2013 NORA Keynote Speaker
“Miracle on Ice”
Olympic Hockey Team Goaltender
Jim Craig

Details on pages 20-21

2013 NORA Annual
Conference & Trade Show
November 13-16, 2013
Park Hyatt Aviara Resort • Carlsbad, California

Additional Conference Info on pages 14, 15, 16, 18 & 22
The NORA PCB/TSCA reform project has been aggressively pursuing a two-track strategy – a legislative solution with Congress and an administrative solution with EPA. Recent events offer encouraging signs that the NORA strategy is the right one and will lead to success.

The legislative approach is proceeding quite well and we are finding bipartisan interest in our proposal as well as a willingness to consider legislative solutions to our problems. Following last year’s bipartisan deadlock, the prospects for TSCA reform were significantly improved on May 22, 2013, when Senator Lautenberg (D-NJ), the leading proponent of TSCA reform, and Senator Vitter (R-LA), the senior Republican on the Senate Environment Committee, announced a groundbreaking, bipartisan TSCA reform bill.

More than 25 Senators, Democrats and Republicans, have signed on as co-sponsors of the Lautenberg-Vitter “Chemical Safety Improvement Act of 2013”, S. 1009.

Unfortunately, on Monday, June 3rd, Senator Lautenberg died. He was 89 years old and had been in poor health so the Senators had already lined up Senator Gillibrand from NY as a back-up Democrat leader on TSCA reform. We expect to see Senators make a vigorous push toward enactment of legislation as a tribute to Senator Lautenberg.

Introduction of a bipartisan Senate bill has prompted the House of Representatives to start their own work on TSCA reform. In June and July, the Committee on Energy and Commerce held the first two of what will be a series of TSCA hearings. We are in the process of meeting with key staff and Members of the House.

At the same time, we are redoubling our efforts to get an administrative solution from EPA. The Agency has told us that our meeting with them earlier this year was both “informative and productive.” Since then, they have been holding a series of internal meetings with staff, management, and legal counsel and are discussing various options for working with us on a path forward – a path that does not rely on enactment of new legislation. The most recent internal EPA meeting was held on July 18th.

The next few months are a critical time for our PCB/TSCA reform project. The tasks ahead of us include working in both the House and Senate on: Committee hearings; the drafting of legislation; preparing for Committee votes; and preparing for votes in the full Senate and House. At the same time, given both the positive reception we received from EPA and the uncertainty about prospects for legislation, we will be intensifying our effort to secure administrative relief from EPA.

NORA has made good progress. Now, the association needs to keep pressing forward to reach its goals.
Parker’s Point

Defense Fund

Your trade association is in the middle of a significant effort to reduce the liability caused by PCBs that NORA members potentially face every day.

NORA is seeking a solution to two issues related to TSCA. First, EPA’s anti-dilution rule is an effective deterrent against intentional dilution of PCBs. However, when applied to unintentional dilution of PCBs it is not an effective deterrent and results in punitive and costly “remedial” measures as well as the unnecessary destruction of usable and valuable oil.

Second, although technology exists to re-refine and reuse oil that has been contaminated with PCBs, EPA’s regulations make it unnecessarily difficult, expensive and time consuming to get approval to re-refine PCB contaminated used oil.

The anticipated budget required to properly fund this important challenge is $150,000 for 2013. NORA’s annual budget does not support this type of project.

To date, over 50 members have generously donated over $100,000 in 2013 for NORA’s PCB/TSCA Reform Project.

NORA needs your help. The association is asking all members to participate in our effort to fully fund this initiative.

If you have not already supported this effort, please consider doing so today. Even a small donations will help NORA be able continue with this important project.

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NORA Declares Victory for Members Withdraws from EPA Lawsuit

NORA recently filed notice that it is withdrawing from the litigation challenging EPA’s non-hazardous secondary materials (“NHSM”) rule. NORA, one of the original plaintiffs in this case, challenged EPA’s rule that had classified off-specification used oil fuel as a solid waste fuel. Under this rule most off-spec used oil fuel would have had to be burned in incinerators.

Following the initiation of the NHSM litigation, and after several meeting with Agency officials and NORA representatives, EPA revised a key portion of its policy toward off-spec used oil. The change allowed off-spec used oil to be compared to coal, a traditional fuel. The comparison of off-spec used oil to coal is highly favorable to off-spec used oil because off-spec used oil has lower contaminant levels for all 14 of the parameters of concern to EPA.

NORA will be submitting a petition to EPA in the near future to establish the precise regulatory framework for burning off-spec used oil in the United States. “Having won a crucial concession from EPA, there is no point in continuing the lawsuit,” explained NORA General Counsel Christopher Harris.
California Life Cycle Assessment (LCA) for Used Oil Management Approaches Completion

by Jack Waggener, P.E., URS Corporation, NORA Senior Consultant

Over the past 2½ years NORA has been participating as a stakeholder in over 11 two day meetings in Sacramento and numerous teleconferences to discuss the LCA and the associated economic study. The most recent meeting was July 9-10, 2013. On September 25, 2013 a public meeting was held to present the findings of the final LCA and economic reports.

These studies were initiated as the result of legislate action by the California Senate. The primary objective of the studies is to determine how to improve collections in California. Based on these studies the Senate will likely consider making modifications to the used oil management system.

As reported previously, this is a $6 million set of studies specific to California. However, because it is the most extensive LCA ever performed on recycling of used oil, it will likely be utilized in other parts of the USA and globally. NORA has been an active stakeholder in the studies and all of the meetings through Scott Parker and Jack Waggener. Several other NORA members have also been active stakeholders.

As expected, the LCA is demonstrating that the environmental impact of improper disposal of used oil is very significant. It is estimated that about 12 to 24% of the collectable used oil in California is not being collected for recovery as lube, MDO, or RFO.

A presentation on the final LCA report is planned for the November NORA Annual meeting in Carlsbad, CA. As the major practitioner of the LCA, Dr. Rowland Geyer of the University of California at Santa Barbara has agreed to speak about the study at this NORA meeting.
Estimating Used Oil Availability

by Louis Bertrand Eng. MBA ADMA FCMC, Sweet Gazoil Inc.

There have been many discussions on how to estimate the used lubricating oil Market. The volume of used oil available to recyclers depends on 2 factors: the amount of lubricant used in a given period of time and the efficiency of the collection efforts once the oil has been used. In a 2005 study (used oil Re-refining Study to address Energy Policy Act 2005 Section 1838 (2005 US study)) it is shown that the demand for used oil in the United States was 2.5 billion gallons in 2001 or 8.4 gallons per year per capita. This was much higher than in other regions of the world and represented 25% of the total world demand of 10.3 billion gallons. On a lubricating oil consumption per capita basis, the US, at 8.4 gallons, was more than double the 3.7 gallons in Western Europe and almost five times the 1.7 gallons average for the world.

Using the U.S. Energy Information Administration and the U.S. Census Bureau, we have reviewed the lubricant demand and population from 1983 to 2012 to build the graph of the total supply for lubricants in the US and another graph for the demand per capita during the same period.

The graph in Figure 1 shows that the supply of lubricants in the US peaked in 1999 at 2,591 million gallons and that it has since decreased by 33% to arrive at 1,732 million gallons in 2012. In the graph in Figure 2, showing the per capita consumption of lubricants over the same period, the decrease is even greater with a 40% cutback since 1999 and 45% using 1987 as the base year.

The forecast in most articles and studies is for consumption to grow again, but the US has a long way to go to get back to pre-2000 levels.

(See Figure 3) To get an idea of the percentage of lubricants consumed that will end up as used oil that can be recycled, we referred to data from the province of Quebec, where used oil collection is overseen by an organization (SOGHU) that keeps statistics every year. The information from their financial statements has been used to calculate the recycle ratio. Even though not all the oils are taken into account (see attached for inclusion and exclusion) the data is consistent through the years and is audited as there is an Environment Handling Charge (EHC, a sort of environmental tax) for vendors of new oil and subsidies for collectors. In the table above, the data is taken from 2005 to 2012 and tracks
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the sales of lubricating oil, the per capita ratio, the amount that was recycled and the percentage collected. Two columns have been added to estimate the used oil that could be recycled in the United States. Looking at the numbers we see that Quebec has seen a decrease of 18% in the demand for lubricating oil, similar to the 20% decrease in the US over the same period. On a per capita basis, starting from a much lower consumption in Quebec than in the US, the decrease in consumption is higher in Quebec than in the US. The higher collection ratios enjoyed in the province of Quebec, when compared to those in the US, can be attributed to better collection incentives and to the higher prices on used oil. If the Quebec ratios were applied to the US numbers, the amount of used oil collected from 2005 to 2012 would decrease by 2% even with a consumption decrease of 20% during the same period. Based on its experience, the SOGHU has revised upwards its possible recoverable rate from 66% to 72.7% in terms of lubricating oil sales, which is much higher than the 58% recovery shown in the 2005 US study. From this small study, it is possible to conclude that the basic demand for lubricating oil as well as the lubricating oil demand per capital have decreased significantly and are much lower than they were 10 years ago. In Quebec better collection spurred by incen-

This leads to the following questions:
1. Should NORA or another organization track used oil collection and the relationship with lubricant sales?

2. Should the type of used oil collected be tracked (motor oils and other)? Would these results have a significant impact on the decision to add used oil treatment facilities and on the type of process needed?

To contact the author, email louisbertrand10@gmail.com

<table>
<thead>
<tr>
<th>Year</th>
<th>QC Sales (Thousands of Gallons)</th>
<th>Per Capita Sales (Gallons)</th>
<th>Recycled (Thousands Gallons)</th>
<th>%</th>
<th>US Sales (Thousands of Gallons)</th>
<th>Recycled US (Thousands of Gallons)</th>
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<tbody>
<tr>
<td>2005</td>
<td>29,587</td>
<td>3.97</td>
<td>16,670</td>
<td>56.3%</td>
<td>2,161,530</td>
<td>1,217,888</td>
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<tr>
<td>2006</td>
<td>29,299</td>
<td>3.88</td>
<td>17,468</td>
<td>59.6%</td>
<td>2,100,210</td>
<td>1,252,094</td>
</tr>
<tr>
<td>2007</td>
<td>28,165</td>
<td>3.68</td>
<td>17,638</td>
<td>62.6%</td>
<td>2,176,860</td>
<td>1,363,218</td>
</tr>
<tr>
<td>2008</td>
<td>27,874</td>
<td>3.60</td>
<td>16,768</td>
<td>60.2%</td>
<td>2,008,230</td>
<td>1,208,111</td>
</tr>
<tr>
<td>2009</td>
<td>24,468</td>
<td>3.13</td>
<td>16,207</td>
<td>66.2%</td>
<td>1,808,940</td>
<td>1,198,237</td>
</tr>
<tr>
<td>2010</td>
<td>26,141</td>
<td>3.31</td>
<td>16,686</td>
<td>63.8%</td>
<td>2,008,230</td>
<td>1,281,927</td>
</tr>
<tr>
<td>2011</td>
<td>25,516</td>
<td>3.20</td>
<td>16,290</td>
<td>63.8%</td>
<td>1,916,250</td>
<td>1,223,394</td>
</tr>
<tr>
<td>2012</td>
<td>24,337</td>
<td>3.02</td>
<td>16,751</td>
<td>68.8%</td>
<td>1,732,290</td>
<td>1,192,298</td>
</tr>
</tbody>
</table>

Ratio 2012-2006  82%  76%  100%  80%  98%
Over 175 industry leaders gathered in Nashville, Ten- nessee for the 2013 NORA Mid-Year Meeting on June 24-26, 2013.

Members networked and addressed the latest regulatory business issues facing the liquid recycling industry.

Gary Risse, P.E. of Trihydro Corporation addressed “MSDS vs SDS: Is Your Company Prepared for the Switch”.

Visit www.noranews.org and click on the appropriate committee or group to gain access to minutes from each session. To view all photos from the meeting, visit: www.noranews.org/members/group_gallery.asp?id=118219

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Legal Considerations Related to Hiring

by Kelly L. Davis, Esq., Quarles & Brady LLP

Making Good Hiring Decisions: It has long been said that good hiring practices are the key to a successful business. Good hiring practices are also a company’s best defense against lawsuits. How do you make sure you are hiring the right employees and complying with the law?

First, do not make hiring decisions based upon an applicant’s:
- Race, color, national origin
- Sex
- Ancestry
- Marital status
- Citizenship status
- Disability
- Religion
- Military status
- Age
- Genetic information
- Any additional classification protected by state or local law, such as sexual orientation, gender identity, and HIV status

Second, before you begin the screening process, you should:
- Create a written job description
- Decide what qualifications are required for the position
- Review the job application
- Review how you advertise and recruit
- Decide what interview questions will help you select the right applicant

Third, use lawful means to gather information about applicants. In recent years, employers have been asking applicants for more and more personal information in an effort to determine whether the person is likely to be a “good fit” for the company. That has led to a wave of privacy legislation passed on the state and local levels—laws that affect your company’s ability to gather information about applicants and employees.

Use of Credit Reports for Hiring Purposes is Falling Out of Favor: In addition to the social media restrictions, ten states—California, Connecticut, Hawaii, Illinois, Maryland, Oregon, Vermont, Washington, and Nevada (effective October 1, 2013)—now generally prohibit employers from using credit reports or other credit information for hiring and other employment purposes. There are a number of variations in the laws and, of course, some exceptions to the general prohibition. If you are a multi-state employer or are in one of the states with current legislation and plan to obtain an applicant’s credit report as part of the hiring process, contact your legal counsel to determine if and how you can do so.

When You Can Ask About an Applicant’s Criminal History Depends on the State: Finally, if your company’s employment application contains a question about the applicant’s criminal history, you should seek legal advice before continuing to use the application. Effective January 1, 2014, employers in Minnesota will be prohibited from asking about an applicant’s criminal history at the application stage. Instead, employers must wait until the interview stage to ask about criminal history. Likewise, in Massachusetts employers are not allowed to inquire into an applicant’s criminal history until the interview process. In Hawaii, such questions are only allowed after an employer makes a conditional offer of employment. Local laws may also address an employer’s ability to inquire into an applicant’s criminal history. Two notable examples are Philadelphia and Newark. Similar local laws in Boston, New York City, and Pittsburgh apply to city vendors and contractors. Because of the patchwork of laws in the area, including guidance from the EEOC on the use of criminal background questions, employers should seek legal assistance to determine if and when they can ask about an applicant’s criminal history.

Contact the author: kelly.davis@quarles.com

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Products Plus, Inc. Acquires Assets Of Hi-Tech Antifreeze Recycling

Products Plus, Inc. and Hi-Tech Antifreeze Recycling, both privately held companies, have announced Products Plus, Inc.’s acquisition of the assets of Hi-Tech Antifreeze Recycling, which continues Products Plus, Inc.’s strategic growth plan as well as its ability to service its ever increasing customer base. With this transaction, Products Plus, Inc. is happy to announce that it will now begin servicing Kansas City, Topeka, Wichita, and the surrounding areas.

As privately held firms, terms of the transaction were not disclosed.

Hi-Tech Antifreeze Recycling has been in the antifreeze recycling and distribution business for 18 years and operates from Eudora, KS, located west of Kansas City. The company predominantly services Kansas, Nebraska, Iowa, Oklahoma, and Western Missouri with high quality antifreeze and coolant products. Plans are for the facility to remain in its current location in Eudora, KS, with upgrades to the manufacturing and distribution planned for the immediate future as well as the addition of new products such as windshield washer fluid.

Brown Gibbons Lang & Company, LLC Releases Environmental Services Insider

Brown Gibbons Lang & Company’s Environmental Services Insider, which addresses capital markets and mergers and acquisitions activity, financial and operating performance of certain publicly-traded companies, and trends within the environmental services industry, is now available online.

This new issue contains a spotlight on the used oil collection & re-refining market (found on page 10 - 20), an industry in flux as natural gas and environmental pressure reduce outlets for used oil and a long base oil market and volatile pricing force participants to explore strategic options.

In this spotlight, industry executives share insights on market dynamics, investment activity, and their outlook for re-refining expansion. Rick Fortier, Director of Bravo Energy Latin America LLC, also discusses the used oil collection and re-refining market in Latin America.

To access the BGL Environmental Services Insider, visit http://www.bglco.com/bgl_environmental_services_insider_september_2013
Industry News

For additional information on these news items, visit www.noranews.org/news.

Kafko International Announces New Oil Eater Parts Washers With Three Tiers Of Options

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The premium model has all of the basic model features plus a preset fluid heater, low fluid level protection switch and a secondary 50 micron fluid filtration.

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1/2 page color ad in Conference Book ....................... $325
1/2 page B&W ad in Conference Book......................... $250

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Milwaukee, Wisconsin
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The Closing Party at the 2013 NORA Conference is a great way to culminate the networking at the event in an informal setting.

The Closing Party is included free with any conference registration, exhibitor registration or spouse/guest package. However, the registration fees simply cover the food costs. To make this event memorable, your help is needed.

**NORA is seeking to raise $15,000, $25,000 or $35,000 to transform the closing party from a basic dinner to A Taste of California, a beer and wine food pairing dinner with live entertainment to be held in the Palm Courtyard of the 5-diamond Park Hyatt Aviara.**

All sponsors will receive major promotion depending on the sponsorship level. Possible promotional consideration include ads, banners and a sponsor ribbon on name badges for all attendees from sponsor companies. Level 1-4 Closing Party Sponsors will be recognized on the front cover of the Conference Book distributed to all attendees.

Closing party sponsorships are due November 1 to allow for production time of conference materials. Companies sponsoring after that date are still welcome but will receive modified sponsor benefits.

If NORA is able to raise the noted goal for the Closing Party Sponsorships, NORA will be able to add the following:

- **Goal 1: $15,000**
  Upgraded Food and Photographer - Upgraded food for A Taste of California and professional photographer printing photos of the evening on-site

- **Goal 2: $25,000**
  Upgrade to Live Band!

- **Goal 3: $35,000**
  Open Bar - Open bar to include unlimited tastings of beer and wines selected by the sommelier to compliment each food station.

Sponsorship levels are $200, $500, $1000, $2000 and $5000.

Please contact Casey Parker at casey@noranews.org or by calling 703-753-4277 to learn more.

---

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2013 NORA Annual Conference & Trade Show

November 13-16, 2013 • Park Hyatt Aviara Resort • Carlsbad, California

The 2013 NORA Annual Conference and Trade Show will be held November 13-16, 2013 in Carlsbad, California at the Park Hyatt Aviara Resort.

“With over 350 industry leaders and 57 exhibitors, this year’s trade show will be NORA’s largest yet,” stated NORA Executive Director Scott D. Parker. “We look forward to welcoming the industry to California for a few great days of networking and education.”

The NORA Trade Show (see page 18) will feature 57 exhibit spaces with companies displaying the latest products and services available to the liquid recycling industry.

In addition, the conference will feature over a dozen education sessions to help members stay current on the latest opportunities and threats facing the industry. Some of the speakers that will be featured at the conference can be found on page 22. A complete list of sessions and the agenda can be found at https://noranews.site-ym.com/?2013ConfSpeakers

22nd Annual NORA Golf Tournament
The 22nd Annual NORA Golf Tournament, sponsored by Dexsil, will be held on the afternoon of Thursday, November 14 at the Aviara Golf Club. The course is located on the grounds of the Park Hyatt Aviara. The tournament will start at 12:30pm, following conference sessions on Thursday, November 14, 2013.

The Aviara Golf Club is the #1 golf resort in Southern California according to Condé Nast Traveler. Also, named one of the best resort golf courses in the country by Golf Digest and Golf Magazine, the Aviara Golf Club is San Diego’s only golf course designed by Arnold Palmer.

The Aviara Golf Course features a memorable coastal layout: par 72, 18 holes over 7,007 yards uniquely sculpted around rolling hillsides, plenty of bunker and water challenges, and landscaped with native wildflowers of Southern California.

To register for golf, visit https://noranews.site-ym.com/?2013NORAGolf

12th Annual NORA Fishing Expedition
The 12th Annual NORA Fishing Expedition, sponsored by Vertex, will be held on Saturday, November 16. It will feature a half-day of off-shore fishing. Fishing will depart from Oceanside, California. The 60-foot Sea Trek is sleek and low to the water for deep sea fishing.

To register, visit https://noranews.site-ym.com/?2013NORAFishing
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• Automatic discharge of recycling oil waste into receptacle for easy removal.
• Modular design of components for easy access.
• Sink Size: 37” w, 28” d, 8” h. Wider sinks are available including 42” w and 55” w.
“Miracle on Ice” Olympic Hockey Team Goaltender Jim Craig 2013 NORA Keynoter

Olympic Goaltender, Jim Craig, will be the keynote speaker for the 2013 NORA Annual Conference and Trade Show, to be held November 13-16, 2013 at the Park Hyatt Aviara Resort in Carlsbad, California.

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.

“We are delighted to have Jim Craig, an inspirational athlete, marketing and sales strategist, and master storyteller as the keynote speaker at the 2013 NORA Annual Conference and Trade Show,” said Scott D. Parker, NORA Executive Director. “Regardless of the size of your company, teamwork is a key factor for a truly successful business. Craig’s own successes as a professional athlete and businessman are sure to be inspirational to all NORA members.”

With 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.” The picture of Craig with the American flag on his shoulders looking for his father is one of the most iconic images of all time, as their victory in Lake Placid was highly unexpected.

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 Inter-
national 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 free-standing 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.

Craig's keynote address will be presented in the morning of Thursday, November 14.

---

ThermoEnergy’s CASTion® Glycol Recovery System is the most cost-effective technology available to recover glycols from wastewater. The system is based on ThermoEnergy’s proprietary CAST® (Flash Vacuum Distillation) process that uses temperature and vacuum to separate water from spent glycol, then separate the glycol from additives. The process combines CAST technology with pre-treatment to obtain a glycol recovery rate of 95% with over 99% purity. With a typical payback of less than two years, ThermoEnergy CASTion offers competitive advantages over other systems, including:

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## 2013 NORA Conference Sessions

The 2013 NORA Conference will feature over a dozen education sessions designed to keep members current on the latest opportunities and threats facing the industry. A sample of some of the sessions is listed below.

For a complete description of the sessions and the new sessions that are being added, visit https://noranews.site-ym.com/?2013ConfSpeakers

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<thead>
<tr>
<th>Session Title</th>
<th>Presenter/Details</th>
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<td>“Re-refining in North America: Drivers for Growth”</td>
<td>Presented by Blake Eskew, Vice President, IHS Downstream Energy Research and Consulting</td>
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<tr>
<td>“California’s Multi-Year Used Oil Life Cycle Assessment is Now Complete: Hear the Results from the Lead Researcher”</td>
<td>Presented by Roland Geyer, Associate Professor, Bren School of Environmental Science and Management, University of California at Santa Barbara</td>
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<td>“You Stink! A Technical Approach to Dealing with Nuisance Odors”</td>
<td>Presented by Gary Risse, P.E. and George Mathes, P.E., Trihydro Corporation</td>
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<td>“Effects of Changing Markets on the Asphalt Industry”</td>
<td>Presented by Jay Hansen, Executive Vice President, National Asphalt Pavement Association</td>
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<td>“Commodity Price Risk Mitigation”</td>
<td>Presented by Mark Neustadt, CAIA, Vice President, 5/3 Commodities</td>
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<td>“NORA Declares Victory on the Non-Hazardous Secondary Materials Rule”</td>
<td>Presented by Chris Harris, NORA General Counsel</td>
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<td>“NORA’s PCB/TSCA Reform Project: The Latest Update”</td>
<td>Presented by Steve Shimberg, SJS</td>
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<td>“Re-refining: An International Perspective”</td>
<td>Presented by Christian Hartmann, Puralube, Inc</td>
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<tr>
<td>“An Exploration of Different Treatment Technologies for Used Oil”</td>
<td>Presented by Louis Bertrand, Sweet Gazoil Inc.</td>
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<td>“2014 Market Outlook”</td>
<td>Presented by Scott D. Parker, NORA</td>
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mromero@ketecawaterworks.com
www.ketecawaterworks.com
Industrial Cleaners

Kingfish Group
650-980-0212
siobhan@kingfishgroup.com
www.kingfishgroup.com
Investor

LABCAL SERVICES INC. dba LCS
281-474-1334
jscholes@lcs-llc.com
www.lcs-llc.com
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cynthia@lambfuels.com
www.lambfuels.com
We buy recovered reusable fuels.

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616-248-9218
scott.jackson@blackmer.com
www.mouex.com
Mouex®, part of Pump Solutions Group (PSG®) Oakbrook Terrace, IL, USA, is a global provider of pumps for the transfer of liquids. The CC20 eccentric disc pump is designed for the Used Oil Market.

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medie@multitherm.com
www.multitherm.com
MultiTherm LLC has been a leading supplier of Heat Transfer Fluids and System Cleaners since 1977. Within a temperature range of -15 degrees Fahrenheit to 660 degrees Fahrenheit, MultiTherm can successfully and economically accommodate a customer’s heating or cooling requirements.

National Chemical Supply Corp
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www.nationalchemicalsupply.com
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info@nppc-qatar.com
www.nppc-qatar.com
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Newport Steel Inc. Oil Filter Processing Equipment
803-789-3194
newportsteel@truvista.net
www.newportsteelincl.com
Non Shearing Oil Filter Processing Equipment

NPS Corporation
920-983-2242
prudzinski@npscorp.com
www.npscorp.com
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Oilmen’s Truck Tanks Inc.
864-573-7400
jfaris@oilmen.com
www.trucktanks.com
Truck mounted tanks and trailers for waste oil recovery. All major brands of trucks available.

Onken Inc
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dhull@onkens.net
www.onkens.net
Oil tanks, used oil tanks

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Owner Resource Group is a private investment firm founded to bring superior outcomes to small and medium-sized businesses. We make investments that enable business owners to pursue their objectives and accelerate the growth of their companies.

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www.par-kan.com
Par-Kan offers Leakproof Steel Containers for storage of disposable oils and filters. Containers are available in various sizes with poly lids, fork pockets and caster frames.

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rritz@paratherm.com
www.paratherm.com
Heat Transfer Fluids and System Related Engineering Services.

Partsmaster Division of NCH
972-438-0157
curt.selby@nch.com
www.nch.com
Aqueous Parts Cleaner, MRO Supplies

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www.pcscale.com
PC Scale offers innovative software solutions for the liquid waste and recycling industry. Our truck scale software coupled with our route management solution provide a comprehensive system for liquid recycling companies.

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www.pjc.com
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raj@pivotpointcap.com
www.pivotpointcap.com
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tmchugh@porcel.com
www.porcel.com
Porcel International

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briand@questrecycling.com
www.questrecycling.com
Quest Recycling Services, LLC

Redragon Oil & Gas Systems International Inc.
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prakash@redragon.ca
www.redragon.ca
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Radian Chemicals LLC
281-610-6908
jspain@radianchemicals.com
www.radianchemicals.com
Radian Chemicals LLC

Recovery Oil Services, LLC
702-734-7052
ronf@recoveryoilsservices.com
Brokage - Oil

Praxair, Inc.
203-837-2378
walter_renz@praxair.com
www.praxair.com
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Rapid Oil Recycling

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NORA Supplier/Vendor Directory

NORA Supplier/Vendor Members in good standing as of 10/15/2013. Companies in bold have an ad in this newsletter. Companies in red are exhibiting at the 2013 NORA Trade Show.

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john@rivore.com
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Viant Capital is a San Francisco-based boutique investment bank committed to providing emerging growth and small to mid-market companies with high quality strategic advisory and capital raising services.

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www.xlinsurance.com
The environmental division of the XL Insurance companies offers integrated environmental risk management* solutions through insurance, loss control and claims management to leading businesses.

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steven.goebner@zurichna.com
Zurich’s Environmental unit helps businesses navigate the ever-changing world of environmental risk. Zurich provides easy-to-understand environmental insurance solutions that can be customized to help meet customers’ needs for today and the future.
Away back in 1969 Jerry Rice was a student at Utah State in Logan, Utah. One day he was driving a nearly new 1967 Ford Mustang through Salt Lake City when he saw an automobile dealership offering for sale a 1969 Triumph TR250.

Young Rice was smitten by everything about the sporty Triumph, so much so that he went to see his father who held the title to the Mustang.

The plan was to get his father to transfer ownership of the Mustang to him so he then could trade it in on the Triumph.

Parental common sense won out and the younger Rice had no choice but to continue on at school in the Mustang.

Upon graduation in 1972 Rice quickly traded the Mustang for a new Triumph TR6. The TR250 was produced for only two years in limited quantities so finding a well preserved TR250 was an endless task. Rice chased down several leads and found only worn out or rusted out cars.

In 2011 a nephew with his wife, Christie, came to visit Rice in his Virginia home. Once she learned of Rice's attraction to all things Triumph, she volunteered that her father had a TR250 in his garage. Soon thereafter Rice was in contact with the father of his new favorite niece.

It wasn’t long before Rice had occasion to be in Utah and he went to visit the TR250. What he found was a signal red TR250 stretching a hair more than 12 feet, 9.5 inches between the bumpers. The car was far from pristine but it was all there.

Rice became the third owner of the car in October 2011 in Monroe, Utah and then returned home to anxiously await the delivery of his long sought prize.

He was thrilled when the 2,160-pound TR250 sports car rolled off the delivery truck on its’ 88-inch wheelbase.

The happy new owner promptly set about dismantling his TR250, one of only 8,484 built in a two-year period. Thanks to the dry Utah climate where it was kept, only minimal surface rust spots were found.

The 2.5-liter, in-line six-cylinder engine with a pair of Zenith Stromberg carburetors was carefully removed and sent off for rejuvenation after having logged close to 92,000 miles.

By November 2011 the Triumph was in pieces with chrome items sent off to be replated while the seats were being recovered with black vinyl trimmed with white piping.

Rice considers himself fortunate to have found a number of skilled craftsmen all located near one another in Homer City, Pennsylvania. It was there where the engine was rebuilt, the brakes were replaced, the suspension was brought up to modern specifications and the four-speed manual transmission was restored to like new condition.

Rice wanted to keep his TR250 as original as possible but practicality reared its ugly head so a new, more reliable, electronic ignition was installed.

Once the overhauled engine was shoehorned into the engine bay the original seven yellow plastic fan blades still pull cooling air through the radiator. The cooling system has a capacity of 13.2 pints.

While reassembling his car, Rice admits, “I love the TR250 badging on the car.” Besides the badging the car has a pair of backup lights below both tail/brake light assemblies. A new windshield has been installed and Rice is quick to bring attention to the centrally located gasoline cap secured in place magnetically.

In the walnut dashboard are the instruments including the 140 mile per hour speedometer and the tachometer with a red line of 5,500 revolutions per minute.

The disassembly, restoration and reassembly of the TR250, Rice proudly states, was accomplished in only one year.

All that is required now for a pleasant, top down, sunny day excursion is to air up the 15-inch tires, fill the 13.5-gallon fuel tank with premium gasoline and go.
### 37 New Members Join NORA

NORA’s membership has grown to 375 members; 37 companies have joined NORA since May 1, 2013. NORA relies heavily on word of mouth marketing. **Please refer NORA to your peers and suppliers.**

<table>
<thead>
<tr>
<th>Company</th>
<th>Contact</th>
<th>Location</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adcon Environmental, LLC</td>
<td>Addison Christian</td>
<td>St. Croix, Virgin Islands</td>
<td>340-713-1703</td>
</tr>
<tr>
<td>Algoma Industrial LTD</td>
<td>Brittany Artuso</td>
<td>Sault Ste. Marie, Ontario, Canada</td>
<td>705-945-9388</td>
</tr>
<tr>
<td>ATEK Access Technologies</td>
<td>Mike Murray</td>
<td>Eden Prairie, Minnesota</td>
<td>763-533-7700</td>
</tr>
<tr>
<td>Automotive Fluid Recycling</td>
<td>Rusty Peery</td>
<td>Fleming Island, Florida</td>
<td>904-222-1174</td>
</tr>
<tr>
<td>C&amp;D Plastics</td>
<td>Dale Lees</td>
<td>Edmonton, Alberta, Canada</td>
<td>780-481-4029</td>
</tr>
<tr>
<td>CalRecycle</td>
<td>Heather Smith</td>
<td>Sacramento, California</td>
<td>916-341-6470</td>
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<tr>
<td>Castle Oil Corporation</td>
<td>Antonio Rosado</td>
<td>Harrison, New York</td>
<td>914-381-6558</td>
</tr>
<tr>
<td>Catalyst Trading Co, Ltd.</td>
<td>Ruben Garcia</td>
<td>Houston, Texas</td>
<td>713-926-6078</td>
</tr>
<tr>
<td>Clearview Coolant Recycling</td>
<td>Gary Dunn</td>
<td>Coquitlam, British Columbia, Canada</td>
<td>604-716-8242</td>
</tr>
<tr>
<td>CRI Recycling Service, Inc.</td>
<td>Brian King</td>
<td>Woodville, Wisconsin</td>
<td>715-698-3363</td>
</tr>
<tr>
<td>Dolphin Centrifuge</td>
<td>Jim Kraft</td>
<td>Warren, Michigan</td>
<td>248-522-2573</td>
</tr>
<tr>
<td>Dyno Nobel, Inc.</td>
<td>David Teller</td>
<td>Salt Lake, Utah</td>
<td>231-907-0722</td>
</tr>
<tr>
<td>EconoHeat Inc</td>
<td>Frank Schubach</td>
<td>Spokane, Washington</td>
<td>800-255-1363</td>
</tr>
<tr>
<td>Ecosorb International Inc.</td>
<td>Larry Svoboda</td>
<td>Houston, Texas</td>
<td>713-413-1173</td>
</tr>
<tr>
<td>Ed Genovese</td>
<td>Ed Genovese</td>
<td>Wichita, Kansas</td>
<td>316-737-7005</td>
</tr>
<tr>
<td>Ewor (Pty) Ltd</td>
<td>Irene von Knoblauch</td>
<td>Meyerton, Gauteng, South Africa</td>
<td>27-16-362-0343</td>
</tr>
<tr>
<td>ewfw systems ltd</td>
<td>Johannes Vandieten</td>
<td>Victoria, British Columbia, Canada</td>
<td>877-888-2213</td>
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<tr>
<td>Fifth Third Bank</td>
<td>Mark Neustadt</td>
<td>Denver, Colorado</td>
<td>303-524-3515</td>
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<tr>
<td>Geocycle US</td>
<td>Tom Gaskin</td>
<td>Dundee, Michigan</td>
<td>866-302-4456</td>
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<tr>
<td>Hetherington Industries LTD.</td>
<td>Peter Hetherington</td>
<td>Port Alberni, British Columbia, Canada</td>
<td>250-724-5112</td>
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<tr>
<td>HOH Corporation</td>
<td>Bob Davis</td>
<td>Winston-Salem, North Carolina</td>
<td>336-727-4644</td>
</tr>
<tr>
<td>International Used Oil Research Institute</td>
<td>Raoul Richardson</td>
<td>Mobile, Alabama</td>
<td>36-652-2304</td>
</tr>
<tr>
<td>LiquidGator, LLC</td>
<td>Ken McGinnis</td>
<td>Boiling Springs, South Carolina</td>
<td>864-205-9065</td>
</tr>
<tr>
<td>Load Em Up Contracting Ltd.</td>
<td>Bryan Paice</td>
<td>Prince George, British Columbia, Canada</td>
<td>250-562-8355</td>
</tr>
<tr>
<td>MultiTherm LLC</td>
<td>Matt Edie</td>
<td>Devault, Pennsylvania</td>
<td>610-408-8361</td>
</tr>
<tr>
<td>Murphy Petroleum Transport LLC</td>
<td>Bryan Murphy</td>
<td>Rapid City, South Dakota</td>
<td>605-641-5424</td>
</tr>
<tr>
<td>New West Environmental LLC</td>
<td>Tim Genrich</td>
<td>Phoenix, Arizona</td>
<td>602-759-5559</td>
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<tr>
<td>Oil Recycling Systems</td>
<td>Julia Violand</td>
<td>Indianapolis, Indiana</td>
<td>317-258-3955</td>
</tr>
<tr>
<td>Radian Chemicals LLC</td>
<td>James Spain</td>
<td>Kingwood, Texas</td>
<td>281-610-6908</td>
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<tr>
<td>Refuel Environmental Services</td>
<td>Shannnon Coconis</td>
<td>Columbus, Ohio</td>
<td>614-863-9724</td>
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<tr>
<td>RBI Logistics, Inc</td>
<td>David Riddell</td>
<td>Okemos, Michigan</td>
<td>517-908-3650</td>
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<tr>
<td>SmartBin</td>
<td>Alan Mangan</td>
<td>Swords, Co. Dublin, Ireland</td>
<td>35-31-890-2633</td>
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<tr>
<td>STAT, Inc.</td>
<td>Doug Hensley</td>
<td>Lenoir, North Carolina</td>
<td>828-396-2304</td>
</tr>
<tr>
<td>Tennessee Dept of Env. Conservation</td>
<td>Paula Larson</td>
<td>Nashville, Tennessee</td>
<td>615-532-9435</td>
</tr>
<tr>
<td>Tervita Corporation</td>
<td>Daniel Chau</td>
<td>Richmond, British Columbia, Canada</td>
<td>604-214-7000</td>
</tr>
<tr>
<td>Transpacific Industries</td>
<td>Blake Senior</td>
<td>Bohle, Queensland, Australia</td>
<td>61-74-774-7099</td>
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<tr>
<td>Ygriega Environmental Services LLC</td>
<td>Arnold Maldonado</td>
<td>Edinburg, Texas</td>
<td>956-381-6969</td>
</tr>
</tbody>
</table>

### Industry Calendar

**NORA maintains relationships with related industry associations. Here is a list of upcoming industry events:**

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>NORA Annual Recycling Conference &amp; Trade Show</td>
<td>Carlsbad, California</td>
<td>November 13-16, 2013</td>
</tr>
<tr>
<td>National Asphalt Pavement Association Annual Meeting</td>
<td>Boca Raton, Florida</td>
<td>February 2-5, 2014</td>
</tr>
<tr>
<td>National Automotive Dealers Association Convention</td>
<td>New Orleans, Louisiana</td>
<td>January 24-27, 2014</td>
</tr>
<tr>
<td>Automotive Oil Change Association IFLEX</td>
<td>New Orleans, Louisiana</td>
<td>March 10-12, 2014</td>
</tr>
</tbody>
</table>

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[www.aoca.org](http://www.aoca.org)
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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

Dexsil®
One Hamden Park Drive • Hamden, CT 06517 • 203-288-3509 • www.dexsil.com
Carlsbad, California • November 13-16, 2013

2013 NORA Conference Registration Form

EXHIBITORS: Do Not Use This Form - Use Exhibitor Agreement Form

Four easy steps to register. Complete one form for each person - copy form for additional attendees. Only one form required to include payment information.

Contact Info

<table>
<thead>
<tr>
<th>Name</th>
<th>Badge Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company</th>
<th>Spouse/Guest Name (if attending)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
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<tbody>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 and Friday Night Closing Party Dinner. 

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

**Lowest Price - Register Today**

<table>
<thead>
<tr>
<th>Registration</th>
<th>(after October 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NORA Member - First person</td>
<td>$850</td>
</tr>
<tr>
<td>NORA Member - Additional person</td>
<td>$740</td>
</tr>
<tr>
<td>Non-Member - First person</td>
<td>$2390</td>
</tr>
<tr>
<td>Non-Member - Additional person</td>
<td>$2290</td>
</tr>
<tr>
<td>Government Representatives</td>
<td>$350</td>
</tr>
</tbody>
</table>

**Spouse/Guest Complete Package**

$199

includes Wednesday food & beverage at Exhibit Reception, access to Thursday & Friday Continental Breakfasts, Thursday Spouse Brunch and spectacular Friday Night Closing Party Dinner.

**Golf**

$180

Sponsored by Dexsil
Thursday afternoon. Includes golf cart and range balls. Reception & awards follow. Avg. Golf Score:

**Fishing**

$125

Sponsored by Vertex. T-shirt Size:

Payment Options

Total Amount Due $

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

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

Name on Card

Signature

Card Number

Exp. Date

Security Code

Billing Street Number & Zip (if different than above)

Email to send receipt (if different than above)

Submit Your Registration

Credit Card Only: Fax to NORA at 703-753-2445
Check or Credit Card: Mail to 7250 Heritage Village Plaza, Suite 201
Gainesville, VA 20155

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

Cancellations through August 30: A $100 service charge.
Between August 31 - October 4: 50% refund of the registration fee. No refunds after October 4.

**Book Your Hotel Room NOW!**

Park Hyatt Aviara Resort
7100 Aviara Resort Drive, Carlsbad, CA 92011

We expect this event to sell out early!

NORA Room Rate $199/night

If you need assistance securing a room, visit http://bit.ly/2013noraconference or contact NORA at 703-753-4277 or casey@noranews.org.
**Choose your sponsorships/advertisement**

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier Sponsor (only 1 available)</td>
<td>$4000</td>
</tr>
<tr>
<td>Golf Tournament Lunch Sponsor (only 1 avail)</td>
<td>$3000</td>
</tr>
<tr>
<td>Lanyard Sponsor (only 1 available)</td>
<td>$2500</td>
</tr>
<tr>
<td>Key Card Sponsor (only 1 available)</td>
<td>$2500</td>
</tr>
<tr>
<td>Paper &amp; Pen Sponsor (only 1 available)</td>
<td>$2000</td>
</tr>
<tr>
<td>Keynote Speaker Sponsor (only 5 available)</td>
<td>$2000</td>
</tr>
<tr>
<td>Audio Visual Sponsor (only 3 available)</td>
<td>$1000</td>
</tr>
<tr>
<td>Gold Sponsor (only 10 available)</td>
<td>$1700</td>
</tr>
<tr>
<td>Water Bottle Sponsor (only 1 available)</td>
<td>$1250</td>
</tr>
<tr>
<td>Audio Visual Sponsor (only 2 available)</td>
<td>$1000</td>
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<tr>
<td>Drink Ticket Sponsor (only 6 available)</td>
<td>$1000</td>
</tr>
<tr>
<td>Thumb Drive Ad Promo</td>
<td>$500</td>
</tr>
<tr>
<td>Bag Sponsor</td>
<td>$500</td>
</tr>
<tr>
<td>Grand Opening Exhibit Reception (limited)</td>
<td>$425</td>
</tr>
<tr>
<td>Spouse Brunch Sponsor</td>
<td>$300</td>
</tr>
<tr>
<td>Thursday Continental Breakfast</td>
<td>$250</td>
</tr>
<tr>
<td>Friday Continental Breakfast</td>
<td>$250</td>
</tr>
<tr>
<td>Candy Bowl Sponsor (only 6 available)</td>
<td>$250</td>
</tr>
<tr>
<td>Bag Insert Sponsor (only 10 available)</td>
<td>$250</td>
</tr>
<tr>
<td>Golf Hole Sponsor (only 18 available)</td>
<td>$200</td>
</tr>
</tbody>
</table>

**Conference Book Advertising**

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover*</td>
<td>$1000</td>
</tr>
<tr>
<td>Inside Back Cover*</td>
<td>$800</td>
</tr>
<tr>
<td>Full Page Color Ad</td>
<td>$550</td>
</tr>
<tr>
<td>Full Page B&amp;W Ad</td>
<td>$450</td>
</tr>
<tr>
<td>1/2 Page Color Ad</td>
<td>$325</td>
</tr>
<tr>
<td>1/2 Page B&amp;W Ad</td>
<td>$250</td>
</tr>
</tbody>
</table>

**Back Cover Ad available as part of Premier Sponsorship**

* First come, first served basis.

All sponsorships need to be ordered by **October 26th**.

Certain sponsorships need to be ordered by **October 16th** to allow for production time.

See the back for details.

**Payment options**

<table>
<thead>
<tr>
<th>Payment Method</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (payable to NORA)</td>
<td></td>
</tr>
<tr>
<td>American Express</td>
<td></td>
</tr>
<tr>
<td>Visa</td>
<td></td>
</tr>
<tr>
<td>MasterCard</td>
<td></td>
</tr>
<tr>
<td>Bill Me</td>
<td></td>
</tr>
</tbody>
</table>

**Submit your reservation**

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

**Check or Credit Card:**
Mail to 7250 Heritage Village Plaza, Suite 201, Gainesville, VA 20155

**Questions:**
Call **703-753-4277** or email casey@noranews.org
2013 NORA Annual Conference Sponsorship Opportunities

**Premier Sponsor**  $4000
*Only one available*
Your logo will be featured on the front cover of the NORA Conference Book, on the Welcome Banner, on the fabric conference bags, and highlighted on the name badges. You get the back cover 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.

**Audio / Visual Sponsor**  $1000
*Only three available*
Your logo will be prominently displayed when the ‘splash screen’ is displayed in the main meeting room. This sponsorship includes a free full page color ad in the conference book (a $525 value).

**Keynote Speaker Sponsor**  $2000
*Only five available*
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 keynote speech. You will also have an exclusive opportunity to privately meet with the speaker before the event with a photo opportunity.

**Gold Sponsor**  $1700
*Only 10 available*
Your logo will be prominently featured on the sponsor page 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, your logo will be printed on the fabric conference bags.

**Water Bottle Sponsor**  $1250
*Only one available*
Your logo will be printed on the bottles of water that will be set at every seat at the beginning of the conference on Thursday and Friday. Needs to be ordered by October 16th.

**Drink Ticket Sponsor**  $1000
*Only six available*
Your logo will be printed on the drink tickets for the Wednesday evening Opening Reception and on signs around the bar. Needs to be ordered by October 16th.

**Bag Sponsor**  $500
Your logo will be printed on fabric conference bags that is handed to all attendees. Order by October 16th.

**Grand Opening Exhibit Reception**  $425
*Limited availability*
Your logo will be prominently displayed on all signs for the reception. Your logo will be shown on all conference schedules.

**Spouse Brunch Sponsor**  $300
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 logo will be included on all conference schedules.

**Friday Continental Breakfast**  $250
Your logo will be prominently displayed on all signs for the breakfast. Your logo will be included on all conference schedules.

**Candy Bowl Sponsor**  $250
*Only available*
Your logo will be displayed near the Candy Bowl at registration.

**Bag Insert Sponsor**  $250
*Only 10 available*
You provide the insert and NORA will stuff it into the Conference Bags that are distributed to all attendees at registration. You could provide hats, coozies, flyers, etc. Items need to be delivered to hotel by November 11th.

**Golf Hole Sponsor**  $200
*Only 18 available*
Your logo will be printed on a sign that will be placed at a golf hole during the Thursday golf tournament.

**Conference Book Advertising**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover Ad</td>
<td>$1000</td>
</tr>
<tr>
<td>Inside Back Cover Ad</td>
<td>$800</td>
</tr>
<tr>
<td>Full Page Color Ad</td>
<td>$550</td>
</tr>
<tr>
<td>Full Page Black and White Ad</td>
<td>$450</td>
</tr>
<tr>
<td>Half Page Color Ad</td>
<td>$325</td>
</tr>
<tr>
<td>Half Page Black and White Ad</td>
<td>$250</td>
</tr>
</tbody>
</table>

*Back Cover Ad available as part of the Premier Sponsorship.*
Sponsors Needed
Great Marketing Opportunity

NORA requests your assistance.

The Closing Dinner is included FREE with any conference registration, exhibitor registration or spouse/guest package. However, the registration fees simply cover the food costs. To make this event memorable, your help is needed.

NORA is seeking to raise $15,000, $25,000 or $35,000 to transform the closing party from a basic dinner to A Taste of California, a beer and wine food pairing dinner with live entertainment to be held in the Palm Courtyard of the 5-diamond Park Hyatt Aviara.

All sponsors will receive major promotion – see form for different levels of recognition including ads, banners and a sponsor ribbon on name badges for all attendees from sponsor companies.

Level 1-4 Closing Party Sponsors will be recognized on the front cover of the Conference Book distributed to all attendees.

Closing party sponsorships are due November 1 to allow for production time of conference materials. Companies sponsoring after that date are still welcome but will receive modified sponsor benefits.

NORA Wish List
If NORA is able to raise noted goal for the Closing Party sponsorships, NORA will be able to add the following:

Goal 1: $15,000
• Upgraded Food and Photographer
Upgraded food and professional photographer printing photos of the evening on-site.

Goal 2: $25,000
• Upgrade to Live Band

Goal 3: $35,000
• Open Bar
Open bar to include unlimited tastings of beer and wines selected by the sommelier to compliment each food station!

Deadline: 11/1/2013 to be on Conference Book Cover
2013 Closing Party Sponsorship Form

Choose your sponsorships

☐ LEVEL 1
$5000
Only 4 Available!

☐ LEVEL 2
$2000
Only 6 Available!

☐ LEVEL 3
$1000
Only 12 Available!

☐ LEVEL 4
$500
Only 18 Available!

☐ LEVEL 5
$200

Contact Info

Name

Company

Payment options

Total Amount Due $ ________________ All payments are in US Dollars, drawn on a US Bank.

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

Name on Card Signature

Card Number Exp. Date Sec Code

Billing Street Number & Zip Email to send receipt

Submit your reservation

Credit Card or Invoice: Fax to NORA at 703-753-2445 or Scan/Email to casey@noranews.org
Check or Credit Card: Mail to 7250 Heritage Village Plaza, Suite 201, Gainesville, VA 20155
Questions: 703-753-4277 or casey@noranews.org