. The tire manufacturers will share their approaches and considerations that help them deliver on their corporate sustainability commitments.

Speakers

Kedar Murthy	Vice President and General Manager, Lehigh Technologies (a Michelin Group Company)
Greer Tidwell, Jr.	Director, Environmental Management, Bridgestone Americas Tire Operations
Sam Visaisouk	CEO, Tyromer
Scott Farnham	Project Manager, Recycling Solutions, Kal Tire

12:00-1:00 pm	Lunch Break	Great Room B
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1:00-1:30 pm

Great Room B

Keynote Speaker:

Anne Forristall Luke

President and CEO,
U.S. Tire Manufacturers Association (USTMA)

1:30 pm

Great Room C

In Search of Sustainable Markets – Part I.

The old mantra was “Markets, Markets, Markets” – for without markets there would be no reason to collect and process scrap tires. Might as well just leave them in a landfill. But today, governments, communities and businesses demand a more responsible approach – one which proposes not just diverting material back into new products, but to do so in a manner that respects sound environmental stewardship and sound economics.

Our distinguished panel will each discuss three very important markets that together account for the major outlet for tire material in the industrialized world: Synthetic Turf, Rubberized Asphalt and Tire Derived Fuel. To be sure, each market has its strength and weakness – but are they all sustainable? Our panelists will present their case.

Speakers

Amy Brackin

Chair, Synthetic Turf Council / Vice President,
Market Development, Liberty Tire Recycling

Dr. Barry Takallou

President and CEO, CRM Rubber

Rob Cumming

Environment Director, Lafarge Canada

2:45 pm

Refreshment Break

Great Room B

3:00 pm

Great Room C

In Search of Sustainable Markets – Part II.

The reality is that not every state or province can economically support the production and sale of ground rubber materials. For them, Tire Derived Aggregate (TDA) may well be the best solution environmentally and economically. This session will focus on relatively new applications that draw on TDA's unique geo-synthetic properties as a lightweight base for building projects. Our esteemed panelists are on the leading-edge of this new, exciting, and hopefully sustainable market.

Panelists

Dr. Shokry Rashwan

Paul Charette-Manitoba Applied Research Chair in
Sustainable Construction, Red River College, Manitoba (retired)

Dr. Hany El Naggar

Associate Professor & Graduate Studies Coordinator, Department of Civil
& Resource Engineering, Dalhousie University



3:45 pm

Great Room C

The Waste-Free Ontario Act and Transition to Individual Producer Responsibility

The *Waste-Free Ontario Act* has set in motion a bold new approach for managing end-of-life materials, be it tires, electronics, packaged goods and a host of new materials yet to come. Tires are first out of the hopper and with it comes the unfortunate dismantling of, by all accounts, a very effective and successful Ontario Tire Stewardship, effective Dec 31, 2018. Many tire producers are uncertain of their future obligations and the waste management sector including collectors, transporters and processors are nervous about what comes next.

This session will introduce the Resource Productivity and Recovery Authority (RPRA) which has regulatory responsibility to ensure the orderly wind-up of Ontario Tire Stewardship and the seamless transition to individual producer responsibility.

Speakers

Geoff Rathbone
Pat Moran

Director of Transition, Resource Productivity & Recovery Authority (RPRA)
Registrar, Resource Productivity & Recovery Authority (RPRA)

5:00 pm

Networking Reception

Great Room C

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Bringing Industry Players Together
to Advance Sustainability



THURSDAY NOVEMBER 8, 2018

7:00-8:30 am	Breakfast	Great Room B
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8:30 am		Great Room C
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Tire Industry Project Update

The Tire Industry Project (TIP) – currently comprised of 11 leading tire companies – is the primary global forum for the tire industry on sustainability issues. Formed in 2005, TIP serves as a global, voluntary, CEO-led initiative, representing approximately 65 per cent of the world's tire manufacturing capacity. Its aim is to proactively identify and address the potential human health and environmental impacts associated with the life cycle impacts of tires to proactively contribute to a more sustainable future.

Kimm Jarden	Principal Sustainability Specialist, The Goodyear Tire & Rubber Company
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9:00 am		Great Room C
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Industry's Response to Individual Producer Responsibility – Part I.

The Resource Recovery and Circular Economy Act (RRCEA) legislation that required the wind-up of Ontario Tire Stewardship and the transition to Individual Producer Responsibility will create both challenges and opportunities. Tire manufacturers represented by the Tire and Rubber Association of Canada immediately created their own Producer Responsibility Organization (PRO) called eTracks Tire Management Systems. eTracks will share with delegates their approach and business model for assisting tire and vehicle manufacturers manage their regulatory obligations.

Speakers

Lyle Clarke	Chair, eTracks Tire Management Systems
Steve Meldrum	CEO, eTracks Tire Management Systems

Industry's Response to Individual Producer Responsibility – Part II.

One key government intention of RRCEA was to encourage a competitive landscape such that companies which are deemed to be tire producers would have choice as to how they manage their future obligations, i.e. do it themselves, or choose an alternative Producer Responsibility Organization (PRO). This session will showcase two additional PROs who will share with delegates their approach and service offering to prospective tire producers and other service providers.

Speakers

Gordon Day	VP, Circular Economy & Sustainability, Emterra Group
Sarah Webb	Executive Director, YESS Environmental Services & Solutions

10:45 am	Refreshment Break	Great Room B
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11:00 am

Great Room C

CEO Panel

Back by popular demand, this panel of CEOs will offer their insights into the challenges and opportunities presented to them as the industry transitions to a market-based approach brought on by individual producer responsibility and the ongoing search for sustainable markets.

Panelists

Thomas Womble
Emmie Leung
Dr. Barry Takallou
Paul Downey

President and CEO, Liberty Tire
President and CEO, Emterra Group
President and CEO, CRM Rubber
CEO, Pliteq

12:00 pm

Program Concludes



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2018 PANELISTS

DAY 1

9:00 am

Global Overview of Sustainability Initiatives in Tire Recycling



Brett Eckstein

**Executive Director, Tire Stewardship Manitoba,
Chair, Canadian Association of Recycling Agencies (CATRA)**

Mr. Eckstein is the Executive Director of Tire Stewardship Manitoba (TSM), a not-for-profit industry association formed to operate a scrap tire recycling program on behalf of tire retailers in Manitoba. Brett has a Bachelor of Arts degree in Politics and Economics and a Master of Arts degree in International Relations and Canadian Government from the University of Manitoba, as well as Master of Science degree in Space Studies from the University of North Dakota. Upon graduation, he worked as an aerospace consultant and later served as a Senior Analyst for Manitoba Executive Council's Policy Management Secretariat and the Sustainable Development Co-ordination Unit. Brett joined the Pollution Prevention Branch of Manitoba Conservation in 2000 and was responsible for the development and implementation of "Manitoba's Sustainable Development Procurement Guidelines"; and worked on the province's Green Strategy Initiatives at Green Manitoba before joining TSM in 2008.



John Sheerin

**Director, End-of-life Tire Programs,
U.S. Tire Manufacturers Association (USTMA)**

Mr. Sheerin is responsible for environmental, regulatory and legislative issues relating to end-of-life tires. He represents the industry before state legislatures, and state agencies in rulemakings. He represents the industry as their expert on end-of-life tire issues, and he authors the biennial USTMA U.S. Scrap Tire Markets report. He participates in various state, trade associations and standard-making committees to encourage markets for end-of-life tires addressing both annual generation and abandoned piles, and organizes conferences to grow and support scrap tire recycling. Before joining the USTMA in 2014, John was the Retail Environmental Director for Bridgestone Retail Operations, responsible for all the environmental aspects including compliance management, environmental education, property related environmental issues, waste recycling and disposal, and emergency situations. Prior to that, he worked as a Professional Environmental Engineer. John holds a Bachelor's degree in civil engineering and Master's degree in environmental engineering from the Illinois Institute of Technology. He is also a JD graduate of the Chicago Kent School of Law.



Jean-Pierre Taverne

**EU Coordinator ELT & Circular Economy,
European Tyre & Rubber Manufacturers' Association (ETRMA)**

Mr. Taverne holds a degree in business administration from ICHEC (Brussels) with a specialization in environmental issues. After a career in the EU tinplate (steel for packaging) industry as Technical & Environmental Affairs Manager, he joined ETRMA in September 2010. As EU Coordinator End of Life Tyres & Circular Economy he coordinates and supports ETRMA's ELT companies network technical activities at EU level and monitors EU Circular Economy-related regulatory initiatives.



10:45 am

Tire Manufacturing – The Future of Sustainability is Now

**Kedar Murthy**

**Vice President and General Manager,
Lehigh Technologies (a Michelin Group Company)**

Mr. Murthy has more than two decades of experience in developing business strategy, managing marketing and sales teams, and operations and finance organizations in global manufacturing industries with a strong understanding of international markets including Europe, Asia and Latin America. Currently he is Vice President and General Manager of Lehigh Technologies Inc., a Kleiner Perkins venture funded specialty materials company. During his current tenure, revenue has growth 25% per year and Lehigh has developed from an early start-up to being recently acquired by The Michelin Groupe France.

Previously, Kedar was Executive Vice President of the Global OEM business at GPX International Tire (now Yokohama), where he led global expansion and held full P&L authority for the global original equipment business. Prior to that, he held several senior leadership positions at Cabot Corporation, including Director of Global Sales, Marketing and Technical Services for all specialty chemicals businesses and the corporate e-business group and Director of Strategy. While at General Electric, he was recognized as "Marketing Person of the Year" separately by both the company and his peers. Kedar is member of TiE-Boston (The Indus Entrepreneurs) and served as Chair TiECON East, the East Coast's largest entrepreneurial conference. He received his Bachelor of Science in Chemical Engineering from Rose Hulman Institute of Technology, where he was recently elected to the Alumni Advisor Board; and his Master of Science in Chemical Engineering with an emphasis on biopolymers from the University of Wisconsin-Madison. Kedar lives in Boston and is an avid Red Sox fan.

**Greer Tidwell, Jr.**

**Director Environmental Management
Bridgestone Americas Tire Operations**

Mr. Tidwell serves as Director of Environmental Management for Bridgestone Americas Manufacturing Group (Bridgestone), where he leads environmental performance, compliance, and reputation progress for the company's tire manufacturing, testing and distribution facilities in North and South America. Greer has overseen the implementation of many initiatives that contribute to the company's leadership position in environmental sustainability, including the ISO14001 certification of all the company's tire manufacturing facilities. These 14 tire plants employ over 15,000 people in six countries, include the first two LEED certified tire plants and the first Underwriters Laboratories zero landfilling certified factory in the world. Several Bridgestone plants have certified wildlife habitats and classrooms which have hosted over 20,000 student visitors.

Greer's public service experience includes serving as General Counsel for Tennessee's Department of Environment and Conservation and as Chairman of the Tennessee Air Pollution Control Board. His commitment to natural resource conservation and belief in the power of public/private partnerships is shown by his community service record and current service as the Board Treasurer for the National River Network. Greer has degrees from Baylor University and Tennessee Technological University in engineering, and earned his Juris Doctorate from Vanderbilt University.

DAY 1 Continued...

10:45 am

Continued...

**Sam Visaisouk****CEO, Tyromer**

Mr. Visaisouk is the CEO of Tyromer Inc. which uses a non-chemical solvent, mechanical process to devulcanize scrap tire rubber to produce TDP (Tire-Derived Polymer) for reuse in tire production. As there is stigma with recycled materials in general, it is a challenge trying to introduce TDP to the tire industry which is risk adverse. Sam uses an open innovation approach to collaborate with leading tire and rubber producers to optimize and validate TDP as a circular material that can be used in tires in the 20% range to achieve tangible cost savings and sustainability impacts.

Sam specializes in innovation development and commercialization using an open innovation business model. In his career, he has established collaboration for innovation implementation with major organizations such as Ford, GM, Bosche, Denso, US Navy, Monsanto, PPG, Teledyne, NYSDOT and Bruce Power.

**Scott Farnham****Project Manager, Recycling Solutions, Kal Tire**

As a lifelong entrepreneur, Mr. Farnham has created, operated, managed, and adapted to many diverse businesses during the past 30 years, with emphasis in the tire recycling industry. Since 1995, Scott has designed and supervised construction and operated 11 whole tire to crumb facilities.

Currently, Scott is executing a contract with a multinational company to lead the projects and construct recycling facilities on three continents. These facilities will be the first of their kind in the world. Additionally, Scott is also owner of a Clean Tech company which is focussing on renewable energy & energy storage, and industrial products from plant based sources.

1:00 pm

Keynote Speaker

**Anne Forristall Luke****President and CEO, U.S. Tire Manufacturers Association (USTMA)**

Ms. Luke became President and CEO of the U.S. Tire Manufacturers Association, formerly the Rubber Manufacturers Association, on January 1, 2016 and has more than 35 years of executive leadership, public affairs and government relations experience. Since joining USTMA, Luke has successfully rebranded the 100-year-old Association to accurately reflect the membership, strategy and vision of the organization. Under her tenure, USTMA membership has grown from eight to 12 manufacturing companies.

Before joining USTMA, Anne served as vice president, political and public affairs at the Association of Equipment Manufacturers (AEM), the trade association for off-road equipment manufacturers. Prior to AEM, Luke was president of the U.S. Tuna Foundation, representing the domestic and international business interests of the U.S. canned tuna processing industry. She also was a principal at MGN Inc., an independent government relations firm, and served as senior vice president and leader of public affairs in the Washington office of Ketchum Inc., a global public relations firm. She began her career in the Environment and Natural Resources Division of the U.S. Department of Justice and subsequently held a variety of posts on Capitol Hill, where she worked for 10 years.

Anne is a member of the board of directors of the Council of Manufacturing Associations of the National Association Manufacturers. She was included in the "Crain 100 – 100 Innovators, Disruptors and Change-Makers in Business," published by Crain Communications. Anne holds a B.A. in Political Science from the Edinboro University of Pennsylvania.



1:30 pm

In Search of Sustainable Markets – Part I.

**Amy Brackin**

**Chair, Synthetic Turf Council,
Vice President, Market Development, Liberty Tire Recycling**

Ms. Brackin is the VP of Market Development for Liberty Tire Recycling, and the Immediate Past-Chair of the Synthetic Turf Council (STC). The Synthetic Turf Council is the world's largest association representing the synthetic turf industry. It serves as a global forum to promote, develop, grow, and advocate for the industry and its members. Amy has recently completed her second term as STC Chairman. Previous roles within the organization include the Marketing Committee Chair, a member of the STC Board of Directors, and Vice Chairman.

Amy spent the first 15 years of her career in marketing and public relations in the software industry. Since 2007, Amy background includes VP of Marketing and Sales Operations for a primary synthetic turf manufacturer; Brand Manager for a specialty infill product manufacturer; and since 2012, in business and market development at Liberty Tire Recycling.

**Dr. Barry Takallou Ph.D., P.E., President & CEO, Crumb Rubber Manufacturers (CRM)**

Dr. Takallou is a recognized expert in rubberized asphalt and production of crumb rubber for highway construction materials, synthetic turf fields and rubber molded products. He is the President and CEO of CRM, which owns and operates tire recycling plants in California, Arizona, New York, and Ontario. CRM is the largest cryogenic crumb rubber manufacturing company in the United States and Canada. He has designed and constructed tire recycling facilities in several countries. During his 25+ years in the rubberized asphalt industry, he authored numerous technical papers and participated as a speaker at numerous national and international symposiums. His audiences include the American Society of Civil Engineers, Association of General Contractors, National Asphalt Paving Association, ASTM, and the Transportation Research Board.

Barry's professional affiliations include the Transportation Research Board, American Public Works Association, American Society of Civil Engineers, American Asphalt Paving Technologists, the International Society of Asphalt Paving Technology, and many others. His active involvement in business and government led to his appointment as a Commissioner for the California Commission for Economic Development where he chaired the state's Committee on Manufacturing. He holds Bachelor's, Masters and a Ph.D. in civil engineering, specialized in asphalt rubber, from California State Universities in the United States.

**Rob Cumming**

Environment Director, Lafarge Canada

Mr. Cumming is a professional engineer with over 25 years of experience in engineering, environment, and public affairs in the industrial sector. He has two degrees in engineering from the University of Waterloo and serves on multiple industry association boards and committees. As Director, Environment and Public Affairs for Lafarge Canada, Canada's largest building materials company, he has been leading efforts across Canada to design and execute a carbon strategy including replacing fossil fuels with lower carbon fuels, innovations in low carbon cements, Cap & Trade, and innovations in the built sector. He is also a Lafarge Champion for other innovative, industry leading sustainability projects across Canada.

DAY 1 Continued...

2:00 pm

In Search of Sustainable Markets – Part II.

**Dr. Shokry Rashwan**

Paul Charette-Manitoba Applied Research Chair in Sustainable Construction, Red River College, Manitoba (retired)

Dr. Rashwan began his career as a Project Manager for commercial buildings. He since held several research positions with the construction industry including the Director of Research with the Prairie Masonry Research Institute (PMRI) in Edmonton, Alberta; Research Manager with the National Research Council (NRC) in London, Ontario and most recently as the Construction Research Chair at Red River College (RRC) in Winnipeg, Manitoba. He also held Adjunct Professorship posts and taught at the University of Alberta and University of Western Ontario. He is a Professional Engineer in Alberta and Manitoba and holds a Six Sigma black belt. He authored over forty publications, holds three patents and presented in numerous events on construction and environmental related issues.

**Dr. Hany El Naggar**

Associate Professor & Graduate Studies Coordinator, Department of Civil & Resource Engineering, Dalhousie University

Dr. Hany El Naggar is an Associate Professor of Geotechnical Engineering at Dalhousie University with more than 20 years of experience in civil construction, geotechnical and structural engineering and research in Canada and overseas. The findings from Dr. El Naggar's research have been reported in more than 100 technical publications covering both experimental and numerical work in the fields of soil-structure interaction, buried infrastructure and concrete pipes. He is the recipient of the 2016-2017 Outstanding Teaching Award from the Faculty of Engineering, Dalhousie University. In addition, he received the 2005-2006 Outstanding Teaching Award from the Department of Civil and Environmental Engineering at Western University. Dr. El Naggar won the 2006 L. G. Soderman Award, the 2005 R.M. Quigley Award, and the 2004 Milos Novak Memorial Award.

Hany is the current chair of the Buried Structures Committee of the Canadian Society of Civil Engineers (CSCE); also, he is the ex-chair the of the New Brunswick chapter of the Canadian Geotechnical Society; and he is also member of the technical committee on buried structures of the Canadian Highway Bridge Design Code (CHBDC). In addition, he is the current editor-in-chief of the International Journal of Civil Infrastructure. He is a member of several professional associations including the Association of Professional Engineers of Nova Scotia; the Association of Professional Engineers of Ontario (PEO); the Canadian Society of Civil Engineering (CSCE), the Canadian Geotechnical Society (CGS); the International Society for Soil Mechanics and Geotechnical Engineering (ISSMGE); and the Engineers Syndicate, Egypt.



3:45 pm

The Waste-Free Ontario Act & Transition to Individual Producer Responsibility**Geoff Rathbone****Director of Transition, Resource Productivity & Recovery Authority (RPRA)**

Mr. Rathbone has had a long and varied career in the waste and recycling field in Ontario, serving in municipal government, not for profit and private sector roles. Before joining RPRA, he was Vice President at Progressive Waste Solutions, with responsibility for developing recycling and resource recovery systems to support the company's operating divisions across North America.

He also served as the General Manager, Solid Waste Services for the City of Toronto responsible for the comprehensive Target 70% diversion program which introduced household kitchen organics and other innovative initiatives to over one million households.

Geoff's background also includes key roles with other companies and public sector organizations in Ontario's waste management sector, including CSR – Corporations Supporting Recycling, Laidlaw Waste Systems, Domtar Packaging, and the Essex-Windsor Solid Waste Authority. He served on the boards of Recycling Council of Ontario, Waste Diversion Ontario, the Association of Municipal Recycling Coordinators, and the Ontario Waste Management Association. He holds a Bachelor of Environmental Studies (Honours) degree from the University of Waterloo.

**Pat Moran****Registrar, Resource Productivity & Recovery Authority (RPRA)**

As RPRA's Registrar, Mr. Moran is responsible for establishing and operating an electronic registry to receive and store information related to resource recovery and waste reduction activities in support of the implementation of producer responsibility in Ontario. He leads the Authority's compliance and enforcement function, including inspections, compliance orders, administrative penalties, and prosecutions. His experience in regulatory and compliance law in the environmental field includes previous roles as Crown Counsel with the then Ontario Ministry of the Environment's Legal Services Branch, Board Counsel to the Ontario Energy Board, counsel in private practice with Ogilvy Renault (now Norton Rose Fulbright) and General Counsel and Corporate Secretary with the Nuclear Waste Management Organization.

DAY 2

8:30 am

Tire Industry Project Update

**Kimm Jarden**

**Principal Sustainability Specialist,
The Goodyear Tire & Rubber Company**

Ms. Jarden is a Principal Sustainability Specialist at The Goodyear Tire & Rubber Company. She has been with Goodyear for seven years, where her primary responsibility is leading the Global Energy Program, End-of Life Tire (ELT) Management, and Sustainability Reporting. Kimm has been involved with the Tire Industry Project since 2015, and plays a leading role in a diverse set of working groups, namely Key Performance Indicators, ELT, Tire and Road Wear Particles, and Tire Granulates. Kimm has a Master's Degree in Geology from Kent State University, and a Bachelor's Degrees in Marketing and Geology from the University of Akron.

9:00 am

Industry's Response to Individual Producer Responsibility – Part I.

**Lyle Clarke**

**Chair, eTracks Tire Management Systems;
Principal, Lyle Clarke & Associates**

Mr. Clarke has extensive experience in Ontario's producer responsibility sector, serving on the Board of Waste Diversion Ontario and Stewardship Ontario in their formative years, having built Stewardship Ontario's organizational capability as 2IC from 2009 to 2012 and leading it through to 2014. Since 2014 Lyle has been a leading business executive and advisor in Canada's emerging clean technology industry. Lyle is an accomplished leader and strategist with a deep appreciation for the economic challenges and opportunities emerging in this sector. As an insightful negotiator and collaborator, particularly in complex multi-party situations, he has gained the trust and respect of a wide range of contacts in government (both provincial and municipal), the waste management and recycling industries, and the consumer retail and packaged goods industries.

**Steve Meldrum**

CEO, eTracks Tire Management Systems

Mr. Meldrum is the new CEO of eTracks Tire Management Systems. eTracks provides fulfillment services for member and obligated producer EOL (end-of-life) tire recycling, tracking, environmental compliance, and reporting obligations in accordance with Ontario EOL tire regulations. The company was incorporated by the Tire and Rubber Association of Canada and operates as a not-for-profit organization. In his role as CEO of eTracks, Steve is building a new business ecosystem to provide EOL tire fulfillment services and facilitate a circular economy for tires. His objective is to encourage multiple players, collaboration and cost-saving alternatives for EOL tire recycling according to the new open market model.

Prior to joining eTracks, Steve spent 13 years as President and CEO of an environmental waste treatment technology company that grew from a start-up organization to an industry leader in the CleanTech space. He has more than 10 years of experience in management consulting roles working closely with numerous start-ups and Global Fortune 500 companies. Steve brings this experience to eTracks Tire Management Systems where he is committed to delivering superior performance for all members.



3:00 pm

Industry's Response to Individual Producer Responsibility – Part II.

**Gordon Day****VP, Circular Economy & Sustainability, Emterra Group**

Mr. Day has spent the majority of his career developing solutions that improve business and environmental performance through circular economy principles. With more than 30 years of experience in recycling, waste diversion and producer responsibility, Gordon has helped design, implement and manage a number of stewardship programs across the country. Over the past few years, he led the start-up and growth of a producer compliance practice covering blue box materials and the range of products such as tires, waste electronics and batteries for over 50 companies across Canada and the US.

**Sarah Webb****Executive Director, YESS Environmental Services & Solutions**

As the Executive Director of YESS Environmental Services & Solutions, Ms. Webb is responsible for providing her tire and waste management clients with customized support to meet their EPR/IPR compliance needs.

Prior to establishing YESS, Sarah led the implementation of over 88 environmental stewardship programs at Canadian Tire, one of Canada's best known and most trusted companies. Highlights of her waste management career at Canadian Tire including creation of Canadian Tire's centralized and comprehensive waste management program, a ground-breaking and award-winning effort that achieved \$1.5 million in savings across all lines of business; implementation of Canadian Tire's first centralized hazardous waste management program for FGL stores and Partsource outlets; ensured Canadian Tire's Executive Leadership Team understood the company's environmental compliance obligations, leading the company to transition the management of all Canadian Tire Retail stewardship and compliance programs from local Dealers to Corporate Office, and established a national program and team to support reporting and compliance programs for Canadian Tire's (88+) stewardship programs.

Sarah graduated from the University of Guelph with a Bachelor of Science degree (Environment). She served for eight years as a Director of Ontario Tire Stewardship (OTS) and for five years as a Director of the Product Care Association. Sarah is committed to helping her clients find the right service and solution to meet their environmental compliance needs, including the creation of a best-in-class sustainability program.

DAY 2 Continued...

11:00 am

CEO Panel

**Thomas Womble****President and CEO, Liberty Tire**

Mr. Womble is the CEO of Liberty Tire Recycling, LLC. Liberty collects and processes over 150 million tires annually at 28 processing facilities, and employs over 1,900 employees in the USA and Canada. Thomas founded his first tire recycling facility shortly after graduating with a Business Administration degree from the University of North Carolina at Wilmington in 1988. During his 29-year career, he has completed 52 acquisitions ranging from collection companies to the most recent molded good manufacturing operations. His continued focus is a commitment to premier service and continued innovation.

**Emmie Leung****President and CEO, Emterra Group**

Ms. Leung has been a driving force for waste management across Canada for almost four decades. The ever-growing number of Emmie's accolades is a testament to her dedication to the ongoing development and betterment of our industry. In 2016, Emmie received the University of Manitoba Distinguished Alumni Award for Professional Achievement and was selected to participate in the invitation-only QuantumShift™ leadership program held at the Ivey Business School. In 2015, she was ranked 15th in Canada's Top 100 Female Entrepreneurs by Canadian Business and Profit.

In 2014, she was awarded the Ernst & Young Entrepreneur of the Year for Energy and Cleantech, and a national citation for her contribution as a pioneer in the waste resources management industry. In 2018, she received the Canadian Plastics Industry Association Leader of the Year award. As the inspiring leader of a group of companies that employs over 1,000 people in Canada and the U.S., Emmie has created a legacy and built a team that is driven by the mission to create and deliver products and services that enable people and businesses to be stewards of environment and the future.



CEO Panel

**Dr. Barry Takallou****Ph.D., P.E.; President & CEO, Crumb Rubber Manufacturers (CRM)**

Dr. Takallou is a recognized expert in rubberized asphalt and production of crumb rubber for highway construction materials, synthetic turf fields and rubber molded products. He is the President and CEO of CRM, which owns and operates tire recycling plants in California, Arizona, New York, and Ontario. CRM is the largest cryogenic crumb rubber manufacturing company in the United States and Canada. He has designed and constructed tire recycling facilities in several countries. During his 25+ years in the rubberized asphalt industry, he authored numerous technical papers and participated as a speaker at numerous national and international symposiums. His audiences include the American Society of Civil Engineers, Association of General Contractors, National Asphalt Paving Association, ASTM, and the Transportation Research Board.

His professional affiliations include the Transportation Research Board, American Public Works Association, American Society of Civil Engineers, American Asphalt Paving Technologists, the International Society of Asphalt Paving Technology, and many others. His active involvement in business and government led to his appointment as a Commissioner for the California Commission for Economic Development where he chaired the state's Committee on Manufacturing. He holds Bachelor's, Masters, and a Ph.D. in civil engineering, specialized in asphalt rubber, from California State Universities in the United States.

**Paul Downey****CEO, Pliteq**

Mr. Downey has 25 years of engineering, manufacturing R&D, and business development experience in recycled tire products and engineered products market. Starting with his Chemical Engineering thesis in 1991, Paul was an early researcher into the development and use materials from recycled tires while at the University of Western Ontario. He was then in Toronto to help design, build and consume products made by one of the largest scrap tire recycling plants in the world. Paul moved from engineering and plant management into R&D and then product and business development, eventually inventing and patenting over 20 applications globally, which are currently being manufactured and sold around the world through his established Toronto engineering company, Pliteq.

Paul founded Pliteq Inc. in 2006 to continue the creation of new and innovative products based on recycling technology. All of Paul's inventions now bear the Pliteq brand names such as GenieClip® and GenieMat®. Pliteq has dedicated manufacturing facilities that produce these products. Following the success of Pliteq in North America an office was opened in the United Kingdom in January 2011, in the UAE in May 2013 and Singapore in 2016. Paul has been a lecturer at UWO in Chemical Engineering, and is also a licensed Professional Engineer in Ontario and a member of numerous trade and industry groups.

TRAC IS OPEN FOR NEW MEMBERS

The Tire and Rubber Association of Canada (TRAC) is the national trade association representing the interests of tire and other rubber manufacturers and importers of rubber goods into Canada, together with rubber recyclers and suppliers whose goods or services directly relate to our industry.

OUR CORE MANDATE:

1. To develop and foster the interests of manufacturers and distributors of rubber products.
2. To collect information relating to the rubber industry and to disseminate such information to all Members of the Association.
3. To stimulate generally the interest of the public in the products and services supplied by the Members of the Association.
4. To appear on behalf of the Members of the Association before and to co-operate with public bodies, governmental agencies and committees with respect to matters affecting the industry, including sustainability.

TRAC MEMBERS: Suppliers and Recyclers





TRAC MEMBERS: Tire Companies





Tire and Rubber
Association
of Canada

L'Association
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et du caoutchouc

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