Pat Buchanan
2010 NORA Conference Keynote Speaker

NORA Conference
Scottsdale, Arizona
November 10-13, 2010

The 2010 NORA Annual Recycling Conference & Trade Show will be held November 10-13, 2010. The event will be held at the Fairmont Scottsdale in Scottsdale, Arizona.

The NORA Conference attracts 300 - 400 liquid recycling leaders from around the US and the world. Attendees will explore the most important issues facing the industry. In addition, the trade show is expected to have over 30 exhibitors displaying the best products and services available for your business.

To register, use the enclosed form. The discounted Regular rates are good through October 22nd (extended).

To exhibit, use the enclosed form. The trade show will only have 30 booths and the show is 73% sold out! See the tentative list of exhibitors on page 16.

Hotel reservations may be made at the AAA 5-diamond resort for just $179/night. Call 800-344-4758. Most attendees will arrive by early afternoon on November 10th. Departures should be scheduled for November 13th. The NORA Hotel Block expires on October 19th. Rooms may sell out early. Call today.

A tentative agenda is on page 14.

Sponsorship info is on page 16.

Three-Time Presidential Candidate and Political Commentator

Pat Buchanan will present “A Conservative View from Washington” at the 2010 NORA Conference in Scottsdale, Arizona (November 10-13, 2010). Pat’s Keynote will be on the morning of November 11th.

Pat will be addressing NORA just a week after the 2010 Mid-Term Elections where most experts are expecting a major political shift in Congress. Pat will provide his opinion on what this means for the country and what it will mean for the members of NORA.

Pat will dissect what’s going on in the Obama Administration and on Capitol Hill, sharing with the audience what today’s news means for tomorrow’s political outcomes. Pat will analyze the day’s top political and cultural headlines, examining current policies under discussion and how they could change the country’s future. With incisive analysis and articulate opinions, Pat discusses the battle over national sovereignty, the global economy, American foreign policy and the future of the traditional values coalition.

Biography

Patrick Buchanan has been a senior advisor to three Presidents, a two-time candidate for the Republican presidential nomination and was the presidential nominee of the Reform Party in 2000.

From 1966 through 1974, Buchanan was an assistant to Richard Nixon, and from 1985 to 1987, White House Director of Communications for Ronald Reagan. In 1992, Buchanan challenged George Bush for the Republican nomination and almost upset the President in the New Hampshire primary. In 1996, he won the New Hampshire primary and finished second to Senator Dole with three million Republican votes.

Born in Washington, D.C., educated at Catholic and Jesuit schools, Buchanan received his master’s degree in journalism from Columbia in 1962. At 23, he became the
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All NORA Members should be concerned about two extremely serious issues that pose significant short and long term potential threats to the oil recycling industry.

The need to grow the NORA Defense Fund has never been greater. **NORA is asking that all members strongly consider making a minimum of a $500 contribution to the NORA Defense Fund today using the enclosed form.**

In the last several months, Federal and state issues have emerged that have consumed considerable resources of NORA. Depending on how these issues develop, the used oil recycling industry may face dramatic negative changes.

**EPA Definition of Solid Waste**

Because of a lawsuit filed by Earth Justice, EPA is developing a rule to “define solid waste”. EPA’s proposed rule contains two separate approaches.

One proposal (the “alternative approach”) would define virtually all used oil as a “solid waste”. This would limit those who could utilize recycled fuel oil to companies with Clean Air Act Section 129 permits. The number of companies with Section 129 permits nationwide is fewer than 180 and is not expected to increase. This proposal would eliminate the asphalt market for NORA members.

The other proposal (the “proposed approach”) would define off-specification used oil as a “solid waste” and would modify rules for used oil space heaters. The proposed approach would not directly affect on-specification used oil.

EPA is expected to finalize the rule by December 16, 2010. The final rule will be rolled out over a three year period.

**California Used Oil Life Cycle Analysis**

Last year, California approved Senate Bill 546. One of the provisions of the bill was for CalRecycle to conduct a Life Cycle Analysis of used oil. Specifically, it states that, “On or before January 1, 2014, submit a report to the Legislature describing the findings of the life cycle analysis and the evaluation of the used oil management policies on used oil collection rates.”

NORA supports all fair and balanced research related to the used oil recycling industry. The first year budget for this LCA is $2 million, funded by a new tax in California. Early meetings and documents indicate that the foundation of this project has serious issues.

NORA is concerned because questionable research that has been conducted in the past by various entities gets cited repeatedly as fact - when in reality there are serious flaws with the research. We call this the “echo chamber” effect. Officials in California have stated that they intend for LCAs like this one to be the basis for public policy for California and the rest of the United States.

For the long term, it is imperative that this process in California be monitored closely to ensure the research is fair and balanced.

**NORA Needs Your Help - Donate to the Defense Fund Today!**

Over the last six months, NORA has spent hundreds of hours monitoring these issues and participating in meetings and teleconferences. NORA has developed position papers and a comprehensive set of comments to EPA. NORA has spent thousands of dollars on primary research necessary to bolster the association’s comments to EPA.

Both the EPA Definition of Solid Waste and the California LCA will be active issues for NORA from now through the end of 2013.

In order to fulfill NORA’s mission of protecting and growing the used oil recycling industry, **NORA is asking all members strongly consider a minimum of a $500 contribution to the NORA Defense Fund today using the enclosed form.**

NORA’s goal is to raise $100,000 to allow the industry to actively promote the interests of all used oil recyclers. The Defense Fund may be needed to fund research, monitoring and a possible lawsuit, if necessary.

NORA has not had a dues increase in nearly a decade and has been slowly building a defense fund. In light of the current situation, NORA needs members to assist in building the Defense Fund now!

It is not entirely clear how EPA’s Definition of Solid Waste and California’s LCA will unfold over the next few months and years.

**It is crystal clear that NORA and its members have a responsibility to the industry to take these two issues very seriously.**
Brett Morton Remembered

Donald Brett Morton, Jr.
Shell Lubricants - NORA Board Member
1958 - 2009

It is with great sadness that we inform you of the passing of Brett Morton of Shell Lubricants, on August 11, 2010 in Houston, Texas.

Brett was active in NORA since 1994 and had been serving as a member of the Board of Directors for the last year. In addition, Brett was an active participant on the American Petroleum Institute’s Used Oil Task Force and was a valuable liaison to that group for NORA.

Brett joined Pennzoil Company in 1993 as Product Stewardship Coordinator for Pennzoil Products Company, and continued to hold those and additional responsibilities as Senior Environmental Engineer for Shell Lubricants. In this capacity, he was responsible for gathering and maintaining a knowledge-base of U.S. and Canadian laws and regulations affecting the generation and handling of used products – including used oil, used oil filters, and antifreeze – and evaluations of used product management companies, for the benefit of Shell Lubricants supply chain facilities, Shell’s Jiffy Lube subsidiary, and for independent Shell, Pennzoil, and Quaker State lubricants customers.

He had personally visited more than 200 used product recycling facilities in the U.S. and Canada. In addition to his used product management work, he provided environmental support to Shell Lubricants supply chain facilities across Canada, responded to sustainable development inquiries regarding Shell Lubricants in North America, and evaluated the HSSE aspects of prospective lubricant and car care products. He also directly assisted Shell Lubricants supply chain facilities and customers with matters such as used, expired, and off-specification product handling, oil spill prevention and control, fire codes, and compliance with the U.S. Toxic Substances Control Act. Furthermore, he represented Shell in API, WSPA and NORA industry associations in the U.S., and in the industry task force that in the mid-1990s developed provincial product stewardship programs in western Canada to handle used oil, used oil filters and empty oil containers, and which maintains those provincial programs today.

Prior to joining Pennzoil, Brett held positions as Process Engineer, Facility Manager, and finally Regulatory Affairs Director over a 7-year period at Union Pacific’s hazardous waste subsidiary, USPCI. More specifically, he worked among seven USPCI facilities that were involved in recycling hazardous and non-hazardous solvents or PCB-laden oils.

Before working at USPCI, Brett received his bachelor’s degree in chemical engineering from the University of Florida at Gainesville, and bachelor’s degrees in chemistry and biology from the University of South Florida in Tampa.

He was involved with various NORA projects as needed. He had been directly contacting companies that were not NORA members. During visits with non-member companies, he encouraged them to consider becoming members.

Brett was memorialized by family and friends on Sunday, August 15, 2010 before making the final journey to his hometown of Palm Bay, Florida where he was buried.

Brett is survived by his fiancé and his parents.

He was a devoted Florida Gator fan. He was said to be a “subject matter expert” on the Bowl Championship Series and delighted in predicting top contenders in college football.

Brett enjoyed photography and travel. He had a deep appreciation of art, dance, music and could hold his own on the golf course.

Brett will be missed by his colleagues in the used oil industry.
Used Oil Life Cycle Analysis  
California beginning multi-million dollar, multi-year study

The State of California is in the process of organizing a multi-million dollar, multi-year Life Cycle Assessment (LCA) of the used oil market.

In 2009, California passed Senate Bill 546 which imposed a new tax on virgin lubricants. The budgeted amount is $2 million for the first year of this three year project.

NORA strongly supports research related to the recycling of used oil and related materials. However, NORA has serious concerns regarding an early staff report about the LCA. NORA has issued suggestions to CalRecycle to help increase the likelihood that fair and balanced research is performed.

**NORA Concern Number 1: Geographic Scope**

Defining the geographic scope of the LCA should be the absolute first step. At this time, it is unclear if this LCA will address used oil managed within the boundaries of California, the US or the rest of the world.

It will be impossible to identify, much less solicit input from, the appropriate stakeholder group. Stakeholder participation is required by statute.

**NORA Concern Number 2: Stakeholder input**

California SB 546 states that California should “solicit input from representatives of all used oil stakeholders in defining the scope and design of the life cycle analysis, in conducting the life cycle analysis, and in issuing a draft report for public review and comment.”

After NORA made its position known, California agreed to conduct a stakeholder meeting, potentially in early December in Sacramento. NORA will inform members before this meeting occurs.

**NORA Concern Number 3: Independent Process**

The Association has raised concerns about a member of the CalRecycle staff involved in making recommendations regarding the LCA scope of work and contractor solicitation. In 2004, this staff member co-authored another assessment of used oil management methods. NORA was critical of this research because it was based on erroneous assumptions.

CalRecycle has ruled against NORA on this point. Despite the staff member’s pre-determined position, CalRecycle is choosing to retain this person on the staff team.

**NORA Concern Number 4: “Third-Party” Consultant**

California SB 546 states that California will “contract with a third-party consultant with recognized expertise in life cycle assessments to coordinate a comprehensive life cycle analysis of the used lubricating and industrial oil management process, from generation through collection, transportation, and reuse alternatives.”

While it appears that contractors recommended by CalRecycle staff as the LCA Practitioner and the Peer Review Contractor have life cycle assessment expertise, they do not meet the “third-party” criteria.

Two of the contractors recommended by CalRecycle staff have strong personal and professional connections with a member of the CalRecycle staff. It is NORA’s position that this does not meet the “third-party” criteria.

After NORA commented, one of the contractors has removed his name from consideration. He was the co-author of the 2004 California Used Oil Assessment that NORA was critical of.

**Stay tuned.** This is a very important research project with major long term implications on public policy. The LCA will be addressed at the 2010 NORA Conference.
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EPA’s Proposed Definition of Solid Waste Rule
Impending final rule may dramatically affect the used oil recycling industry.

Because of a lawsuit filed by Earth Justice, EPA has issued a proposed rule to “define solid waste”.

Under one EPA approach, virtually all used oil would be classified as a “solid waste”. This would limit those who could utilize recycled fuel oil to about 180 companies nationwide that have a Clean Air Act section 129 permit.

The other EPA approach would not directly affect on-spec used oil, but would classify off-spec used oil as a “solid waste” and offer new rules for space heaters.

From June through August, NORA worked on finalizing comments to EPA regarding NORA’s position on the proposed rule. A copy of NORA's comments is available at www.noranews.org. If you need a copy emailed to you, contact NORA.

It is expected that the rule will be finalized in December of this year and implemented over a three-year period.

Since August, NORA has been actively working on this vital issue. So, what is NORA doing now?

Coalition Building, Strength in Numbers
NORA is actively coordinating with related trade associations connected to the used oil recycling industry. Specifically, NORA is working with:

- National Asphalt Pavement Association
- National Automobile Dealers Association
- Automotive Oil Change Association
- National Association of Manufacturers
- American Petroleum Institute
- American Iron and Steel Institute
- Independent Lubricant Manufacturers Association
- Portland Cement Association

Congressional Effort
NORA is reaching out to Members of Congress to inform them of the serious consequences of this proposed rule. Dozens of Congressional offices have been identified that NORA would like to meet with to solicit support.

Other DC Efforts
NORA is and will continue to meet with the EPA, Small Business Administration and the Office of Management and Budget to clearly express NORA’s concerns.

What you can do
Stay informed. NORA is distributing all important updates to members via email. Also, attend the 2010 NORA conference. The solid waste rule will be a central component of the conference.

Finally, NORA members are asked to make a minimum $500 donation to the NORA Defense Fund. See enclosed sheet.

At an EPA public hearing in June 2010, NORA’s Scott D. Parker provides testimony regarding the association’s position on the proposed definition of solid waste rule.
2010 NORA DC Mid-Year Meeting

Over 120 NORA members participated in the 2010 NORA Mid-Year Meeting in Washington, DC.

NORA assisted members in arranging meetings with their Members of Congress. This provided an opportunity for NORA members to help spread the message of the importance of responsibly recycling used oil and related materials.


A panel discussion about PCBs was moderated at the NORA meeting. The minutes from the various NORA committee meetings are available to members online.

George Faison of EPA informs NORA members about details of the agency’s proposed solid waste rule.

Members participate in a Government Affairs committee discussion.

Dave Brown (standing), acting Chairman of the Wastewater Working Group provides the committee report to the Government Affairs Committee. Leading the meeting were (l to r) Chris Ricci and Brandon Velek.
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- **ALLIED SYSTEMS**
- **AMC COMBAT EQUIPMENT**
- **AMERICAN HONDA**
- **AMERICAN MEDICAL RESPONSE**
- **APAC**
- **ARAMARK**
- **AT&T AUTONATION USA**
- **BELL ATLANTIC**
- **BENJAMIN MOORE**
- **COACH USA**
- **COCA COLA**
- **CONSOLIDATED FREIGHTWAYS**
- **CONTINENTAL AIRLINES**
- **COTTMAN TRANSMISSION**
- **CSX**
- **CUMMINS**
- **FEDERAL BUREAU OF INVESTIGATION**
- **FEDERAL EXPRESS**
- **FEDERAL MOGUL**
- **FORD MOTOR**
- **FRITO-LAY**
- **GE AIRCRAFT ENGINES**
- **GENERAL ELECTRIC**
- **GENERAL MOTORS**
- **GOODYEAR TIRE AND RUBBER**
- **INTERTEK TESTING SERVICES**
- **KAWASAKI**
- **NATIONS RENT**
- **NAVI STAR**
- **NESTLE USA**
- **NORTHWEST AIRLINES**
- **PACIFIC GAS & ELECTRIC**
- **PHelps DODGE**
- **PRATT & WHITNEY**
- **REPUBLIC INDUSTRIES**
- **ROCKWELL AUTOMATION**
- **RUSH ENTERPRISES**
- **RYDER**
- **SEA RAY SPORTS YACHTS**
- **SENeca FOODS**
- **SEMINENS AUTOMOTIVE**
- **TEXACO NATURAL GAS**
- **THIOKOL PROPULSION**
- **TOYOTA**
- **TROPICANA**
- **UNITED PACIFIC RAILROAD**
- **UNITED RENTALS**
- **U.S. AIRFORCE**
- **U.S. ARMY**
- **U.S. COAST GUARD**
- **U.S. DEPT OF LABOR**
- **U.S. MARINE CORPS**
- **U.S. NAVY**
- **U.S. DEPT OF JUSTICE**
- **U.S. POSTAL SERVICE**
- **VISTEON AUTOMOTIVE SYSTEMS**
- **WALT DISNEY**
- **WASTE MANAGEMENT**
- **WEYERHAEUSER**

**www.systemonetechnologies.com** | **Paul I. Mansur, CEO**
| **305-593-8017** | **mansurp@systemonetechnologies.com**

**Model 501**

**Model 571**

**Model 110**

**Model 150**

**Model 501XL**
NORA is proud to unveil the cover artwork for the 2011 NORA Membership Directory.

The NORA Membership Directory is “the ultimate networking tool for the liquid recycling industry.”

The directory is published annually and contains a wealth of information about NORA’s 250+ members.

Each member gets a free listing that includes complete contact info for the company and key personnel as well as company volumes, member type, service areas, services provided and products provided. Update forms will be sent to members soon for the free listing.

Whether you are a supplier looking for exposure to NORA members or a recycler wanting to increase business development and networking, all NORA members should strongly consider advertising in the 2011 Membership Directory.

This opportunity only happens once a year and is extremely affordable marketing.

Nearly 1000 copies of the NORA Membership Directory are published and distributed. The directory is the “yellow pages” for the liquid recycling industry and can be found on nearly every important decision maker’s desk in the industry.

The advertising deadline for the directory is November 30, 2010. The product will be distributed to members in early 2011.

There is limited advertising space.

ORDER NOW TO RESERVE YOUR SPOT! An advertising order form is enclosed.

Remember: For only $99 you can add your logo to your listing! It’s an inexpensive way to bring attention to your listing as well as create company “brand” recognition.

**NORA Logo: Exclusively for Members**

NORA members are strongly encouraged to use the widely-recognized NORA logo on advertising, websites, business cards, invoices and other materials.

This indicates to your customers and potential customers that your company is a leader in the industry. In addition, members who display the NORA logo are also demonstrating that their company is committed to the NORA Guiding Principles. Being a member of NORA means your company cares enough about being the best, staying informed, supporting good public policy and promoting responsible recycling of used oil and related materials.

NORA works to build awareness of the association and its members by partnering with the National Asphalt Pavement Association, the Automotive Oil Change Association, the National Automotive Dealers Association and other related groups.

This logo may only be used by NORA members. If you suspect that a non-member is improperly using the logo, contact the NORA headquarters. A list of all NORA members authorized to use the logo may be found at noranews.org/en/cms/?51

For a digital NORA logo, email sparker@noranews.org.
2010 Keynote Speaker: Pat Buchanan

continued from page 1

youngest editorial writer on a major newspaper in America, the St. Louis Globe-Democrat.

In 1966, Buchanan became the first full-time staffer to Richard Nixon in his legendary comeback. He traveled with the future President in the campaigns of 1966 and 1968, and served as special assistant through the final days of Watergate.

On leaving the Ford White House in 1974, Buchanan became a syndicated columnist and founding member of three of the most enduring—if not endearing—talk shows in television history: NBC’s The McLaughlin Group, and CNN’s Capital Gang and Crossfire.

In his White House years, Buchanan wrote foreign policy speeches and attended four summits, including Mr. Nixon’s historic opening to China in 1972 and Ronald Reagan’s Reykjavik summit in 1986 with Mikhail Gorbachev.


Buchanan is currently a columnist, political analyst for MSNBC, chairman of The American Cause foundation and an editor of The American Conservative. He is married to the former Shelley Ann Scarney, who was a member of the White House Staff from 1969 to 1975.

Liquid Recycling Conference Issue
Special Advertising Opportunity: Respond by October 21st

The 2010 Conference Issue of NORA’s newsletter, Liquid Recycling is a great marketing opportunity for members (especially exhibitors).

The Conference Issue will be mailed to all NORA members and to NORA’s complete list of hundreds of prospective companies a week before conference.

In addition, extra copies will be printed and distributed to all attendees at the 2010 NORA Conference in Arizona.

As a bonus, all advertisements for this Conference Issue will be priced at the multi-issue discount. This is a 20% savings.

Use the enclosed form to reserve your ad by October 21st.

 Reserve Your Liquid Recycling Conference Issue Ad by October 21st Starting at $76!

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Regular Rate</th>
<th>Discounted Rate</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$176</td>
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<td>$125</td>
<td>$100</td>
</tr>
<tr>
<td>Business card color ad</td>
<td>$95</td>
<td>$76</td>
</tr>
</tbody>
</table>

Please note that these are member rates. Prospective members may contact NORA for non-member rates.
2010 NORA Annual Conference
November 10-13, 2010
Fairmont, Scottsdale
Scottsdale, Arizona

Tentative Agenda
Subject to Change

Wednesday, November 10th
11:00 AM - 3:00 PM  Exhibitor Set Up
11:00 AM - 4:00 PM  Registration
4:00 PM - 4:30 PM  New Member/Board Member Reception
                    (only open to new members and Board Members)
4:30 PM - 7:30 PM  Grand Opening Reception in Trade Show
                   MEMBERS ONLY (Speakers Invited as well)

Thursday, November 11th
7:00 AM - 7:45 AM  Board Member Meeting/Breakfast
7:30 AM - 8:30 AM  Continental Breakfast in Trade Show
8:30 AM - 9:55 AM  Conference Sessions Open
                   featuring Keynote Speaker Pat Buchanan
9:55 AM - 10:20 AM Refreshment Break in Trade Show
10:30 AM - 11:30 AM Conference Widow’s Brunch
10:20 AM - 11:45 AM Conference Sessions Open
12:00 PM - 6:00 PM  NORA Annual Golf Tournament

Friday, November 12th
8:00 AM - 9:00 AM  Continental Breakfast in Trade Show
9:00 AM - 10:30 AM Conference Sessions Open
10:30 AM - 11:15 AM Refreshment Break in Trade Show
11:15 AM - 12:15 PM Conference Sessions Open
1:30 PM - 5:30 PM  NORA Off-Site Event to be determined
6:00 PM - 10:00 PM  NORA Closing Party - Do not miss this event!

Saturday, November 13th
Activities on your own (golf, spa, shopping, sightseeing)
Visit www.scottsdalecvb.com for complete details about area activities.

This is an AAA 5-diamond Resort. We expect this to be a sell out event! The room block may sell out early. Act now.
NORA Room Rate: $179/Night - Fairmont Scottsdale, 7575 East Princess Drive, Scottsdale, Arizona
To reserve your room, call 800-344-4758 and reference NORA.
EPA’s Impending Solid Waste Rule

NORA Conference to feature a unique perspective on the most significant threat to the used oil recycling industry in over a decade.

Expert Susan Parker Bodine will address EPA’s Impending Solid Waste Rule at the NORA 2010 Annual Conference on Friday, November 12, 2010.

This rule is the most significant threat to the used oil recycling industry in over a decade. The proposed EPA rule is scheduled to be finalized December 16, 2010.

Bodine is uniquely qualified on this important issue. She is a partner in the Washington, DC law office of Barnes & Thornburg LLP and is actively involved in the Solid Waste Rule issue. Prior to joining the firm, she served as the Presidentially-appointed Assistant Administrator of Environmental Protection Agency’s (EPA) Office of Solid Waste and Emergency Response from January 2006 - January 2009.

Bodine will address the history of the proposed solid waste rule, industry’s response and her perspective on how the Solid Waste rule may unfold.

EPA Definition of Solid Waste

Prompted by a lawsuit from Earth Justice, EPA is proposing a rule to “define solid waste” with two different approaches.

One proposal (the “alternative approach”) would define virtually all used oil as a “solid waste” and would eliminate the asphalt market for NORA members. The other proposal (the “proposed approach”) would define off-specification used oil as a “solid waste” and would modify rules for used oil space heaters. The rule is expected to be finalized by December 16, 2010 and rolled out over a three year period.

Bodine focuses her practice on environmental public policy issues. Prior to her role at EPA, Bodine served as staff director and senior counsel for the Subcommittee on Water Resources and Environment of the Committee on Transportation and Infrastructure in the U.S. House of Representatives.

Bodine earned her A.B. from Princeton University and her J.D. from the University of Pennsylvania School of Law.

For more information, please contact:

Matt Gartner
Assistant Vice President – Underwriting
XL Insurance
505 Eagleville Blvd., Suite 100
Exton, PA. 19341
Phone: +1 800-327-1414 ext 9294
Email: Matthew.Gartner@xlgroup.com

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Ratings accurate as of December 19, 2008.

Integrated Insurance Programs for the Recycling Industry

For more than 20 years, the environmental unit of the XL Insurance companies has been providing integrated insurance solutions that include:

— Property & Casualty coverage
— Pollution coverage, tailored for customers’ needs
— Specialized Risk Control and Claims Management services

You also benefit from our financial strength and stability. The XL Insurance companies have one or more of the following ratings:

A by A.M. Best
A by Standard & Poor’s
A2 by Moody’s

For more information, please contact:

Matt Gartner
Assistant Vice President – Underwriting
XL Insurance
505 Eagleville Blvd., Suite 100
Exton, PA. 19341
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Ratings accurate as of December 19, 2008.
Conference Sponsorships Now Available

For just a small contribution (starting at just $250), you can support your industry and your business. This is a “once a year event” sponsorship opportunity to promote your company to the entire industry of 300+ industry leaders.

All sponsors will be thanked in the newsletter, on an oversized sign at the conference and in the conference books. First come, first served. Use the enclosed form.

General Conference Sponsorships
Keynote Sponsor (4 avail.) $3000
Premier Sponsor (1 avail) $2425
Gold Sponsor (2 avail) $1225
Ribbon Cutting Sponsor (3 avail) $700
Lanyard Sponsor (1 avail) $750
Grand Opening Exhibit Reception $400
Conference Book Full Page Ad $400
Bag Sponsor $350
Spouses Brunch $300
Thursday Continental Breakfast $250
Friday Continental Breakfast $250
NORA Golf Sponsor Sold Out
NORA Fishing Sponsor Sold Out

Closing Party Sponsorships
Level 1 $5,000
Level 2 $2,000
Level 3 $1,000
Level 4 $500
Level 5 $200

9 Exhibit Spaces Available

The 2010 NORA Conference and Trade Show still has 9 spaces available for exhibitors. Here is the current list of exhibitors.

- Advantage Route Systems, Inc
- Bedford Industries Inc.
- Build-All Corp
- ChemChamp North American Corp
- Chemical Engineering Partners
- Desert Micro
- Dexsil Corporation
- Dragon Products, Ltd.
- Environmental Resource Associates (KAFKO)
- Environmental Resource Associates (Opflex)
- Fountain Industries
- I3G LLC
- Innovative Energy Solutions, Inc
- KETECA USA, INC.
- LCI Corporation
- Martec Marketing
- NPS Corporation
- Oilmen’s Truck Tanks
- Par-Kan Company
- Summit Environmental Technologies
- URS Corporation
- Weatherford/MCC, Inc
- XL Insurance
- Zurich

To join this list and to reserve you exhibit space at the NORA conference, use the enclosed exhibit application.

Want a 32” Flat Screen TV?

To automatically win, simply refer a non-member company who joins and exhibits at the 2010 NORA Conference

How would you like a brand new a 32” Flat Screen TV?

To win this instantly, simply refer a non-member supplier/vendor company to NORA. If the company joins and exhibits at the 2010 NORA Conference, you automatically win.

The trade show has 9 spaces left. Act now!

Email sparker@noranews.org complete contact info (including email) for a non-member supplier member. NORA will forward complete info on joining and exhibiting. A follow up call from you will certainly help.

If you are responsible for more than one company joining and exhibiting, the size of the TV will be increased.

The TV will be shipped directly to your home.

To be eligible, the company you refer cannot be a current NORA member (see www.noranews.org/en/cms/?51 for the list of members or call 703-753-4277 for the most current info).

NOTE: The TV shown is for display only. NORA will be responsible for choosing the actual product that is shipped. For complete contest rules, contact NORA.
Around the Liquid Recycling Industry

Environmental Resource Associates announces exclusive agreement to market Opflex

NORA Member Environmental Resource Associates announces an exclusive agreement with Cellect Plastics LLC to market Opflex to NORA Members.

Opflex is a revolutionary Oil Absorbent that had been used by BP in the Gulf and in Dalian, China to help clean up the recent spills.

BP has ordered over 2 million linear feet for use in the Gulf and China Petroleum has placed an initial One Million Dollar Order.

Opflex is an Open Cell Polyolefin Foam that absorbs up to 32 times its weight in oil and repels water. Opflex can be wrung out and re-used over and over. For NORA Members, that can mean an increase in Waste Oil Recovery and Re-Sale.

Opflex has a density of 1.5 lbs. Per cubic foot and is 70% less in weight than conventional absorbents, making it easier to handle and very buoyant. There is no risk of getting water logged and sinking with much less carbon impact than the 50 to 60 pounds per cubic foot for conventional absorbents that are used and placed in landfills.

For more information on Opflex please visit our web site www.opflex.com or contact Warren Gortze (508) 737-1951 email eragortze@comcat.net

Chemical Engineering Partners to build the largest re-refinery in South America

Chemical Engineering Partners (CEP) announced the signing of a contract to build the largest re-refinery in South America. This facility will be the first of its kind in South America; it will produce API Group II base oil. “We are very excited to bring the CEP Process to South America” said George Lamont, President of CEP. The plant will be located in Brazil. The facility will be state of the art and the largest facility designed by CEP. According to CEP, Brazil is a leader in environmental initiatives. It is the only country where used oil must be re-refined by law. “We have received many inquiries from South America and we think there are some excellent opportunities in this region” said Mark Williams, Business Development Manager for CEP. “There are no Group II base oil plants in South America, neither crude refinery nor re-refinery so all Group II base oil is imported”. CEP has started the Technology Design phase of the project. The LWART Group, headquartered in Lençóis Paulista, Brazil, has contracted CEP to design the plant. LWART is regarded as the largest company in South America in the field of collecting and re-refining of used oil.

CEP is one of the leading technology design and process technology firms in the re-refining industry. CEP is an affiliate of Evergreen Oil Inc. (EOI) who has successfully operated its state of the art facility for used oil re-refinery in Newark, California since 1986. CEP is responsible for licensing the re-refining technology developed at the EOI facility to third parties. Over the years, CEP has worked closely with EOI to develop and improve the re-refining process now called the CEP Process. The CEP Process produces API Group II base oils. These base oils have been tested and certified by API. CEP has designed re-refineries around the world that use the CEP Process. In 2009, CEP commissioned three plants in the USA and Europe, collectively. For more information about CEP, visit www.ceptechnology.com.

SPCC Deadline Extended

EPA is planning on extending the compliance date for facilities to comply with the amendments to the Spill Prevention Control and Countermeasure rule (SPCC). The extension will change the compliance date from November 10, 2010 to November 10, 2011.

NORA’s Jack Waggener is reporting from DC that the extension has passed through the Office of Management and Budget and it should be published in the Federal Register soon.

For additional information, visit http://www.epa.gov/emergencies/content/spcc/compliance_dates.htm

NORA will be addressing this issue further at the 2010 NORA Conference in Arizona (November 10-13).
Heritage-Crystal Clean to Develop a Re-Refinery in Indiana

Heritage-Crystal Clean, Inc. announced that it has selected Indianapolis as the site for its used oil re-refining facility and intends to create up to 75 new jobs by 2013.

“We chose Indiana because it is centrally located with good infrastructure and supports the recycling of used oil,” said Joe Chalhoub, CEO and President for Heritage-Crystal Clean. Organized in Indiana in 1999, Heritage Crystal Clean, LLC has been expanding the parts cleaning and used oil recycling business started by its predecessor approximately 30 years ago.

“Indianapolis is where Heritage-Crystal Clean’s business began, and we couldn’t be more pleased that the company has chosen to build this re-refinery in the city where it all started and from where it quickly expanded its coverage area to serve its customers,” said Mayor Greg Ballard. “With its decision to build its used oil re-refining facility on the city’s Westside, Heritage-Crystal Clean recognizes that Indianapolis and the town of Speedway offer an ideal location and low costs of doing business. We welcome its growth and wish Heritage-Crystal Clean continued success.”

NexLube to build 24 million gallon re-refinery in Tampa

The Tampa Port Authority approved a lease option agreement with NexLube Tampa LLC, which plans to build a $75 million recycling facility at the Port of Tampa.

The facility will be on 12 acres at Pendola Point, a release said.

Up to 24 million gallons of used oil per year will be processed at the facility, which would be the first of its kind in Florida.

The project is expected to create jobs during its two-year construction phase and provide 100 direct and indirect jobs during the 20-year agreement, the release said.

When fully operational, the facility will provide $10 million in revenue to the Port of Tampa.

Recycled oil from the facility will be used to produce lubricants, diesel and asphalt and reprocessed into motor oil.

“Processed Fuel Oil” Quality Protocol Developed in England

Responding to initiatives by the European Union, England has moved forward with developing a quality protocol for “processed fuel oil.”

According to the North Ireland Environment Agency, “waste lubricating oils (WLOs) can be used to create processed fuel oil (PFO) – which can be used instead of clean fuel oil to fire burners in power stations, boilers, cement and lime kilns and roadstone coating plants. You can use the Quality Protocol to recover waste lubricating oil in England, Wales and Northern Ireland.”

“The PFO Quality Protocol sets a standard for processed fuel oil made from WLO. If this standard is met, PFO will normally be regarded as fully recovered and waste management controls will no longer apply. Most importantly, the burning of the PFO will not be subject to the requirements of the Waste Incineration Directive (2000/76/EC).”

The Quality Protocol was funded by Defra, the Welsh Assembly Government (WAG) and the Northern Ireland Environment Agency (NIEA) as a business resource efficiency activity. It was developed by the Environment Agency and WRAP (Waste & Resources Action Programme) in consultation with Defra, industry and other regulatory stakeholders. The Quality Protocol is applicable in England, Wales and Northern Ireland. It sets out end of waste criteria for the production and use of processed fuel oil from waste lubricating oils.

NORA is in discussions with parties in England to learn more about this project and will report back to the membership.

To learn more about this, visit: http://www.environment-agency.gov.uk/business/topics/waste/116133.aspx
NORA’s membership has grown to over 240 members. NORA relies heavily on word of mouth marketing. Please refer NORA to your peers and suppliers. 34 companies have joined NORA so far in 2010.

Company ................................. Contact .......................... Location ................................. Phone
A&K Environmental LLC ................. Austin Tindol ......................... Chesapeake, VA .................. 757-202-1946
Automotive Oil Change Assn. (AOCA)  ... Leanne Stump ...................... Richardson, TX ................ 972-458-9468
Avellar Advisers .......................... Brecc Avellar ...................... Pilot, VA .................. 540-230-2690
Catalyst Services Inc. ....................... Anthony Ghrigsby .................. Crown Point, IN ................ 219-972-7803
Central Oil & Supply, Corp. ............... Ray Jennings ......................... Monroe, LA .................. 318-388-2602
Century Refineries PVT LTD ............. K. Seshu Bharadwaj ............... Bangalore, KA, India ................ 91-8-440-81667
Cyn Oil Corp ............................. Al Tucci .......................... Stoughton, MA ................ 781-341-1777
Dun & Bradstreet
EnviroSolids, L.L.C. ........................ Wayne Geisert ................... Dearborn, MI ................ 313-582-8032
ExtenData Solutions ....................... Michael Robert ...................... Englewood, CO ................ 303-799-6949
Filtration Systems Inc ..................... Bill Lascurain .................... Lakeside, CA .................. 619-442-2159
I3G LLC .................................. Andy Welcher ...................... Charlotte, NC .................. 980-219-7413
Industrial Global Solutions, LLC ........... Kosta Marselis ..................... Rochester Hills, MI ................ 877-447-9944
Jonell Oil & Chemical ...................... Steve Self ........................ Irwindale, CA .................. 626-303-4691
Kroff Materials Reprocessing ............. James Cipollone ................. Pittsburgh, PA .................. 410-477-0192
Lanair Products, LLC ...................... Barry Brandt ...................... Janesville, WI .................. 608-752-1601
LCI Corporation ........................... Andy Starzecki ..................... Charlotte, NC .................. 704-398-7844
Liquid Environmental Solutions ........... Wei Ong ........................ Dallas, TX .................. 866-694-7327
Mark Langdale ............................. Mark Langdale ..................... Dallas, TX .................. 214-891-3136
Martec Marketing LLC ..................... Marty Ehman ...................... Bountiful, UT .................. 801-558-9682
National Chemical Supply Corp .......... Phillip Shaffer ..................... Plantation, FL .................. 800-515-9938
NextLube Tampa LLC ..................... Michael Tringali .................. Boca Raton, FL ................ 561-994-9031
NPS Corporation ........................... Paul Rudzinski ..................... Green Bay, WI .................. 920-983-2242
Product Plus, Inc ........................... Tommy Ayers ...................... Ozark, MO .................. 417-581-3755
Radchek Products Inc ..................... Richard Miller ...................... Addison, IL .................. 630-543-9900
Renegade Oil, Inc .......................... Gerald Pezely ...................... Salt Lake City, UT ................ 801-973-7912
Renew Resources LLC ................. Todd Bernard ......................... Rock Hill, SC .................. 803-324-1913
Ridge Capital Partners, LLC .......... Clark Davis ........................ Middleburg, VA .................. 540-687-8161
Robert Kainz .............................. Robert Kainz ....................... Dryden, MI .................. 810-310-0039
Rock Canyon Oil, LLC .................... Gary Maxwell ...................... American Fork, UT ................ 801-756-2000
Sheldon Oil Services, Inc ............... Guy Sheldon ....................... Nassau, NY .................. 518-766-2864
TCM Fuel’s Recycling inc ................. Troy Anunson ..................... Bourbonnais, IL ................ 815-650-3493
Tom Rubasky ............................. Tom Rubasky ...................... Hammond, IN .................. 630-947-6268
Usedoilmarket.com ....................... Cathleen Stoker .................. Mount Ida, AR ................ 817-917-5338

Industry Calendar
NORA maintains relationships with related industry associations. Here is a list of industry events.

NORA Annual Recycling Conference & Trade Show
November 10-13, 2010, Scottsdale, Arizona
www.noranews.org

Nat’l. Automotive Dealers Association Convention & Expo
February 5-7, 2011, San Francisco, California
www.nada.org

National Asphalt Pavement Association Annual Meeting
February 5-9, 2011, Orlando, Florida
www.hotmix.org

NORA 2011 Winter Meeting
Early March, 2011, Austin, Texas

NORA 2011 Mid-Year Meeting
June, 2011, Minneapolis, Minnesota

Automotive Oil Change Association Int’l. Fast Lube Expo
August 9-12, 2011, Dallas, Texas
www.aoca.org

NORA 2011 Annual Recycling Conference & Trade Show
November, 2011, Hawaii

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NORA, 5965 Amber Ridge Road, Haymarket, Virginia 20169 Phone: 703-753-4277 Fax: 703-753-2445
Email: sparker@noranews.org Web: noranews.org
Testing Used Oil Has Never Been Easier

**Clor-D-Tect® 1000**
U.S. EPA Method 9077
ASTM Method D-5384

A Yes/No on-site test to determine chlorine contamination in used oil at 1000 ppm total chlorine

**Clor-D-Tect® Q4000**
U.S. EPA Method 9077
ASTM Method D-5384

A quantitative on-site test to determine chlorine contamination in used oil within the range of 200 - 4000 ppm total chlorine

**HydroSCOUT®**
Quantify Water in Used Oil

**On-site or Laboratory Setting**
Range: 1500 ppm - 100%
Results in 2 minutes
Environmentally safe

One Hamden Park Drive • Hamden, CT 06517 • 203-288-3509 • www.dexsil.com
Four easy steps & you are registered. Complete one form for each person - copy form for additional attendees. Only one form required to include payment information.

Contact Info

Name                      Title                  Badge Name

Company                   Spouse/Guest

Address                   City                   State                   Zip

Phone                     Fax

Email                     Web

Make your registration choices

Full Registration (You can assign or change names to the registration at any time) Includes all conference sessions, conference materials, exhibit reception (members only), two continental breakfasts, three breaks, Friday Night Dinner Party.

Payment must be faxed or postmarked by the dates to be eligible for the discounted prices.

Lowest Price - Register Today

Regular (by Oct 22)                  Late (after Oct 22)

NORA Member - First person          $740                      $770
NORA Member - Additional person     $640                      $670
Non-Member - First person           $2210                     $2310
Non-Member - Additional person      $2110                     $2210

Government Representatives        $310                      $360

Spouse/Guest Meal Package
Includes Exhibit Reception (members only), Thursday "Conference Widow's Brunch", Thursday afternoon. Includes golf cart, and range balls. Reception & awards follow.

Spouse/Guest Meal Package          $155

Golf (Sponsored by Dexsil)          TBD

Payment Options

Total Amount Due $                 

Check (payable to NORA)             American Express         Visa               MasterCard

Name on Card                  Signature

Card Number                     Exp. Date                   Security Code

Billing Address (Street, City, State, Zip) if different than above

Submit Your Registration

Credit Card Only:                Fax to NORA at 703-753-2445
Check or Credit Card:            Mail 5965 Amber Ridge Road, Haymarket, VA 20169
Questions:                       Call 703-753-4277 or email sparker@noranews.org

Cancellation through September 3: A $100 service charge. Between September 3 - October 15: 50% refund of the registration fee. No refunds after October 15.

Book Your Hotel NOW!
This is an AAA 5-diamond Resort. We expect this to be a sell out event! The room block may sell out early.
NORA Room Rate: $179/Night
Fairmont Scottsdale
7575 East Princess Drive
Scottsdale, Arizona
To reserve your room, call 800-344-4758 and reference NORA.
NORA Exhibit Agreement
Scottsdale, Arizona  •  November 10-12, 2010

Include name of organization exactly as you want it to appear in all publicity.

Contact Info

Company

<table>
<thead>
<tr>
<th>Primary Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>City</td>
</tr>
<tr>
<td>Phone</td>
<td>Fax</td>
</tr>
</tbody>
</table>

Product/Service Description:

Booth Order Info
Each booth package includes a 8’ by 10’ booth (unless a multiple booth), 8 foot high back drape divider, a booth sign, 6 foot draped table, two chairs and a waste basket. After the first attendee, each booth personnel is required to pay the booth personnel fee. This includes all the conference materials, one reception, food and drink tickets for the Grand Opening Session, food and drink tickets for the Closing Night Dinner, two breakfasts and refreshment breaks.

All Booth Packages include one Booth Personnel for FREE!
A $300 deposit will reserve your space.

Booth space will be limited so order now before the sellout!

<table>
<thead>
<tr>
<th>Item</th>
<th>Member</th>
<th>Non-Member</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Space (1 Booth)</td>
<td>$1650</td>
<td>$2600</td>
<td>$</td>
</tr>
<tr>
<td>Exhibit Space (2 Boothes)</td>
<td>$1750</td>
<td>n/a</td>
<td>$</td>
</tr>
<tr>
<td>Exhibit Space (3 Boothes)</td>
<td>$2150</td>
<td>n/a</td>
<td>$</td>
</tr>
<tr>
<td>Booth Personnel (One FREE)</td>
<td>$235</td>
<td>$465</td>
<td>$</td>
</tr>
</tbody>
</table>

TOTAL $_______

Floor plan will be sent to you after agreement is submitted.

Payment Options
Total Amount Due $_______
All payments are in US Dollars, drawn on US Bank.

☐ Check (payable to NORA) ☐ American Express ☐ Visa ☐ MasterCard

Name on Card __________________________________________ Signature ________________________________

Card Number ____________ Exp. Date ____________ Security Code

Submit Your Order
Fax to NORA at 703-753-2445
Mail to 5965 Amber Ridge Road, Haymarket, VA 20169
Questions: Call 703-753-4277 or email sparker@noranews.org
Cancellations through October 1: 50% refund No refunds after October 1.
Exhibitor agrees to indemnify and hold harmless NORA and the hotel for any personal injury or property damage caused by Exhibitor’s Negligence.

Hotel
This is an AAA 5-diamond Resort.
The room block may sell out early.
NORA Room Rate: $179/Night
Fairmont Scottsdale
7575 East Princess Drive, Scottsdale, Arizona
Call 800-344-4758 and reference NORA.
NORA Defense Fund

All members are strongly encouraged to make a minimum of a $500 contribution to the NORA Defense Fund today using the enclosed form. The goal of the association is to raise $100,000. With your help, NORA will be able to protect and grow the industry. Thank you.

Contact Info

Company

Primary Name       Title

Address    City    State    Zip

Phone    Fax    Email    Web

Select your investment level in the NORA Defense Fund

Choose .................................................. Investment Level

☐ .................................................. $5000

☐ .................................................. $2500

☐ .................................................. $1000

☐ .................................................. $500

☐ .................................................. Other $_______

Companies who invest in the NORA Defense Fund will:

• Have a “Defense Fund” ribbon on the name badge at conference.
• Be recognized in the next newsletter.
• Be recognized at the next NORA conference.
• Empower NORA to protect and grow the used oil recycling industry.

Payment Options

Total Amount Due $ ____________

All payments are in US Dollars, drawn on US Bank.

☐ Check (payable to NORA)        ☐ American Express        ☐ Visa        ☐ MasterCard

Name on Card       Signature

Card Number       Exp. Date       Security Code

Submit Your Order

Fax to NORA at 703-753-2445

Mail to 5965 Amber Ridge Road, Haymarket, VA 20169

Questions: Call 703-753-4277 or email sparker@noranews.org

All contributions to the NORA Defense Fund are managed by the NORA Board of Directors.
1. Contact Info

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Company</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td>City</td>
</tr>
<tr>
<td>Phone</td>
<td>Fax</td>
</tr>
</tbody>
</table>

2. Place Your Order

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Item Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Back Cover color ad in the NORA Membership Directory (Only 1 avail.)*</td>
<td>$1590</td>
</tr>
<tr>
<td></td>
<td>Inside Cover color ad in the NORA Membership Directory (Only 2 avail.)*</td>
<td>$990</td>
</tr>
<tr>
<td></td>
<td>Full page color ad in the NORA Membership Directory (7-1/4&quot; x 9-7/8&quot;)</td>
<td>$690</td>
</tr>
<tr>
<td></td>
<td>Full page B&amp;W ad in the NORA Membership Directory (7-1/4&quot; x 9-7/8&quot;)</td>
<td>$520</td>
</tr>
<tr>
<td></td>
<td>1/2 page Color ad in the NORA Membership Directory (7-1/4&quot; x 5&quot;)</td>
<td>$460</td>
</tr>
<tr>
<td></td>
<td>1/2 page B&amp;W ad in the NORA Membership Directory (7-1/4&quot; x 5&quot;)</td>
<td>$310</td>
</tr>
<tr>
<td></td>
<td>1/4 page B&amp;W ad in the NORA Membership Directory (3-1/4&quot; x 4-1/2&quot;)</td>
<td>$185</td>
</tr>
<tr>
<td></td>
<td>Business card B&amp;W ad in the NORA Membership Directory (3-1/4&quot; x 2&quot;)</td>
<td>$140</td>
</tr>
<tr>
<td></td>
<td>Logo B&amp;W (1 inch high) above listing in the Directory (1&quot; high)</td>
<td>$99</td>
</tr>
</tbody>
</table>

- Use our same ad from last year’s directory.
- I will submit advertising artwork by 12/17/2010. Preferred file format is Adobe Acrobat PDF
- I would like NORA to design my ad for me.

*The Inside Covers are available on a first come, first served basis. Call 703-753-4277 to check availability.*

3. Payment Information

Total Amount Due $ 
All payments are in US Dollars, drawn on US Bank.
- ☐ Check (payable to NORA)
- ☐ American Express
- ☐ Visa
- ☐ MasterCard

Name on Card | Signature
---|---
Card Number | Exp. Date | Security Code

Billing Address (Street, City, State, Zip) if different than above

4. Submit Your Order Today

Credit Card Only: Fax to NORA at 703-753-2445
Check or Credit Card: Mail 5965 Amber Ridge Road, Haymarket, VA 20169
Questions: Call 703-753-4277 or email sparker@noranews.org
The 2010 Conference Newsletter Issue will be mailed to all NORA members and to NORA’s complete list of hundreds of prospective companies a week before conference. In addition, extra copies will be printed and distributed to all attendees at the 2010 NORA Conference in Arizona. As a bonus, all advertisements for this Conference Issue will be priced at the multi-issue discount. This is a 20% savings.

Build Your Brand: Most Affordable Marketing Tool to Get Your Message to the Entire Recycling Industry of Used Oil and related materials.

Conference Issue Newsletter Advertising Order Form

Contact Info

Name   Title
Company
Address   City  State  Zip
Phone  Fax  Email

Place Your Order

Quantity ... Item .......................................................... Regular Rate/Issue ...................... Disc. Multi Issue Rate/Issue
______ Full page color ad ................................................................. $405 ........................................ $324
______ 1/2 page color ad ............................................................... $220 ........................................ $176
______ 1/4 page color ad ............................................................... $125 ........................................ $100
______ Business card color ad ...................................................... $95 ........................................ $76

Join this list of regular advertisers

- Bedford Industries
- Dexsil
- Hill Manufacturing
- MCC/Weatherford
- Spencer Machine and Tool Co.
- SystemOne
- XL Insurance

Advertisment Artwork Options

☐ Use our ad on file at NORA.
☐ I will submit advertising artwork by 10/21/2010. Preferred file format is PDF
☐ I would like NORA to design my ad for me.

Payment Options

Total Amount Due $

All payments are in US Dollars, drawn on US Bank.

☐ Check (payable to NORA)  ☐ American Express  ☐ Visa  ☐ MasterCard

Name on Card   Signature

Card Number   Exp. Date   Security Code

Submit Your Order

Fax to NORA at 703-753-2445 or mail to 5965 Amber Ridge Road, Haymarket, VA 20169

Questions: Call 703-753-4277 or email sparker@noranews.org
2010 NORA Annual Conference
Sponsorship Opportunities

All members should be a sponsor to help make this an amazing event. Thank you in advance for your generosity. For just a small contribution, you can support your industry and your business. This is a “once a year event” sponsorship opportunity to promote your company to the entire industry. All sponsors will be thanked in the newsletter, on an oversized sign at the conference and in the conference books. First come, first served.

Keynote Speaker Sponsor Only four available. $3000
Pat Buchanan will be the 2010 NORA Keynote Speaker. You have the opportunity to sponsor the NORA keynote speaker. This is an event that will pack the room. As a sponsor, you get your name mentioned before the speaker goes on and you will have your logo on the large screen behind the speaker during the entire time of the keynote speech. In addition, you will have an exclusive opportunity to privately meet with the speaker before the event with a photo opportunity.

Premier Sponsor Only one available. $2425
Your logo will be prominently featured on the front cover of the NORA Conference Book and on the Welcoming Banner. Your logo will be highlighted on the Name badges. You get a complimentary full page ad. Your company will be thanked at the annual meeting. In the post-conference newsletter, your company’s logo will be highlighted on the front page. In addition, we will print your logo (large) on our fabric conference bags.

Gold Sponsor Only two available. $1225
Your logo will be prominently featured on the back cover of the NORA Conference Book. You get a complimentary full page ad. Your company will be thanked at the annual meeting. In the newsletter, your company’s logo will be highlighted on the back page. In addition, we will print your logo (medium) on our fabric conference bags.

Ribbon Cutting Sponsor $700
Only 3 available
On Wednesday evening, your company will be announced and thanked to all the attendees waiting to enter the hall before the ribbon is cut. NORA will have special entertainment to open the trade show. Your logo will be prominently displayed.

Lanyard Sponsor $750
Only one available
Your company logo will be printed on the lanyard handed to all attendees.

Grand Opening Exhibit Reception $400
Limited availability
This member only event is great exposure for you at NORA’s premier networking event. Your logo will be prominently displayed on all signs for the reception. Your company will be thanked at the reception. Your logo will be shown next to this event on all conference schedules.

Full Page Ad in Conference Book $400
Limited availability.
Full page, black and white ad in the front of the Conference Book distributed to all attendees. We will even produce your ad.

Bag Sponsor $350
Your logo will be printed on fabric conference bags.

Spouse Brunch Sponsor $300
Each year, we have more and more spouses attending. This sponsorship helps upgrade the food for the spouses’ brunch on Thursday.

Thursday Continental Breakfast $250
Your logo will be prominently displayed on all signs for the breakfast. Your company will be thanked at the dinner. Your logo will be included next to this event on all conference schedules.

Friday Continental Breakfast $250
Your logo will be prominently displayed on all signs for the breakfast. Your company will be thanked at the dinner. Your logo will be included next to this event on all conference schedules.
2010 NORA Conference Sponsorship Reservation Form

Four easy steps and you have secured your marketing opportunity. (Non-NORA members add 65%.)

Contact info

Name

Title

Company

Address

City

State

Zip

Phone

Fax

Email

Email your logo to NORA using the info below by 10/22/2010 if we do not have it on file.

Choose your sponsorships

☐ Keynote Speaker Sponsor (Only 4 available).... $3000
☐ Premier Sponsor (only 1 available) ..................... $2425
☐ Gold Sponsor (only 2 available) ....................... $1225
☐ Ribbon Cutting Sponsor (3 available) ..................$700
☐ Lanyard Sponsor (only 1 available) ...................$750
☐ Grand Opening Exhibit Reception ......................$400
☐ Full Page Ad in Conference Book ......................$400
☐ Bag Sponsor ..................................................$350
☐ Spouse Brunch Sponsor .................................$300
☐ Thursday Continental Breakfast ........................$250
☐ Friday Continental Breakfast ............................$250

Payment options

Total Amount Due $ ____________

☐ Check (payable to NORA) ☐ American Express ☐ Visa ☐ MasterCard

Name on Card

Signature

Card Number

Exp. Date

Security Code

Billing Address (Street, City, State, Zip) if different than above

Submit your reservation

Credit Card Only: Fax to NORA at 703-753-2445

Check or Credit Card: Mail to 5965 Amber Ridge Road, Haymarket, VA 20169

Questions: Call 703-753-4277 or email sparker@noranews.org
Hacienda Plaza and Trellis at the Fairmont Scottsdale will be the perfect setting to celebrate the closing party of the 2010 NORA Conference. The Closing Party will be held on the evening of November 12th.

This event is included for FREE with any conference registration or spouse/guest package. However, the registration fees simply cover the food costs. **To make this event first-class, your help is needed.**

**Sponsorships Needed**

**Great Marketing Opportunity**

NORA requests your assistance.

NORA needs to raise $25,000 to help realize NORA’s wish list to upgrade the quality of this event (see box below). Please help NORA meet this important goal.

You can make a contribution as low as $200. All sponsors will receive major promotion (see form for different levels - ads, banners, etc.) As a bonus, all sponsors will be recognized for their support in the post-conference newsletter that will be distributed to all members and prospective members.

**Sponsors will be recognized on the front cover of the Conference Book.** See form for details.

All closing party sponsorships are due October 22nd. These are on a first come, first served basis.

**NORA Wish List**

If NORA is able to raise $25,000 in sponsorships, NORA will be able to add the following:

- Open Bar - No drink tickets!
- Live Band (upgrade from a DJ)
- Upgraded Food
- Professional photographer for everybody to have a commemorative photo printed on-site.
- Added attractions to be announced.
Contact info

Email your logo to NORA using the info below by 10/22/2010 if we do not have it on file.

Choose your sponsorships

☐ LEVEL 1
$5000
Only 4 available!

☐ LEVEL 2
$2000
Only 8 available!

☐ LEVEL 3
$1000
Only 12 available!

☐ LEVEL 4
$500
Only 24 available!

☐ LEVEL 5
$200

Payment options

Total Amount Due $ ____________________

☐ Check (payable to NORA) ☐ Invoice Us ☐ AmEx ☐ Visa ☐ MasterCard

Name on Card ____________________ Signature ____________________

Card Number ____________________ Exp. Date __________ Sec Code __________

Submit your reservation

Credit Card or Invoice: Fax to NORA at 703-753-2445
Check or Credit Card: Mail to 5965 Amber Ridge Road, Haymarket, VA 20169
Questions: Call 703-753-4277 or email sparker@noranews.org

2010 Closing Party Sponsorship Form

2010 Closing Party
Sponsorship Form

Deadline: 10/22/2010