2013 NORA Conference Schedule

Wednesday, November 13, 2013

11:00 AM - 3:00 PM  Exhibitor Set Up
                       Grand Ballroom B-D

2:00 PM - 7:00 PM    Registration
                       Grand Ballroom Foyer

4:00 PM - 4:30 PM    New Member/Board Member Reception
                       (open to new members and Board Members)
                       Grand Ballroom B-D

4:30 PM - 7:30 PM    Grand Opening Reception in Trade Show
                       Open to Members, Speakers & registered Spouses/Guests only.
                       Grand Ballroom B-D

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Drink Tickets sponsored by:

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TRADEBE
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Thursday, November 14, 2013

7:00 AM - 11:45 AM  **Registration**  
*Grand Ballroom Foyer*

7:00 AM - 7:45 AM  **Board Member Meeting/Breakfast**  
*Blue Heron*

7:00 AM - 8:00 AM  **Continental Breakfast**  
*Grand Ballroom B-D*  
Sponsored by:

8:00 AM - 8:15 AM  **Welcome to the 2013 NORA Conference**  
*2014 Market Outlook*  
*Grand Ballroom A*  
Scott D. Parker, NORA

8:15 AM - 9:00 AM  **NORA Annual Meeting/Opening General Session**  
*Grand Ballroom A*
Thursday, November 14, 2013 (continued)

9:00 AM - 9:55 AM  **Keynote Address: Teaching Teamwork**  
*Grand Ballroom A*  
Jim Craig, "Miracle on Ice" Olympic Hockey Team Goaltender

Sponsored by:

9:55 AM - 10:20 AM  **Refreshment Break**  
*Grand Ballroom B-D*
Thursday, November 14, 2013 (continued)

10:20 AM - 11:05 AM  **NORA’s PCB/TSCA Reform Project: The Latest Update**
*Aviara A*
Steve Shimberg, SJSolutions PLLC

10:20 AM - 11:05 AM  **You Stink! A Technical Approach to Dealing with Nuisance Odors**
*Aviara B*
Gary Risse, P.E., Trihydro Corporation
George Mathes, P.E., Trihydro Corporation

10:30 AM - 11:45 AM  **Spouse/Guest Brunch**
*California Bistro*
For registered spouses/guests.

Sponsored by:

**Environmental Services**
Waste Oil Collectors, Inc.

**Lub*line**
Lubricants & Additives
Thursday, November 14, 2013 (continued)

11:05 AM - 11:45 AM  
**An Exploration of Different Treatment Technologies for Used Oil**  
*Aviara A*  
Louis Bertrand,  
Sweet Gazoil Inc.

11:05 AM - 11:45 AM  
**Commodity Price Risk Mitigation**  
*Aviara B*  
Mark Neustadt, CAIA,  
Fifth Third Bank  
Peter Richards,  
Fifth Third Bank

12:15 PM - 6:00 PM  
**NORA 22nd Annual Golf Tournament**  
*Aviara Golf Club*  
See the registration desk for details.  
The tournament begins at 12:30 PM shotgun start. The Aviara Golf Club is on the grounds of the Park Hyatt Aviara Resort.

Sponsored by:

Lunch sponsored by:
Friday, November 15, 2013

7:30 AM - 12:00 PM  Registration
                     Grand Ballroom Foyer

7:30 AM - 8:20 AM  Continental Breakfast
                     Grand Ballroom B-D
                     Sponsored by:

8:20 AM - 9:00 AM  Understand the Asphalt Pavement Market and Economic Conditions
                     Grand Ballroom A
                     Jay Hansen,
                     National Asphalt Pavement Association

9:00 AM - 9:40 AM  Re-refining in North America: Drivers for Growth
                     Grand Ballroom A
                     Blake Eskew,
                     IHS Downstream Energy Research and Consulting

9:40 AM - 10:25 AM California’s Multi-Year Used Oil Life Cycle Assessment is Now Complete:
                   Hear the Results from the Lead Researcher
                   Grand Ballroom A
                   Roland Geyer, Bren School of Environmental Science and Management
                   University of California at Santa Barbara
Friday, November 15, 2013 (continued)

10:25 AM - 11:00 AM  Refreshment Break  
Grand Ballroom B-D

11:00 AM  Exhibitor Tear Down  
Grand Ballroom B-D

11:00 AM - 11:40 AM  Future Trends in Oil Recycling Technologies  
Aviara A  
Dan Cowart, Aaron Oil Company Inc

11:00 AM - 11:40 AM  An Overview of the International Re-refining Industry  
Aviara B  
Christian Hartmann, Puralube, Inc

11:40 AM - 12:20 PM  The Regulatory Future of Off-Spec Used Oil  
Chris Harris, NORA General Counsel  
Aviara A

11:40 AM - 12:20 PM  Rail Logistics  
David A. Riddell, RSI Logistics, Inc.  
Aviara B
Friday, November 15, 2013 (continued)

6:30 PM - 9:30 PM  
NORA Closing Party  
Palm Courtyard  
(Weather Backup: Grand Ballroom)

Please note: This is a ticketed event.

This event is included FREE with any conference registration, exhibit registration or spouse/guest package. See the registration desk to purchase additional registrations for the event.

Starting on Wednesday evening, stop by the registration desk for a seat assignment and a wristband. Wristbands are required to attend Friday evening.

2013 Closing Party Sponsors

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Aaron Oil Company Inc • Safety-Kleen
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Saturday, November 16, 2013

9:00 AM - 4:00 PM  
NORA’s 12th Annual Fishing Expedition  
Sponsored by VERTEX ENERGY

See registration desk for details.
Bus to depart from Park Hyatt Aviara at 9:00 AM.
Boat departure from Oceanside, California.
Meet in front lobby at 9:00 AM.

You are invited to join NORA for a half day of deep sea fishing. Buses will depart at 9:00 AM from the Park Hyatt Aviara for Oceanside, California and will return to the hotel at approximately 4:00 PM.

The 60-foot Sea Trek is sleek and low to the water for deep sea fishing. During this deep sea fishing excursion, you are likely to catch Pacific Sanddab, Sculpin, Rockfish, Treefish, Salmon, Grouper, Boccacio, and Thresher Sharks, among many others. Vertex Energy will provide shirts, snacks, and transfers from the hotel to the boat. Fishing licenses and all fishing tackle will be provided by the boat company; you may bring your favorite rod if you wish. Please bring a hat, sunscreen, and sunglasses. Compete for one of the many awards, including largest fish and most fish caught.
List & Description of Conference Sessions
All PowerPoint presentations will be available on the NORA website.

Keynote Address: Teaching Teamwork
By Jim Craig, “Miracle On Ice” Olympic Hockey Team Goaltender
Olympic Hockey Team Goaltender Jim Craig’s Keynote Address, “Teaching Teamwork,” will outline the necessary skills and detail the specific techniques NORA members need to maximize their business readiness, hone competitive cooperation, gather strategies, and attack challengers.

Biography
With Jim Craig as goaltender, the US Olympic hockey team defeated the heavily favored Soviet team, and went on to take the Gold, in what Sports Illustrated has labeled the “Greatest Sports Moment of the 20th Century.”

Following the Olympic Games, Craig played in the NHL for the Atlanta Flames, Minnesota North Stars, and Boston Bruins, until an injury ended his professional hockey career.

Craig is now enshrined in the Boston University Athletic Hall of Fame, the International Ice Hockey Federation Hall of Fame, the United States Hockey Hall of Fame, and the United States Ice Hockey Federation Hall of Fame.

After Craig’s successes on the ice, he continued to succeed in the business world. He pursued a marketing and sales career with the same passion, focus, work ethic, and dedication that he put forth on the ice at Valassis Communications, the largest freestanding newspaper insert company in the US. While with Valassis, Craig took an operating unit that had $300,000 in annual sales, and over a 10-year period, built it to a unit that did $50 million in annual sales, the top sales-producing division of the corporation.

Today, Craig is president of Gold Medal Strategies, a Boston-based motivational speaking and sales training company and uses his unique life experiences as an All-American goalie and NCAA Champion at Boston University, Olympic gold medalist, professional athlete, actor, and highly successful business consultant to engage audiences and inspire great teamwork among others.

2014 Market Outlook
by Scott D. Parker, NORA Executive Director
Annual report by the Executive Director on the latest analysis for next year’s market. The session will specifically address:
• The 2014 asphalt market.
• A complete review of current and future re-refineries and other advanced processors of used oil.
• The forecast for the 2014 lubricant market.

NORA’s PCB/TSCA Reform Project: The Latest Update
By Steve Shimberg, SJSolutions PLLC
Our PCB/TSCA reform project has been pursuing a two-track strategy – a legislative solution with Congress and an administrative solution with EPA. Recent events offer encouraging signs that our strategy is the right one and will lead to success. Steve Shimberg will lead a discussion of these recent events; the prospects for legislation; the positive reception we have received from EPA; and plans for the upcoming 12 months.

In 2014, our legislative focus will be preparing for Senate and House committee consideration of TSCA legislation and votes by the full Senate and House. Our regulatory focus will be on working with EPA to develop and implement administrative solutions that do not rely on new legislative authority. This work will include securing support from Members of Congress who can apply pressure on EPA to solve our problems.

Biography
Mr. Shimberg’s lengthy career at the Justice Department, EPA and the Senate Environment and Public Works Committee (where he served as Staff Director and Chief Counsel), gives him a unique perspective to accurately analyze the legislative climate and the political dynamics from each of the key player’s perspectives.
You Stink! A Technical Approach to Dealing with Nuisance Odors
By Gary Risse, P.E., & George Mathes, P.E., Trihydro Corporation

Nuisance odors create community relation challenges, and often place unwanted regulatory scrutiny on what might be an otherwise well-managed business. Odors may be indicative of a chronic problem, and can incapacitate a business' ability to operate within a community. This session focuses on logical methods for identifying possible odor sources at processing facilities. We will present approaches for technical evaluation of abatement technologies, and how to avoid the pitfalls of 'snake-oil' solutions that promise broad bandwidth, but carry no performance guarantees. The value of community relations during the evaluation process, and how to proactively stay ahead of possible complaints will also be discussed.

Biographies
Gary Risse is a Senior Engineer with Trihydro Corporation. He received his B.S. in Civil Engineering from Georgia Tech. He is a registered Professional Engineer in Georgia and has over 27 years of experience in the environmental field. His background includes Resource Conservation Recovery Act (RCRA) closure and corrective actions, Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA) and Superfund site waste removal and decontamination actions. He served as a Wastewater Engineer and ultimately was General Manager of Operations for a multi-location centralized wastewater treatment company, which was affiliated with a bulk chemical transport container cleaning business. His responsibilities have included regulatory negotiations, environmental construction, and regulatory compliance. Mr. Risse currently works for Trihydro Corporation as a Senior Engineer and serves as the Company's primary liaison with NORA.

George Mathes is a Vice President with Trihydro Corporation. He received his B.S. in Civil Engineering and an M.S. in Environmental Engineering, both from the University of Wyoming. He is currently a registered Professional Engineer in 12 states, and has been practicing engineering for over 17 years. He has specific experience in the management and oversight of large-scale projects that require collaboration and coordination between specialty consultants, contractors, regulators, and client/owner stakeholders. Mr. Mathes has managed projects/programs under the jurisdiction of the Resource Conservation and Recovery Act (RCRA), Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA), Clean Water Act (CWA), administrative orders on consent, and various other state, federal, and international regulatory programs. His engineering expertise includes the design and construction of in-situ and ex-situ soil/groundwater remediation systems, design of solid and hazardous waste landfills, design and implementation of soil/groundwater/vapor quality assessment programs, and strategic support for large-scale environmental due diligence programs.

An Exploration of Different Treatment Technologies for Used Oil
By Louis Bertrand, Sweet Gazoil Inc.

This session will explore the comparison of re-refining and other advances processing technologies. Specifically, each technology will be compared as they relate to:
- Product
- Feedstock
- Environmental considerations and regulations
- Logistics
- Size

Biography
Louis Bertrand is Vice President of Sweet Gazoil Inc. is an industrial engineer, obtained a Harvard MBA and is a Fellow CMC. Mr. Bertrand founded Sweet Gazoil Inc. 3 years ago along with an engineer with over 30 years' experience in crude oil refining and heavy oil upgrading, specializing in used and waste oil processing over the past 15 years. Sweet Gazoil Inc. filed 5 patent applications relating to processes and equipment that can transform waste oils into useful and eco-friendly products.

Mr. Bertrand has over 30 years of experience in top management positions and as a senior consultant in finance and accounting, human resources, marketing and sales in various industries. His experience includes serving as vice-president finance and administration, manager of IT, project engineering, production manager and human resources management. Since joining NORA, Mr. Bertrand has been active in NORA's distilled fuels working group, acting as co-chair at the June meeting, and he has also provided information on the comparison of various processes and written an article for the NORA Liquid Recycling Newsletter.
Commodity Price Risk Mitigation
By Mark Neustadt, CAIA, & Peter Richards, Fifth Third Bank
In Oct. 1998, crude oil volatility stood at 14% and most companies who were exposed to movements in oil price were comfortable riding a few modest highs and lows. Fast forward to October 2008, Crude volatility spiked to 64.5% and many companies were forced into bankruptcy or had to drastically change the way they conducted business in order to stay solvent. This session will discuss how to identify, mitigate, and manage commodity price risk and how a company can protect themselves from another “Black Swan” - an unforeseen event that can bring market participants to their knees if they are not prepared. Does your company need to hedge? If so, what are the proper instruments to be used? All these topics will be discussed in this breakout session.

Biographies
Mark Neustadt has worked in Fifth Third’s Capital Markets for over ten years, advising companies on how to manage foreign exchange and commodity price risk. In 2004, Mark relocated to Eastern Michigan where he was instrumental in building Fifth Third’s Canadian FX operation just as the bank established a Canadian presence in Toronto. He also spent 6 years traveling through North America and Europe educating clients on various structured products to neutralize foreign exchange risk. In 2009, he was chosen by management to build the bank’s commodity hedging operation in the Western United States. The group has now expanded and offers hedging strategies and products for base and precious metals, energy, and agriculture. Mark holds a Bachelor of Science and MBA from Ohio State University and currently holds a Series 7, 63, and 24 FINRA Security Licenses. In 2012, Mark earned his Chartered Alternative Investment Analyst designation.

Peter Richards has been with Fifth Third Bank for the past 5 years working for the Bank’s Commodities desk in the Capital Markets group. He has over 15 years of financial services experience, and has spent the past 11 years working with commodities risk management products and services. Peter received his undergraduate degree from the University of North Carolina at Chapel Hill in 1998, and his MBA from the University of South Carolina in 2011. He lives in Charlotte, N.C. with his wife and two children.

Effects of Changing Markets in the Asphalt Industry
By Jay Hansen, National Asphalt Pavement Association
Whether you are new to the industry or a seasoned professional, a solid understanding of your target market and current economic conditions is key to your company’s growth and success. NAPA’s Executive Vice President, Jay Hansen, who has represented the asphalt pavement industry for 15 years, will share his insight and perspective on the current and future market conditions and the key business decisions asphalt contractors are making to compete in a challenging and competitive highway market.

Biography
Jay Hansen serves as the Executive Vice President for the National Asphalt Association.

Jay joined NAPA in November 1998 as Vice President for Government Affairs after more than 12 years working in the U.S. Congress and two years as the senior transportation lobbyist for the American Consulting Engineers Council (ACEC).

Over the years, Jay has led the asphalt pavement industry’s efforts to secure federal highway funding, worked to defeat harmful pavement design mandates, secured a total of $58.65 million in asphalt pavement research and deployment funding, and arranged for the construction of an asphalt pavement exhibit at the Smithsonian’s National Museum of American History with over 4 million visitors annually.
Re-refining in North America: Drivers for Growth
by Blake Eskew, IHS Downstream Energy Research and Consulting

The North American re-refining industry is driven by trends in lubricants markets, base oil markets, fuels markets, and the changing competitive landscape. Tight oil and gas development is changing the fundamentals of crude oil and natural gas supply as well as fuels refinery competitiveness. Product exports are robust, but the outlook for domestic consumption is weak. This presentation will address these and other key trends and drivers shaping the outlook for North American re-refining.

Biography
Blake Eskew is a Vice President in the Houston office of IHS Downstream Energy Research and Consulting. Blake joined IHS with the acquisition of Purvin & Gertz, Inc., a leading global downstream energy consulting company, in November 2011. He focuses on providing market analysis, strategic business analysis, and acquisition/project development support to the crude oil, refined product, base oil, and lubricant industries.

Before joining Purvin & Gertz in 1989, Blake worked in a number of planning, economics and technical positions with Conoco and the Ethyl Corporation.

He holds a BS in Chemical Engineering from the University of Texas, Austin and an MBA from Columbia University.

California’s Multi-Year Used Oil Life Cycle Assessment is Now Complete: Hear the Results from the Lead Researcher
by Roland Geyer, Bren School of Environmental Science and Management, University of California at Santa Barbara

Senate Bill 546 (Lowenthal, 2009) requires that the California State Department of Resources Recycling and Recovery (CalRecycle) coordinate, with input from representatives of all used oil stakeholders, a comprehensive Life Cycle Assessment (LCA) of California’s used lubricating and industrial oil management process. In July 2011, University of California, Santa Barbara, (UCSB) started to work on the LCA, which was completed in August 2013. This presentation provides an overview of the used oil LCA work UCSB undertook in the last 2 years including some of the insights gained and lessons learned.

Biography
Roland Geyer is Associate Professor at the Bren School of Environmental Science and Management, University of California at Santa Barbara. Prior to joining the Bren School, he held research positions at the Centre for Environmental Strategy, University of Surrey, UK, the Centre for the Management of Environmental Resources, INSEAD, France, and was consultant in financial risk management for AMS (now part of CGI) in Germany. Since 2000, he has worked with a wide range of governmental organizations, trade associations, and companies on environmental sustainability issues.

In his research, he uses the approaches and methods of industrial ecology, such as life cycle assessment and material flow analysis, to assess pollution prevention strategies based on reuse, recycling, and material and technology substitution. Roland also combines these approaches with research methods from operations management and other fields in order to study the relationship between environmental performance, economic viability, and technical and operational feasibility of pollution prevention strategies. His overarching goal is to help develop the knowledge, tools, and methods necessary to reduce the environmental impact from industrial production and consumption. Roland has a graduate degree in physics from the Technical University Berlin and a PhD in engineering from the University of Surrey.
An Overview of the International Re-refining Industry

By Christian Hartmann, Puralube, Inc

This session will introduce the international perspective of the re-refining industry. Topics that will be covered include:

- International trends
- Lubricant/base oil consumption
- Used oil volumes
- Re-refining plants actual and projects
- Base Oil capacities
- Top players

Biography

Parallel to his studies in economics at the Ludwig Maximilian University in Munich, Christian Hartmann managed the commercial part of a medium-sized industrial company. He combines 20 years of experience in the used oil and recycling industry, knowing many re-refining plants and companies world-wide and having excellent high level contacts there.

Christian developed the BAUFELD group, one of the top used oil collectors in Europe. Today, he is CEO of PURALUBE Holding, the leading European re-refiner. On the basis of the excellent PURALUBE product quality, Christian drives the growth of the PURALUBE group. He develops new re-refinery projects all over the world and cares for the upstream (used oil) market as well as for local joint venture partners and sales markets of PURALUBE.

Christian has also been part of the expert council of the German Government and the European Commission in the area of economic and environmental topics. There, he drives the legal procedures in favour of the re-refining industry.

He is President of the German used oil association Bundesverband Altöl e. V. (BVA), Honorary President of the European re-refining association G.E.I.R. and used to be Vice President of UEIL (the independent association of the European lubricant industry).

Future Trends in Oil Recycling Technologies

By Dan Cowart, Aaron Oil Company Inc

The International Used Oil Research Institute (IUORI) identifies, develops, and establishes best practices and best technologies for the used oil recycling industry. Dan is currently serving the industry as the President and founder of the non-profit private foundation that was founded in 1995. As the industry continues to mature, NORA members will seek new technologies and efficiencies in processing used oil to remain competitive. Dan will provide a report of the latest activities in the area of Research, Education and recent findings of the institute that may impact current industry Trends and the way used oil is processed in the future.

Dan Cowart was NORA's second president in 1994 after being one of NORA's earliest members and serving as a board member and on numerous committees over the years including the management standards committee that worked directly with the EPA in developing the “Used Oil Management Standards” (420 CFR 279).

Dan is currently serving the industry as the president and founder of the international used oil research institute in Washington, D.C. Where he and his team work with researchers, manufacturers, regulators and other industry stakeholders to identify, develop, and establish the best practices and best technologies for the used oil recycling industry. The International Used Oil Research Institute is a non-profit private foundation established in 1995.

Biography

Dan is also CEO of Aaron Oil Company, Inc. located in Mobile, Alabama; Aaron Oil Company is certified under ISO 14001 and 18001 and has been a full service used oil recycling and petroleum reclamation company for over 30 years.

He is considered by many to be one of the industry's leading experts and one of the most experienced operating managers still active after over three decades of service to the industry.
Rail Logistics
*By David A. Riddell, RSI Logistics, Inc.*

This session will cover:
- Rail industry trends, volumes and freight rates
- Equipment – tank car availability, safety regulations
- Technology for managing rail assets and maintaining inventory visibility
- Keys to successful rail transportation programs

**Biography**

David is responsible for the marketing and sales at RSI. This includes responsibility for product development and management of RSInet rail transportation management software. Prior to RSI, David held positions in sales, marketing, and software development. He also worked in logistics at General Motors both in Michigan and in Brazil. David holds a Bachelors of Science degree from Bowling Green State University and an MBA in Marketing and Supply Chain Management from Michigan State University.

RSI Logistics, Inc. (RSI) specializes in rail transportation of bulk materials throughout North America. For 30 years shippers have been relying on RSI’s services to make their rail shipping simpler, more efficient and more cost-effective. RSI’s main business areas are rail logistics services and bulk terminal operations. RSI’s rail freight under management is over $300M per year and a significant portion of that is waste products including recycled oil. On the operations side, they currently operate 18 transload terminals in the U.S.

The Regulatory Future of Off-Spec Used Oil
*By Chris Harris, NORA General Counsel*

Does the phrase “non-hazardous secondary materials” mean anything to you? As you probably already know, NHSM is EPA-speak for fuels that the Agency believes should be incinerated rather than burned for energy recovery. NORA became involved several years ago when EPA targeted off-spec used oil fuel. NORA has actively participated in the seemingly endless rule-making and (along with other trade associations) sued EPA, asserting that the EPA’s rule was arbitrary and capricious. Now that the rule is final, what is the future of off-spec used oil? Will NORA’s petition to EPA be granted? Is the litigation over? What are the intriguing side-issues that are unresolved by the final rule. NORA’s General Counsel, Chris Harris, who has been manning the NHSM battle station since the beginning of this controversy, will answer these questions and any others that you send his way.