



# **New Jersey's Inaugural Organics Waste Management Summit**



**Tuesday, October 1st 2019  
8:00am-5:30pm**



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## **New Jersey Composting Council - NJ Management Team**

Jairo E. Gonzalez, President and Trustee,

Isaac Bearg, Secretary, MBA

Micheal Recchia, Treasurer, Attorney, CPA.

Patrick Evans, Event Manager, LEED Green Associate

### **Summit Contacts:**

For any event issues or questions, contact the Event Manager, Patrick Evans, at  
(908)-456-6017

For any billing issues, contact Isaac Bearg at (973)-477-9724

### **Vision:**

**We believe compost manufacturing and compost utilization are central to Organics Recycling, creating healthy soils, supporting community gardens, clean air and water, and a sustainable society.**

### **Mission:**

**The NJ Composting Council, a nonprofit industry group, advances compost manufacturing, compost utilization, and Organics Recycling to benefit our members, society, and the environment.**



## Organics Waste Management Summit

### October 1st 2019

### 8:15AM - 5:15PM



Topic:	Speakers:	Company
<b>Registration / Continental Breakfast/ Exhibitors Open 8:15- 8:45am</b>		
<b>Welcome and Introduction (8:45am)</b>		
Your hosts	Dr. Serpil Guran, Ph.D, Director of Rutgers Eco-complex Jairo E. Gonzalez, President	New Jersey Composting Council
<b>Panel 1: Curbside and Community Organics pick up/drop off 9:00am</b>		
Moderator	Amanda J. Nesheiwat	Town of Secaucus NJ
	Brett Hoyt, VP of Sales and Marketing	Sustainable Generation
	Eileen Banyra, Founder and CEO	Community Compost Company
	Greg McCarron	SCS Engineers
	Open Discussions and Questions	
<b>Panel 2: Legal Updates and State of Organics in NJ 10:15am</b>		
Moderator	Isaac Bearg, Management Consultant, MBA	Secretary of NJ Composting Council
	Matthew Karmel, Environmental Attorney	Riker Danzig Scherer Hyland Perretti LLP
	Coryanne Mansell, Strategic Services Representative	Center for EcoTechnology
	Scott Brubaker, Deputy Dir., Div. Solid & Hazardous Waste	NJ Department of Environmental Protection
	Open Discussions and Questions	
<b>Exhibitors Open and Short Coffee Break</b>		
<b>Keynote Speaker 11:15am</b>		
Keynote Speaker	Rod Tyler, President	Green Horizons Environmental LLC
<b>Panel 3: Compost Utilization and Marketing 11:50am</b>		
Moderator	Linda Norris, VP Marketing	US Composting Council
	Dr. Joseph Heckman	Rutgers University
	Ryan Cerrato, Director of Product Marketing	WeCare Denali, LLC.
	Open Discussions and Questions	
<b>Lunch Break (Provided)</b>		
<b>Special Guest Fireside Chat 1:30pm</b>		
Fireside Chat	Debbie Mans, Deputy Commissioner	NJ Department of Environmental Protection
<b>Panel 4: Compost and Renewable Energy Technologies &amp; Solutions 2:05pm</b>		
Moderator	Ashwani Vasishth, President	NJ Higher Education Partnership for Sustainability
	Dr Nicholas Smith-Sebasto, Founder and Exec. Chairman	FOR Solutions
	Peter Ettinger	Bioenergy Devco
	Matt Tomich, President	Energy Vision
	Open Discussion and Questions	
<b>Break / Exhibitors Open</b>		
<b>Panel 5: Circular Economy 3:30pm</b>		
Moderator	Eileen Banyra, Founder and CEO	Community Compost Company
	Serpil Guran, PHD and Director of Eco-complex Rutgers	Rutgers University
	Matt de la Houssaye, Director, Sustainable Cities	Global Green
	Open Discussion and Questions	
<b>Panel 6: Compostable Products 4:20pm Sponsored by Eco-Products</b>		
Moderator	TBA	
	Rhodes Yepsen, President	Biodegradable Products Institute
	Sarah Martinez, Northeast Regional Manager	Eco-Products
	Gary Bilbro, VP sales	Eco-safe
	Open Discussion and Questions	
<b>Exhibitors / Reception</b>		

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## **Your Hosts:**

### **Dr. Serpil Guran**



Dr. Serpil Guran is the Director of Rutgers EcoComplex “Clean Energy Innovation Center”. She also manages the new Ecolgnite: Clean Technology Proof of Concept Center and Accelerator” program. Her responsibilities include management of the EcoComplex operations, programs, business incubator and facilities, as well as providing vision and leadership in establishing the EcoComplex as a center for the commercialization of environmental and clean energy technologies. She also teaches at Rutgers University’s Plant Biology Program.

Dr. Guran is trained on thermochemical conversion (pyrolysis and gasification) of biomass and waste materials for production of fuels and chemicals. She obtained her Ph.D. degree in Fuel and Energy Engineering program at The University of Leeds /United Kingdom. She specializes in research, development and assessment of sustainable biofuel and waste recycling technologies, and life cycle analysis of clean energy systems and alternative fuel production systems. Currently, she is working on Food-Energy-Water Nexus and Waste synergy by promoting integration of waste materials into development of Circular Carbon Economy.

### **Jairo E. Gonzalez**



Jairo is a producer for media content, with experience in business development, sales, and marketing. As an entrepreneurial-minded professional, Jairo has supported the vision of a clean and sustainable environment. He has developed and implemented food waste recycling solutions in local communities and farms. Jairo has completed both the state of NJ and the US Composting Council Certified Compost Operator courses. He is the Lead Founder, Trustee and President of the Nonprofit, NJ Composting Council. He lives in Northern NJ, with his family. Jairo holds a BS from the University of Oregon, Eugene, Oregon and an MFA from the College of Fine Arts from Montpelier, Vermont.



## **Keynote Presentation:**

### **Keynote Speaker: Rod Tyler**



Rod Tyler is a graduate of The Ohio State University, a Certified Professional Agronomist, and has been working with compost and environmental projects for nearly 30 years. He is currently President of Green Horizons Environmental, a firm that built Filtrexx International, LLC. Green Horizons designs, specifies and installs Living Shoreline systems developed from 30 years of experience in the field. As founder of Filtrexx International, Rod is also the inventor of the patented SiltSoxx technology. Rod has also written extensively; two books including *Winning the Organics Game: The Compost Marketer's Handbook*, as well as hundreds of industry articles and research papers.

### **Special Guest Fireside Chat: Deborah Mans**



Debbie Mans joined DEP as Deputy Commissioner on February 14, 2018. Before joining the DEP, Deputy Commissioner Debbie Mans served as Baykeeper and Executive Director for the NY/NJ Baykeeper since April 2008. Prior to joining Baykeeper, she served as Environmental and Energy Policy Advisor to then-Governor Jon S. Corzine, assisting in the development of a State Energy Master Plan charting clean energy plans through 2020. She also served as the Governor's appointment to the State Planning Commission as the Smart Growth Ombudsman. Before working for the Governor, Mans served as Baykeeper's Policy Director from 2002 to 2006, where she developed policies and programs to promote Baykeeper's mission.

Moderator: Amanda Nesheiwat, Town of Secaucus



Amanda Nesheiwat is the Environmental Director and Recycling Coordinator for the Town of Secaucus, NJ. During her time working with the town, they have received many environmental achievements including reaching Silver Certification with Sustainable Jersey and receiving the Environmental Achievement Award with the Association for NJ Environmental Commissions for the town's ban on Styrofoam. She was voted in the top 50 most influential people in Hudson County and was Hudson County Woman of the Year in 2018. She has a Master of Science in Sustainability Management from Stevens Institute of Technology.

Panelist: Greg McCarron, SCS Engineers



Greg McCarron is a vice president with SCS Engineers, with 33 years of experience in all aspects of solid waste management, including composting and solid waste management plans. He graduated from Rensselaer Polytechnic Institute with a Bachelor of Science degree in Environmental Engineering. He is a registered professional engineer in New York and 5 other states. Mr. McCarron is SCS' national expert for organics management projects. We design, permit, construct, and operate compost and anaerobic digestion systems and facilities for public and private clients.

Panelist: Brett Hoyt, Sustainable Generation



Brett Hoyt is Vice President of Business Development at Sustainable Generation. Since joining the company in 2014 Brett has worked with hundreds of Municipalities, Haulers and Entrepreneurs across the US and Canada to help them achieve their sustainability goals. He has worked ground up with project developers, permitting agencies and local government on their sustainable materials management objectives. Brett is also (USCC) Certified Compost Operator.

Panelist: Eileen Banyra, Community Compost Company



Community Compost Company (CCC) was founded in 2013 by Eileen Banyra, a lifelong environmentalist and city planner. CCC is pioneering a distributed model and systems approach to organics recycling in the Hudson Valley and Northern NJ by collecting, processing, and returning these materials to the soil through composting. This circular system helps address climate change, soil resiliency, and plant and human health. Hudson Soil Company was launched in 2016 to market CCC's compost products. Eileen serves on the Board of the US Composting Council, has a Masters in City & Regional Planning from Rutgers University.

Moderator: Isaac Bearg, NJ Composting Council



Isaac is a founding member and Secretary of the NJCC. He received an MBA in 2017 from Boston University Questrom School of Business in Energy & Environmental Sustainability. After receiving his degree he completed a research project for Impact Venture Capitalists Mission Point Partners on investments supporting the anaerobic digestion and composting industry. Since then he has devoted his time to consulting for startups including in the organics waste management and transportation industry, forming and operating the NJCC and advocating for better policy and education on organics recycling in his home state.

Panelist: Matthew Karmel, Riker and Danzig



Matthew A. Karmel is an attorney in Riker Danzig's Environmental Law Group, which is among the largest and most diverse practices of its kind. Matthew's legal practice focuses on solid waste and recycling, sustainability, site remediation, purchase and sale of brownfields, regulatory compliance, environmental litigation, and other areas of environmental law. Matthew also is a founding board member of the NJ Composting Council and the Chair of its Advocacy and Market Development Committee. He earned his law degree, *magna cum laude*, from Fordham University School of Law, and his B.A., *magna cum laude*, in Mathematics and Economics from Rutgers University.

Panelist: Coryanne Mansell, Center for EcoTechnology



Coryanne Mansell is the Strategic Services Representative at Center for EcoTechnology (CET). Cory supports CET's waste reduction programs by leading stakeholder engagement processes, providing on-site technical assistance to businesses and institutions. Through this work, Cory has developed a thorough understanding of the marketplace conditions for wasted food. Cory also coordinated CET's partnership with Harvard Food Law and Policy Clinic to develop a toolkit for states and cities considering organic waste bans. She has a B.S in Environmental Policy and a B.A in Planning and Public Policy from Rutgers, The State University of New Jersey.

Panelist: Scott Brubaker, NJDEP



Scott has worked for NJDEP since 1987 in a variety of roles, primarily in Compliance and Enforcement, Office of Permit Coordination, and Hurricane Sandy recovery. He is currently Deputy Director of the DEP Division of Solid and Hazardous Waste, overseeing recycling, grants, Utility Regulation, A-901, food waste reduction, and Planning. Scott graduated from Cook College, Rutgers University with a degree in Natural Resources Management in 1979



Moderator: Linda Norris, US Composting Council



Linda Norris-Waldt is the Communications Director of the US Composting Council, a national trade organization that advocates for the commercial composting industry, trains and certifies both people and products in best practices of compost production. Linda has been in the recycling industry for 28 years, having spent 10 years as the recycling manager for Frederick County, MD. She is a University of Maryland graduate and is also in a citizens advocacy group for composting and food waste in her home county.

Panelist: Dr Joseph Heckman, Rutgers University



Professor of Soil Science teaches courses in Soil Fertility, Organic Crop Production and Graduate Student Seminar. He conducts research and extension programs on optimizing nutrition and soil quality in support of plant, animal, and human health. He has served as chair of several professional organizations including Council on History, Philosophy, and Sociology of Soil Science, Committee on Organic and Sustainable Agriculture, Organic Management Systems Community of the American Society Agronomy, and as President of the Northeast Branch of the Crops, Soils, and Agronomy Tri-Societies. Dr. Heckman has authored numerous publications on soil fertility and organic farming.

Panelist: Ryan Cerrato, WeCare Denali, LLC



Mr. Cerrato is the Director of Product Marketing for WeCare Denali where he oversees all of the company's Product Sales and Marketing activities and staff. Mr. Cerrato is responsible for the development and execution of marketing, sales, and overall business development plans as it pertains to WeCare branded products, including WeCare Compost, WeCare Roofmix, and WeCare Engineered Soils. Prior to joining WeCare in 2013, Mr. Cerrato was responsible Sales Management and Operations functions for Perennial Funding, LLC for over 4 years. In his tenure there he was awarded multiple times for Client Service and Employee Development. After earning a Bachelor's of Science from East Stroudsburg University of Pennsylvania in December, 2006 Mr. Cerrato was appointed an Operations

Management role for Rostan Solutions, LLC.



Moderator: Ashwani Vasishth, NJ Higher Education Partnership for Sustainability



Ashwani Vasishth is Associate Professor in Sustainability, Convener of the undergraduate Sustainability Program (BA), and Director of the Center for Sustainability at Ramapo College of New Jersey. He is President of the New Jersey Higher Education Partnership for Sustainability (NJHEPS). He directs as well the AASHE Center for Sustainability Across the Curriculum at RCNJ. He is part of the Environmental Studies Major, and is a faculty member in both the South India and Peru Study Abroad Convening Groups. His pedagogy is focused on Education for Sustainability from within a transdisciplinary framework, and within the context of a globalizing International Development paradigm.

Panelist: Dr Nicholas Smith-Sebasto, FOR Solutions



Nicholas Smith-Sebasto is the Founder of FOR Solutions, or Food and Organics Recycling Solutions. He holds a United States patent for the composting biotechnology provided by FOR Solutions composting systems. Dr. Nick, as he is known, has been working to advance on-site or local recovery and composting of food for nearly 20 years. He earned his Ph.D. from The Ohio State University, his M.S. from Colorado State, and his B.S. from Trenton State. He has held faculty and administrative positions at the University of Illinois, Montclair State, and Kean. He has written and presented extensively about food recovery and composting.

Panelist: Matthew Tomich, Energy Vision



Matt is the president of Energy Vision (EV), a national environmental NGO working to advance commercial and cost-effective options for a carbon-free economy through research, outreach, education, and advisory. Since joining EV in 2012, Matt's focus has been on the advancement of sustainable transportation solutions, especially for difficult to decarbonize heavy-duty trucks and buses. Much of this work at EV has looked at the production and use of biomethane made from organic waste as an ultra-low-carbon vehicle fuel. Matt earned a B.A. in Geology from Haverford College, and an M.B.A. from Kansas State University. In 2015, he was named one of New York City's Top 10 Energy Entrepreneurs by the publication *Breaking Energy*.

Panelist: Peter Ettinger, Bioenergy Development Company



Peter serves as the Vice President of Bioenergy Development Company, which recently received \$106 million in investment to fund anaerobic digesters designed to provide natural gas and healthy soil. Peter has more than 20 years in the fields of business and operational development, marketing, and sales. His advisory and implementation work has been credited with more than a 600% increase in both public and private companies operational growth and has helped raise millions in the venture markets.

Panelist: Matt de la Houssaye, Global Green



Matt de la Houssaye serves as a director for Global Green USA's New York Office & Coalition for Resource Recovery. Prior to joining Global Green, Matt worked as a project developer and manager to implement recycling projects for large corporations and conduct New York State Energy Research and Development Authority (NYSERDA) funded feasibility studies for biomass, composting, and solar technologies. He holds a Master of Science in Environmental Management and Policy from the International Institute for Industrial Environmental Economics (IIIEE) at Lund University, Sweden, and a dual B.A. in Economics and Environmental Studies from Emory University.

Panelist: Sarah Martinez, Eco-Products



Sarah Martinez is Director of Marketing for Eco-Products, where she is responsible for developing and promoting an authentic, mission-centric brand that is working towards a Zero Waste future by redefining single-use foodservice packaging. Some of the fun responsibilities this job entails includes defining the communicating the Eco-Products value proposition, advocating for and promoting waste diversion, and serving on the board of the US Composting Council. Before she was Eco-Products' Director of Marketing, she was the company's Sustainability Maven, ensuring environmental and social responsibility were top-of-mind. Prior to Eco-Products, Sarah was Sustainability Manager for the retailer, Target, and led sustainability efforts for the global real estate firm, Prologis.

Panelist: Gary Bilbro, EcoSafe



Gary is a recycling professional with experience working with Organics diversion, Composting, Waste-to-Energy, Curbside recycling, Construction & Demolition recycling. Gary works for EcoSafe Zero Waste, which provides programs for waste generators to divert organics from their waste stream with a goal of producing contaminant free material for composters and making Zero Waste to Landfill possible. Gary is a board member of the North Carolina Composting Council a USCC Chapter. He has served on the Board for the National Recycling Coalition. He is a past Board Member and Executive Director of the Carolina Recycling Association and is currently members of the NRC, CRA, VRA, USCC, GRC and other industry associations.

Panelist: Rhodes Yepsen, Biodegradable Products Institute



Rhodes Yepsen is Executive Director of the Biodegradable Products Institute (BPI), a non-profit advocating for the scalable diversion of organic waste to composting, by verifying that products and packaging will break down in a professionally managed composting facility, without harming the quality of the compost. BPI is North America's leading certifier of compostable products and packaging. He got his start in the composting world as an editor and writer at BioCycle magazine.



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