LIQUID RECYCLING
used oil | parts cleaning | anti-freeze | filters & absorbents | wastewater | chemicals

Mike Ditka
Conference Keynote Speaker
See page 26

2019 NORA Annual Conference & Trade Show
November 13-16, 2019 | Naples, Florida

Conference Information ................24
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IMO 2020 Update
See page 18
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Disruption

In the 1997 book by Clayton Christiansen, *The Innovator's Dilemma*, he introduced “disruptive innovation” as a business concept. Since that time, disruption has become a trendy business term.

NORA, its members and partner trade groups have been working together to assist the U.S. Department of Energy (DOE) regarding their upcoming report to Congress that will contain a coordinated Federal strategy to increase the beneficial reuse of used lubricating oil. This report will update the previous 2006 DOE report on used oil.

In our preparation for the DOE stakeholder meeting, it has become clear that since 2006, there have been major market disruptions that have greatly impacted the used oil market. The original 2006 DOE study could not have accurately anticipated the impact of the Natural Gas Disruption nor the current IMO 2020 Disruption that we are monitoring closely.

Natural Gas Disruption

Until 2009, natural gas and crude oil prices trended together. However, the shale-gas industry grew significantly from 2005-2010. Since 2009, the abundance of natural gas has led to lower prices which caused the asphalt industry's used oil demand to decline by approximately 50%. This disruption was a major factor that spurred used oil collection companies to more than double the used oil industry's advanced processing capacity.

IMO 2020 Disruption

Heading into January 2020, NORA and its members continue to monitor the ripple effect that IMO 2020 will have on the market for used oil. It is expected that IMO 2020 will affect every fuel and base oil market worldwide. This disruptive force is explored in an article on page 18 and will be discussed in detail at the 2019 NORA Conference.

Future Disruptions

What will be the next major disruption in the liquid recycling market? We all probably have educated guesses, but I predict that it is something we cannot accurately imagine at this time.

As NORA continues to prepare to work with DOE, one guiding principle is clear: Regardless of whatever the next disruption is, healthy and diverse markets for used oil derived products is in the best interest of this nation and our environment. This will assist NORA Members to effectively and responsibly recycle used oil and related materials.
Welcome to NORA’s newest members

Know someone who should be a NORA member? Contact Brittanne Gasser at marketing@noranews.org or 703-753-4277 and if they join you get a $100 Amazon Gift Card.

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**Imperial Industries Inc.**
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800-558-2945

**Jaxon Filtration**
Franklin, Georgia
706-675-3996

**Masafi Company Ltd**
Accra, Gana
233 248599991

**WasteBits**
Akron, Ohio
330-842-6799

**WC Leasing**
Richland, Mississippi
601-414-2030

Industry Calendar

**2019**

**ILMA Annual Meeting**
Colorado Springs, Colorado
September 21-24, 2019

**NORA Conference & Trade Show**
Naples, Florida
November 13-16, 2019

**2020**

**NAPA Annual Meeting**
Maui, Hawaii
February 2-5, 2020

**NORA Winter Meeting & EH&S Forum**
Dallas, Texas
February 25-27, 2020

**TCEQ Environmental Trade Fair and Conference**
Texas Commission on Environmental Quality
Austin, Texas
May 12-13, 2020

**NORA Mid-Year Meeting**
Chicago, Illinois
June 17-19, 2020

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Valicor Acquires River Green
NORA member Valicor Environmental Services (“Valicor”) has expanded its network of wastewater processing facilities through the acquisition of River Green which operates a centralized wastewater treatment facility located in Louisville, KY.

James Devlin, Valicor’s Chief Executive Officer, commented, “We are extremely excited to add to Valicor’s leading network in Kentucky. Valicor continues to expand into additional geographies in order to better serve both new and existing customers. River Green Services will play a critical role in building out our offerings of wastewater and other environmental solutions and we could not be more pleased about this addition to the Valicor platform.”

Including the River Green acquisition, Valicor has increased its number of centralized wastewater treatment plants from five to twelve in twenty-four months.

Intergulf Joins STC Industrial to Form CIRCON Environmental
NORA member Intergulf Corporation and STC Industrial have joined forces to form CIRCON Environmental providing a complete range of liquids and solids waste management and product recovery services for the petroleum and petrochemical industries. Intergulf Corporation and STC Industrial are both portfolio companies of Kinderhook Industries, LLC.

For three decades, Intergulf Corporation has been a Texas-based industrial liquids management business serving generators of both hazardous and non-hazardous liquid waste and co-product streams. STC Industrial, headquartered in South Carolina, has a long history of successfully introducing proprietary waste extraction technology and creating innovative technologies to remove and transport liquid and solid residual waste from petroleum and petrochemical storage tanks.

The STC-Intergulf merger will result in a broader range of services, a greater capacity to apply high-tech and novel processes, a geographic reach into all major U.S. refining centers. Frank Lezzi, the current CEO of STC Industrial has been named Chief Executive Officer of CIRCON Environmental. Brandon Velek, long-time CEO of Intergulf, assumes the role of Board Chairman.

Origin International Acquires AQ Group BVBA Assets
NORA Member Origin International Inc (“Origin”) has completed the acquisition of the assets of AQ Group BVBA (“AQ”), a full-service provider of mobile degassing, flaring, scrubber and filtering services for rail, truck, vessels and tanks.

This represents Origin’s third strategic acquisition. In addition to the assets of AQ, Origin owns and operates a nearly 50-acre liquid bulk storage terminal in Baltimore, Maryland with rail, truck, vessel loading and unloading infrastructure, and two of the largest used motor oil and lubricant collection businesses in the Mid-Atlantic and U.S. Gulf Coast regions.

“We believe AQ will significantly expand Origin’s suite of product and service offerings as we expand our global environmental services footprint while providing a solid base of cash flow. AQ also diversifies the means by which Origin can recover hydrocarbons,” said Nicholas Myerson, CEO of Origin.

Group III Base Oil – API Certification Achieved
NORA member, Gen III Oil Corp. (“Gen III”) recently announced it has achieved API certification and licensing for its Group III based SAE Viscosity Grade 5W-30 formulation. Gen III may now utilize the Resource Conserving, SN Plus and ILSAC GF-5 designations on its ReGen III product.

At this time, Gen III believes it is one of only three companies certified by API for a re-refined base oil.

Gen III management believes these recent developments will
significantly enhance the value of the Company’s offtake from the perspective of potential institutional investors.

Gen III also re-confirms the due diligence process is ongoing with several large institutional parties in connection with project finance.

Changes to Hours of Service Proposed
The U.S. Department of Transportation’s Federal Motor Carrier Safety Administration recently published a notice of proposed rulemaking on changes to hours of service for commercial motor vehicle drivers.

Based on the detailed public comments, FMCSA’s proposed rule on hours of service offers five key revisions to the existing HOS rules:

- The Agency proposes to increase safety and flexibility for the 30 minute break rule by tying the break requirement to eight hours of driving time without an interruption for at least 30 minutes, and allowing the break to be satisfied by a driver using on duty, not driving status, rather than off duty.
- The Agency proposes to modify the sleeper-berth exception to allow drivers to split their required 10 hours off duty into two periods: one period of at least seven consecutive hours in the sleeper berth and the other period of not less than two consecutive hours, either off duty or in the sleeper berth. Neither period would count against the driver’s 14-hour driving window.
- The Agency proposes to allow one off-duty break of at least 30 minutes, but not more than three hours, that would pause a truck driver’s 14-hour driving window, provided the driver takes 10 consecutive hours off-duty at the end of the work shift.
- The Agency proposes to modify the adverse driving conditions exception by extending by two hours the maximum window during which driving is permitted.
- The Agency proposes a change to the short-haul exception available to certain commercial drivers by lengthening the drivers’ maximum on-duty period from 12 to 14 hours and extending the distance limit within which the driver may operate from 100 air miles to 150 air miles.

NORA members may submit comments by October 7, 2019. Go to http://www.regulations.gov, put the docket number, FMCSA-2018-0248, in the keyword box, and click “Search.”

Pritzker Private Capital Acquires Valicor
Pritzker Private Capital recently announced that it has signed a definitive agreement to acquire NORA member Valicor Environmental Services (“Valicor”), a provider of non-hazardous wastewater treatment services in North America. Pritzker Private Capital is investing alongside Valicor’s management team, who will continue to lead the business.

Ryan Roberts, Pritzker Private Capital Investment Partner, commented, “Valicor is a leader in non-hazardous wastewater treatment and has multiple avenues for growth, including organic initiatives and accretive acquisitions. We are delighted to partner with James Devlin, CEO, and his team for the next chapter of Valicor’s growth. We believe Valicor represents an exceptional platform for us to continue our investment in the industrial services sector.”

“We are committed to providing our customers with the highest quality of service,” said James Devlin, Valicor CEO. “We are thrilled to partner with Pritzker Private Capital, a firm that brings a philosophy of building great companies for the long term, to help us continue expanding our services and footprint to better serve our customers.”

ORG Chem Group, LLC Announces Thomas E. Waldman as President
NORA member, ORG Chem Group, LLC, a leading provider of custom chemical processing services and specialty chemical products, today announced that Thomas (Tom) E. Waldman Ph.D. has been named President. Mr. Waldman’s employment with ORG Chem Group commenced late July.

Mr. Waldman has more than two decades of senior management experience, including more than four years serving as President of PennAKem in Memphis, TN, where he led successful efforts to drive growth and operational excellence. Prior to that, Mr. Waldman served in numerous roles at Stepan, a large multi-national specialty chemical company based in Chicago as well as Carbogen-AMCIS, a Swiss pharmaceutical company. Mr. Waldman began his career at Monsanto in St. Louis, MO.

“We are excited to have Tom join the Chem Group team,” said Jon Gormin, Managing Director at Owner Resource Group. “Tom’s track record of success and collaborative leadership style make him an outstanding fit for all of the Company’s stakeholders.”
Implementing Best Practices EHS Committee Meetings

“Without organizational alignment, management visibility and clear priorities, a company can never fully achieve EHS excellence.”

By Chip Duffie

Balancing environmental, health and safety (EHS) compliance with trying to maximize productivity and revenue generation is a constant challenge for NORA members. Companies of all size struggle with how to operate within everchanging regulations while staying in business in a hyper competitive market. Many companies fail to integrate consistent EHS practices into their operations and as a result, often find themselves scrambling to comply with an agency request, customer RFP or even a plaintiff’s demand. One very simple, yet extremely effective, practice that many companies struggle with is creating an effective safety committee.

While policies, procedures, training, inspection records, and company guidance are the foundation of an effective EHS program, companies cannot drive sustained EHS improvement without organizational alignment, management visibility and clear priorities. The proven way to achieve these things is through an executive level (and executive led) EHS or safety committee. Simply put, if it important enough for the president of the company to lead a routine discussion focusing specifically on program performance, then it will become a priority for the company. Here are a few things to consider:
Don’t Marginalize the Committee
I have seen many companies create an EHS committee and then over time relegate responsibility to lower level employees. As this happens, executive management gets less visibility, operations and expectations get misaligned, and cultural perceptions of management’s commitment turn negative. This result is all too common and is totally avoidable. My advice to executive management - make it a priority and take 30 minutes to an hour every month to focus on program progress, holding each other accountable and reconfirming leadership’s commitment. Imagine being in a deposition after a serious accident and having to testify that you did not participate in the safety committee meetings because they are handled by the EHS manager. Instead, make this committee an important part of how the business is run and you will empower your EHS team drive positive performance.

Look Beyond Past Performance
If your committee is only looking at past performance, like recent injuries, then you are missing a huge opportunity. Understanding the root cause of injuries is critical, but so is driving completion of corrective action and holding people accountable. Do you know the percentage of your employees that are behind on their training? Are you reviewing near misses and ensuring those situations are avoided in the future? Have you solicited feedback from your line employees about how they can do their job better and safer? These are basic questions a safety committee should address and will help you look forward, not just always in the rear-view mirror.

Recognize it is Effectively a Capital Budget Meeting
A well run EHS or Safety committee always comes across issues that will cost money, such as replacing pumps, fork trucks, and other equipment. When viewed through the lens of compliance and safety, these expenses are harder to defer. I recommend companies keep formal minutes and review the prior monthly minutes every meeting. This avoids the classic “corporate amnesia” that often occurs when it comes to spending limited resources. Take the example of the old, failing fork truck. For months it has been reported that the wheels were bad or that the mast was barely operational. However, it never gets fixed or replaced, and maintenance somehow keeps it limping along. But when an executive committee can see that this aging piece of equipment is at the root cause of spills or injuries that are actually costing the company money and causing compliance problems, then it is much easier to prioritize the repair or replacement of that equipment.

Companies that have an organized and routine EHS or safety committee meetings have more consistent compliance, fewer surprises and significantly reduce their risk. Without organizational alignment, management visibility and clear priorities, a company can never fully achieve EHS excellence. An effective committee can help make this happen and any size company can implement this practice to drive value directly to the bottom line.

Chip Duffie is the President and Founder of EHS Momentum, LLC, a full service EHS consulting and software firm that focuses on empowering small and mid-sized business to implement EHS management systems. Prior to founding EHS Momentum, Chip was Sr. Counsel in the Dallas, TX office of Clark Hill Strasburger where he was a member of the Environmental and Regulatory Team. Chip also served as Chief Compliance Officer for Safety-Kleen and then as SVP, Compliance for Clean Harbors.

cduffie@ehsmomentum.com
(469) 999-2500
From June 12-14, 2019 over 140 industry leaders came together in Denver, Colorado for networking opportunities, business development and updates on the used oil market.

Prior to the meeting starting, a group of NORA members attended a Colorado Rockies/Chicago Cubs game. Much to the delight of the many NORA Cubs fans, Chicago easily won by a score of 10-1. The baseball event was sponsored by Trihydro.

During this event, NORA committees and working groups met to discuss the industry challenges and opportunities facing members. Attendees heard presentation on:

- IMO 2020: Latest Disruption Analysis
- PFAS Origins: Threats and Future Opportunities for NORA Members
- Millennials: How to Attract and Retain Future Talent

Committee meetings were held for the Advanced Processors Council, Antifreeze Working Group, Wastewater Working Group, Conference Committee, Membership/Marketing Committee, EH&S Committee, Used Oil Recycling Council and the Government Affairs Committee.

The meeting minutes, photos, and other related materials are available for members to view and download by visiting the Past Events page at: www.noranews.org/pastevents
LIQUID RECYCLING
2019 NORA Mid-Year Meeting Wrap Up
IMO 2020: Latest UMO Disruption Analysis

As the march to January 1, 2020 continues, all NORA members continue to monitor the timing and magnitude of the IMO 2020 impact on the used motor oil market. The new marine fuel requirement has been described as a once in a generation market disruption. 20 billion gallons per year are forecasted to move from HSFO to VLSFO. This session informed NORA members across the spectrum of the most recent market information and provided an updated forecast for the second half of 2019.
Should we be concerned about perfluoroalkyl substances (PFAS)? In May 2016, the U.S. EPA released Health Advisory levels of 70 parts per trillion for two PFAS compounds, PFOA and PFOS. Since that time, the level of public concern related to PFAS has exploded, with headlines occurring weekly related to potential drinking water contamination with PFAS. The unique chemical properties of PFAS present unique challenges in terms of sample collection, analytical methods, remediation, and fate-and-transport. Furthermore, regulatory status for PFAS presents another area of uncertainty, with significant variability in cleanup standards among the states. This presentation addressed these PFAS challenges, and included a discussion of what sets PFAS apart from more familiar environmental contaminants.

**PFAS Origins, Threats & Future Opportunities for NORA Members**

**Millennials: How to Attract and Retain Future Talent**

With unemployment at historic lows, NORA members struggle to attract and retain younger workers. From drivers to facility staff, current workers are retiring at an accelerated rate. The Millennial generation represents the greatest pool of new talent to fill these positions, yet few Millennials are interested in these types of careers. This talk discussed why Millennials are not interested in manufacturing and what is needed to draw and retain this great talent group to help companies continue to achieve long term success.
The global sulfur cap of 0.5% on high seas marine fuels (IMO 2020) will take effect on January 1, 2020, just 4.5 months away, and will apply to all vessels without Exhaust Gas Cleaning Systems (aka scrubbers). Some clear trends resulting from IMO 2020 are emerging, but many major uncertainties still remain unresolved.

High Sulfur Fuel Oil (HSFO) Market Shift
The shift away from HSFO has already started and HSFO’s price versus WTI recently dropped by approximately 23%, breaking its highly unusual near parity trading relationship to WTI in the first half of 2019. Looking ahead, futures markets indicate a further 16% HSFO price decline versus crude oil (WTI) in January 2020, although futures markets can be inaccurate predictors of future physical prices. Futures market prices are driven by the current long/short positions of hedgers and speculators whereas actual physical prices are predicated on the supply-demand balances at the time. HSFO’s current and forecasted price declines are consistent with an expected HSFO demand decrease of approximately 60%, or roughly 32 billion gallons per year (bgpy). In comparison, this decrease is over 4x the total quantity of used lubricating oil (ULO) currently generated worldwide. Much of the current ULO volume is blended into HSFO and competitive HSFO providers who are not blending ULO are already displacing blenders purchasing ULO. ULO is already backing up in some markets and the traditional discount of ULO to HSFO will probably increase further as ULO demand declines.

Scrubber Deployment
Scrubber installations (scrubbers allow ships to burn HSFO) by 2020 can now safely be forecasted to be woefully inadequate to support historical HSFO demand. Absent scrubber equipped ships creating enough demand for HSFO, what markets can absorb the huge excess HSFO production? How far will HSFO prices decline to clear alternative market outlets? These uncertainties are large and yet to be resolved.

Storage
The two replacement fuels for HSFO are Marine Gas Oil (MGO, much of which is <0.1% sulfur) and Very Low Sulfur Fuel Oil (VLSFO, which is <0.5% sulfur and thus IMO 2020 compliant). In 2020 demand for VLSFO and MGO is forecasted to increase by roughly 15 billion gallons per year (bgpy) and 17 bgpy, respectively. Since a new fuel is being added to the market (VLSFO) and a current fuel will more than double in volume (MGO), tanks are now being re-purposed from HSFO to store the increased MGO and VLSFO. But some HSFO will still be needed and thus storage is warranted, with the net result being a massive increase in storage demand. Large ships are now being chartered to store VLSFO in Singapore (which as a port has as much marine fuel demand as the next 8 largest ports combined) for near term delivery as VLSFO demand skyrockets in late Q3 and Q4. The massively large volume increases of MGO and VLSFO fuels competing for limited tankage create a high bar for sales of low volume, off-spec product that is neither MGO nor VLSFO.

VLSFO Specifications
Release of the Publicly Available Specification (PAS 23263) specification for VLSFO has been delayed, placing ship owners at a disadvantage since there is still no benchmark against which VLSFO quality can be measured. Conversely major fuel oil refiners are representing that their fuels will be IMO 2020 compliant, offering real data from ships which have already burned their fuel in extensive ship testing programs, thus reassuring very nervous ship owners who are worried about the quality of VLSFO blends. This squeezes independent traders.
and brokers which lack access to IMO 2020 compliant fuels and will likely result in a future market share shift toward large marine fuels refiners.

**VLSFO Quality Concerns**

FOBAS reports (Fuel Oil Bunker Advisory Service, alerting ship owners to fuel oil quality issues) are on the rise, heightening ship owners’ concerns about VLSFO, much of which is produced from blends of many different streams. Since MGO carries tight specifications and has already proven to be safe, many risk averse ship owners will be opting to purchase MGO instead of VLSFO, even though MGO is relatively more expensive. Shipping contract terms are being revised to add surcharges passing increased fuel cost on to customers. Trust in VLSFO may build over time, but without any experience initially there will be intense scrutiny of all products marketed as VLSFO due to high uncertainty about quality and suitability.

**VLSFO Production**

Increasing numbers of dedicated VLSFO project completions or near-term start dates are being announced. For competitive reasons, most of these were not disclosed previously. Many of these will deliver VLSFO made from a single source of crude oil, thus providing ship owners with much needed assurances as to consistency and quality. These projects tend to be large, in the range of 50,000 bpd (750 million gallons per year) or more. Along with VLSFO supply provided by major refiners, these one source VLSFO projects will provide ship owners with another low risk supply of VLSFO.

**ULO to Vacuum Gas Oil (ULO-VGO)**

By early 2020 approximately 30% of all ULO in the United States (or approximately 300 million gallons) is expected to be processed into ULO-VGO. However, acceptance of ULO-VGO as a VLSFO blend stock is still uncertain. Handicapping future acceptance of ULO-VGO is difficult given the nature and consistency of VLSFO blends will vary widely (which is why ship owners are very nervous about VLSFO). If ULO-
VGO turns out to be unsuitable, or only marginally suitable, as VLSFO blend stock this could lead to downward price pressure on ULO as ULO-VGO is directed to lower valued markets. Typical ULO-VGO has positive and negative characteristics as a marine fuel blend stock. On the positive side, ULO-VGO is low in sulfur (even below 0.1%), low in ash, and has excellent lubricity. On the negative side ULO-VGO is highly unstable (creating its own sediment), is hyper-compatible with aromatics (leading to asphaltene precipitation), and carries impurities (some of which have resulted in catastrophic machinery failure). Should resistance to ULO-VGO as VLSFO blend stock develop, alternative processing options may emerge to upgrade ULO-VGO into higher quality marine fuels or even base oils, although implementing these upgrades may take months or years.

Even aside from IMO 2020 uncertainties for ULO are other substantial macro-economic uncertainties such as a potential slowdown in economic growth (thus leading to decreased crude oil demand and prices) and a possible reduction in trade resulting from tariff wars (thus reducing aggregate demand for marine fuels). In any event, greater certainty should develop soon as solutions emerge to address the massive near-term market shift which will occur over the next 4.5 months.
OPEN CALL FOR 2020-2021 NORA BOARD CANDIDATES

Looking to become more involved in your industry? NORA prides itself on being a member-driven organization. The value of NORA membership continues to increase each year thanks to the efforts of our volunteer leadership of the association. They provide the direction and strategy that allows NORA to deliver more value to members. If you are interested, it is strongly encouraged that you participate. NORA is always in search of new ideas to make our association better. This is an open call for candidates for the 2020-2021 NORA Board of Directors. Three Board seats are available this year. All three seats are for recycling members. There are no vacant seats for supplier/vendor members at this time. If you would like to nominate yourself or someone else, please email sparker@noranews.org by September 20, noon Eastern time. NORA will contact you to review the board position responsibilities and answer your questions. The term for each Board seat is two years (2020-2021). Generally, Board members are requested to be at the three NORA events each year as well as on 2-3 additional phone calls per year. In addition to Board seats, the association is also seeking individuals to serve on a variety of committees for 2020. These positions are not elected; the President appoints them. NORA thanks those who have served in the past and encourages members to help lead our industry into the future.

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The 2019 NORA Annual Conference and Trade Show is the liquid recycling industry’s premier networking and education event. This year’s event will attract over 300 industry leaders. Now is the time to make plans to attend. Everything you need for your plans is included in this magazine.

**TRADE SHOW-ALMOST SOLD OUT!**
The NORA Trade Show will feature nearly 50 exhibitors with companies displaying the latest products and services available to the liquid recycling industry. See page 36 for the NORA Exhibitor Showcase. Only a few spots remain. Contact Britianne Gasser at (703) 753-4277 or marketing@noranews.org to reserve your space.

**SPONSOR THE EVENT**
Many sponsorship and advertising opportunities are available for the 2019 NORA Conference & Trade Show. For as little as $150, you can support your industry as well as promote your brand. For more information see pages 32-34. Reserve your sponsorship today using the form on page 30 or contact Casey Parker at casey@noranews.org or (703) 753-4277.

**REGISTER NOW**
Register online to attend the Conference at www.noranews.org or complete the form on page 29.
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Mike Ditka will deliver a powerful presentation that highlights the key characteristics people need to achieve their personal and professional goals. With his first-hand experience, clear illustrations and humorous anecdotes, he will show why he is considered one of the best motivational speakers in all of the NFL. His presentation has impact and immediate, take-home value.

**Mike Ditka Bio**

Mike Ditka is a former American football player, coach, and television commentator. A member of both the College Football and Pro Football Hall of Fame, he was the 1961 UPI NFL Rookie of the Year, a five-time Pro Bowl selection and five-time All-Pro tight end with the Chicago Bears, Philadelphia Eagles, and Dallas Cowboys of the National Football League (NFL).

He was an NFL champion with the 1963 Bears, and is a three-time Super Bowl champion, playing on the Cowboys Super Bowl VI team as well as winning as an assistant coach for the Cowboys in Super Bowl XII, and coaching the Bears to victory in Super Bowl XX. He was named to both the NFL’s 50th and 75th Anniversary All-Time Team.

As a coach for the Bears for 11 years he was twice both the AP and UPI NFL Coach of the Year (1985 and 1988). He also coached the New Orleans Saints for three years.

Ditka and Tom Flores are the only people to win an NFL title as a player, an assistant coach, and a head coach. Ditka, Flores and Gary Kubiak are also the only people in modern NFL history to win a championship as head coach of a team he played for previously. Ditka is the only person to participate in both of the last two Chicago Bears’ championships, as a player in 1963 and as head coach in 1985.

He is known by the nickname “Iron Mike,” which he has said comes from his being born and raised in a steel town in Pennsylvania.

**Words From Da Coach:**

*You’re never a loser until you quit trying.*

*If you’re not in the parade, you watch the parade. That’s life.*

*If God had wanted man to play soccer, he wouldn’t have given us arms.*

*Success isn’t measured by money or power or social rank. Success is measured by your discipline and inner peace.*

**Sponsor the Keynote Address**

For just $2000, your company can be a sponsor of Mike Ditka’s presentation and receive the following benefits:

- Exclusive meet and greet with speaker before event
- Your company logo will be highlighted prior to keynote
- Your logo will appear on a large screen behind the speaker during the keynote address

Use the form on page 30 to secure your sponsorship.
Every day, thousands of companies choose Safety-Kleen to handle their hazardous and non-hazardous waste. We have the expertise and systems to manage your waste streams properly and efficiently.

From oils and lubricants, used oil re-refining or industrial waste services to advanced parts cleaning technologies, Safety-Kleen is there, leading the way in responsible environmental solutions.
CALL FOR INTERESTED CONFERENCE SPEAKERS AND TOPIC IDEAS
For the 2019 NORA Conference & Trade Show

NORA needs your help to create an incredible set of education and knowledge sessions for the 2019 NORA Annual Conference and Trade Show. NORA's goal is to deliver helpful, practical, real-world information to the attendees to help you grow and prosper. We are looking for speakers and topic ideas to drive the momentum and help us build the best educational program we can. If you have additional topic ideas you would like to see addressed or are interested in being a speaker on a topic of interest to our members, please email a proposal to sparker@noranews.org.

PLEASE NOTE: Proposals promoting specific company products or services will not be accepted. The conference committee will review proposed topics and speakers for final acceptance.

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Naples, Florida • November 13-16, 2019
2019 NORA Conference Registration Form
Complete one form for each person. Only one form required to include payment information.
EXHIBITORS: Do Not Use This Form - Use Exhibit Agreement Form or Additional Booth Personnel Form.

Contact Info

NAME

BADGE NAME, IF DIFFERENT

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

Registration Choices

Full Registration (you may assign/change names to the registration at any time) includes all conference sessions, conference materials, opening reception (members only), two continental breakfasts, breaks and Friday Night Closing Party Dinner. Payment must be faxed or postmarked by the dates to be eligible for the discounted prices.

PRICES

Regular
(Paid by October 21)

Late
(after October 21)

NORA Member: First person

$q860

$q890

NORA Member: Additional person

$q760

$q790

Non-Member: First person

$q2400

$q2500

Non-Member: Additional person

$q2300

$q2400

Government Representatives

$q350

$q350

EXTRAS

$q Spouse/Companion: Full Package...$275*

$q Spouse/Companion: Friday Only......$209**

$q Fishing.........................................................$185

$q Golf..............................................................$185

$q Golf Club Rental ......................................$80

$q Spouse/Companion Tour .....................$85

Payment Options

Total Amount Due $ __________

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

NAME ON CARD

SIGNATURE

CARD NUMBER (AMERICAN EXPRESS, MASTERCARD AND VISA ACCEPTED)

EXP. DATE

SECURITY CODE

BILLING STREET NUMBER & ZIP (IF DIFFERENT THAN ABOVE)

EMAIL TO SEND RECEIPT (IF DIFFERENT THAN ABOVE)

Submit Your Registration

• Registration may be scanned and emailed to marketing@noranews.org. Please do not email credit card information.
• Please indicate form of payment
  q Faxed to 703-753-2445
  q Phoned in to Kim Litscher at 703-753-4277
  q Mailed to 7250 Heritage Village Plaza, #201 Gainesville, VA 20155
  q Will pay online: following processing of paperwork, a secure payment link will be emailed to you

*This package includes access to the opening reception on Wednesday including food and drinks, the Thursday spouse brunch, a spouse gift and the Friday night closing party. This package is for spouses and companions of registered attendees; this may not be used for employees of an attending company.

**This package includes food and drinks at the Friday night Closing Party Dinner. This package is for spouses and companions of registered attendees; this may not be used for employees of an attending company.

All guests must register in advance for the closing party.

Book Your Hotel Room

NAPLES GRANDE BEACH RESORT
475 Seagate Drive
Naples, Florida 34103

NORA Rate $199/night + $10/night resort fee
To secure your room, call 1-844-210-5931 and ask for the NORA Conference or reserve your rooms online at www.noranews.org/2019ConfHotel by October 21 to book at a discount rate (though rooms may sell out early).
Naples, Florida | November 13-16, 2019
2019 NORA Conference Sponsorship Form
Complete form with sponsorship advertising selections.

Contact Info

Name

Title

Company

Email

Sponsorship Opportunities

General Sponsorships

☐ Closing Party Naming Rights  SOLD  $7500
☐ Level 1 Closing Party Sponsor  $5000
☐ Premier Sponsor*  SOLD  $5000
☐ Elevator Door Cling*  SOLD  $2900
☐ Lanyard Sponsor*  SOLD  $2900
☐ Key Card Sponsor*  SOLD  $2900
☐ Water Bottle Sponsor*  SOLD  $2900
☐ Notebook Sponsor*  SOLD  $2900
☐ Audio/Visual Sponsor*  SOLD  $2000
☐ Keynote Speaker Sponsor  $2000
☐ Level 2 Closing Party Sponsor  $2000
☐ Gold Sponsor Bundle  $1800
☐ Can Cooler Sponsor (Coozie Style)*  SOLD  $1299
☐ Drink Ticket Sponsor  $1000
☐ Level 3 Closing Party Sponsor  $1000
☐ Lip Balm Sponsor*  $1000
☐ Glass Wall Cling  $850
☐ Floor Sponsor  $800
☐ Bag Sponsor  $550
☐ Event Page Logo  $625
☐ Level 4 Closing Party Sponsor  $500
☐ Golf Lunch Sponsor  $500
☐ Grand Opening Exhibit Reception  $450
☐ Charging Station Sponsor  $400
☐ Bag Insert Sponsor  $325
☐ Spouse Brunch Sponsor  $300
☐ Level 5 Closing Party Sponsor  $250

☐ Thursday Continental Breakfast  $250
☐ Friday Continental Breakfast  $250
☐ Golf Hole Sponsor  $225
☐ Candy Bowl Sponsor  $175

Conference Book Advertisements  Price
☐ Back Cover - included with premier sponsorship  $625
☐ Inside Front Cover Ad*  SOLD  $4100
☐ Inside Back Cover Ad*  $925
☐ Full Page Color Ad (7-1/2” x 10”)  $975
☐ Full Page B&W Ad (7-1/2” x 10”)  $475
☐ Half Page Color Horizontal Ad (7-1/2” x 5”)  $475
☐ Half Page B&W Horizontal Ad (7-1/2” x 5”)  $260
☐ Third Page Color Ad (7-1/2” x 3-1/2”)  $375
☐ Third Page B&W Ad (7-1/2” x 3-1/2”)  $200
☐ Fourth Page Horizontal Color Ad (3-3/4” x 5”)  $275
☐ Fourth Page Horizontal B&W Ad (3-3/4” x 5”)  $200
☐ Color Logo by Exhibitor Index (1/2” high)  $150
☐ Color Logo by Company Index (1/2” high)  $150

*contact Casey Parker at casey@noranews.org for availability.

To receive full promotional consideration in print materials please submit sponsorships by September 27, 2019. After this date, sponsorships are still welcome but will receive different promotional consideration.

For more information about the sponsorships, visit noranews.org/2019ConfInfo

Payment Options

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

Total Amount Due $  
☐ Check (payable to NORA)  ☐ American Express  ☐ Visa  ☐ MasterCard

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 Sponsorship

Credit Card Only:  Call 703-753-4277 or fax 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 marketing@noranews.org
2019 NORA ANNUAL CONFERENCE & TRADE SHOW TENTATIVE AGENDA
NOVEMBER 13-16, 2019 | Naples, Florida

WEDNESDAY, NOVEMBER 13
10:00 AM - 2:00 PM
Exhibitor Check-In/Set Up
Attendee Check-In/Registration

2:00 PM - 7:00 PM
Board Member Meeting
New Member/Board Member Reception

3:00 PM - 4:00 PM
Grand Opening Reception in Trade Show
   All exhibitors, attendees, registered spouse/companions welcome

3:00 PM - 4:30 PM
New Member/Board Member Reception

4:30 PM - 8:30 PM
Grand Opening Reception in Trade Show
   All exhibitors, attendees, registered spouse/companions welcome

THURSDAY, NOVEMBER 14
7:00 AM - 11:45 AM
Conference Check-In/Registration

7:00 AM - 8:00 AM
Continental Breakfast in Trade Show

8:00 AM - 10:00 AM
NORA Opening Session
Refreshment Break in Trade Show

10:00 AM - 10:30 AM
Spouse/Companion Brunch, Open to Registered Spouses/Companions
Conference Sessions

10:30 AM - 11:30 AM
Conference Sessions

10:30 AM - 12:00 PM
Conference Sessions

12:30 PM - 7:00 PM
NORA Golf Tournament
   Pre-Registration Required

1:00 PM - 5:00 PM
Optional: Spouse Tour
   Pre-registration required

FRIDAY, NOVEMBER 15
7:30 AM - 8:30 AM
Continental Breakfast in Trade Show

8:30 AM - 10:00 AM
Conference Sessions
Refreshment Break in Trade Show

10:00 AM - 11:00 AM
Trade Show Tear Down
Conference Sessions

11:15 AM
NORA Fishing Expedition
   Pre-Registration Required (Available Soon)

11:00 AM - 1:00 PM
Conference Sessions

1:15 PM - 5:30 PM
NORA Fishing Expedition
   Pre-Registration Required (Available Soon)

6:00 PM - 10:00 PM
NORA Closing Party: All exhibitors, attendees, speakers, and registered spouses/companions are invited to attend this great event!

SATURDAY, NOVEMBER 16
All day
Activities on your own (shopping, tours, departures, etc.)
2019 Conference Sponsorships

CLOSING PARTY NAMING RIGHTS ......................... $7500
SOLD to Valicor
Exclusive Sponsorship - includes prominent logo placement everywhere closing party is mentioned - large signage at event, NORA website, Conference Book cover, Liquid Recycling magazine, conference agenda and on each table at closing party. Also includes all Level 1 Closing Party Sponsor benefits.

LEVEL 1 CLOSING PARTY SPONSOR .................... $5000
2 remain available. Includes: Large Logo on front cover of Conference Book, reserved seating for 10 registered attendees in premier location at closing party, large logo on Commemorative Photo Jacket, large logo displayed at Closing Party, Closing Party Sponsor ribbon on badge, recognized at Closing Party dinner, color full page ad in the Conference Book ($575 Value), color logo with Company/Exhibitor index in Conference Book ($150), logo on "Thank You" page in post-Conference NORA Magazine.

PREMIER SPONSOR* .......................................... $5000
SOLD: World Oil Corp
Your logo will be prominently featured on the front cover of the NORA Conference Book and on all name badges. You receive the back cover ad of the conference book. Your company will be thanked at the opening session. In addition, your logo will be screenprinted on the tote bags distributed at registration.

ELEVATOR DOOR CLING* ................................. $2900
SOLD: InTerraChem, LLC
Your company logo will be prominently featured on elevator doors on the hotel's main level and the meeting space level. The NORA logo and Meeting Name will also be included on signage.

LANYARD SPONSOR* ....................................... $2900
SOLD: Safety Kleen
Your company logo will be printed on the lanyard distributed to all attendees.

KEYCARD SPONSOR* ....................................... $2900
SOLD: Intergulf Corp.
Your logo will be printed on key cards distributed to NORA guests at hotel check-in. Offered via lottery.

WATER BOTTLE SPONSOR* .............................. $2900
SOLD: Radian Chemicals LLC
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 morning.

NOTEBOOK SPONSOR* ................................... $2900
SOLD: Heritage - Crystal Clean, LLC
Your logo will be on the notebook placed at each seat at the beginning of Conference.

AUDIO/VISUAL SPONSOR* ............................. $2000
SOLD: Vertex Energy Inc.
Your logo will be prominently displayed when the 'splash screen' is displayed in the main meeting room. As an added bonus, this sponsorship includes a free full page color ad in the Conference Book (a $625 value).

KEYNOTE SPEAKER SPONSOR ........................... $2000
Your company will be thanked prior to the keynote address and you will have the opportunity to address the entire group for one minute. Your logo will appear on a large screen behind the speaker at the beginning of the keynote address.

LEVEL 2 CLOSING PARTY SPONSOR .................... $2000
Only 8 available. Your logo will be featured on the front cover of the Conference Book, on a commemorative photo jacket, and displayed at the Closing Party. You also receive a Closing Party Sponsor ribbon on badge, recognition at Closing Party dinner, half page color ad in Conference Book ($475 value), color logo with company/exhibitor index in Conference Book, and logo on the "thank you" page in post-Conference Magazine.

GOLD SPONSOR BUNDLE ................................. $1800
Only 10 available. Your logo will be printed on the front cover of the Conference Book and on large signage at the event. You receive a free full page color ad in the event book and your company will be thanked at the opening session. Includes a golf hole sponsorship and company logo printed on the conference bags. For logo on bag, please order by Sept. 27.
CAN COOLER SPONSOR (COOZIE STYLE)* .............. $1200
SOLD: Fountain Industries, LLC
Your company logo will be printed on the can coolers placed next to the bars in the Trade Show.

DRINK TICKET SPONSOR ........................................... $1000
Your logo will be printed on the drink tickets for the Wednesday Opening Reception and on signs around the bar. Please order by October 18 to allow time for printing.

LEVEL 3 CLOSING PARTY SPONSOR ....................... $1000
Only 12 available. Your logo will be featured on the front cover of the Conference Book, on a commemorative photo jacket, and displayed at the Closing Party. You also receive a Closing Party Sponsor ribbon on badge, recognition at Closing Party dinner, color logo with company/exhibitor index in Conference Book, and logo on the “thank you” page in post-Conference Magazine.

LIP BALM SPONSOR* ............................................. $1000
Only one available. Your company logo will be printed on the lip balms placed in the conference bags distributed to attendees.

GLASS WALL CLING .............................................. $850
Your full-color company logo will be largely displayed on window clings on both sides of the glass wall leading to the meeting space.

FLOOR SPONSOR .................................................. $800
Your full-color logo or ad will be displayed on 3 large floor decals in the lobby of the conference center.

BAG SPONSOR ....................................................... $550
Your logo will be printed on the conference bags distributed to attendees. Available through September 27 to allow time for printing.

GOLF LUNCH SPONSOR ........................................ $500
Your company will be recognized on the box lunches placed in each cart at the start of the tournament. This sponsorship includes a Golf Hole Sponsor Sign.

LEVEL 4 CLOSING PARTY SPONSOR ..................... $500
Your logo will be featured on a commemorative photo jacket and displayed at the Closing Party. You also receive a Closing Party Sponsor ribbon on badge, recognition at Closing Party dinner, black and white logo with company/exhibitor index in Conference Book, and logo on the “thank you” page in post-Conference Magazine.

GRAND OPENING EXHIBIT RECEPTION ............... $450
Your logo will be prominently displayed on all signs for the reception and printed next to the event on conference agendas.

CHARGING STATION SPONSOR ......................... $400
Your logo will be prominently displayed at a charging station near the registration desk to supply power for mobile devices.

SPOUSE BRUNCH TOUR ......................................... $300
Your logo will be printed next to the event on conference agendas.

BAG INSERT SPONSOR ........................................... $325
You provide the insert and NORA will distribute it in the conference or golf bags. Examples include hats, coozies, flyers, etc. Please deliver items to hotel by November 12.

THURSDAY CONTINENTAL BREAKFAST ............... $250
Your logo will be prominently displayed on signage at the breakfast included next to this event on conference agendas.

LEVEL 5 CLOSING PARTY SPONSOR ..................... $250
Your logo will be featured on a commemorative photo jacket and displayed at the Closing Party. You also receive a Closing Party Sponsor ribbon on badge, recognition at Closing Party dinner, and logo on the “thank you” page in post-Conference Magazine.

GOLF HOLE SPONSOR ......................................... $225
Your logo will be printed on a sign placed at one of the holes during the golf tournament.

FRIDAY CONTINENTAL BREAKFAST .................... $250
Your logo will be prominently displayed on signage at the breakfast included next to this event on conference agendas.
CANDY BOWL SPONSOR ................................................................. $175  
Only six available. Your logo will be displayed around the NORA Candy Bowl at the registration table.

DIGITAL ADVERTISING

NORA WEBSITE HOMEPAGE

ROTATING BANNER ................................................................. $1,000  
Your ad will be featured in the rotating banner on the NORA homepage. Valid from date of purchase through December 31. Limited availability. Banner size: 990 x 270 pixels

EVENT PAGE LOGO ................................................................. $625  
Your company logo on the main event page on NORA website.

ADVERTISING IN CONFERENCE BOOK

BACK COVER AD (included with Premier Sponsorship)

$1100 Inside Front Cover Ad* - SOLD: Heritage – Crystal Clean, LLC

$950 Inside Back Cover Ad*

$625 Full Page Color Ad (7.5” x 10”)

$475 Full Page Black/White Ad (7.5” x 10”)

$475 Half Page Color Horizontal Ad (7.5” x 5”)

$260 Half Page Black/White Horizontal Ad (7.5” x 5”)

$375 1/3 Page Horizontal Color Ad (7.5” x 3.5”)

$200 1/3 Page Horizontal B&W Ad (7.5” x 3.5”)

$275 1/4 Page Horizontal Color Ad (3.75” x 5”)

$200 1/4 Page Horizontal Black/White Ad (3.75” x 5”)

$150 Color Logo By Company Index (1/2” high)

$150 Color Logo By Exhibitor Index (1/2” high)

*contact Casey Parker at casey@noranews.org for availability.

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NORA Conference Exhibitors

For more information or to purchase a booth, contact Brittanne Gasser at marketing@noranews.org.

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AMCS
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American Testing Technologies
www.americanetestingtechnologies.com

Bedford Industries, Inc
www.oberg-crusher.com

Brown Industrial Inc.
www.brownindustrial.com

ChemTec LLC
www.ChemTecLLC.com

ChemTreat
www.chemtreat.com

Clean Burn LLC
www.cleanburn.com/

Dexsil Corporation
www.dexsil.com

Engine & Accessory, Inc.
www.rampstar.com

Eurecat US
www.eurecat.com

Evolution Sorbent Products a NPS Company
www.esp-us.com

Flottweg Separation Technology, Inc.
www.flottweg.com

Fountain Industries LLC
www.fountainindustries.com

Haz~Mat Environmental Services
hazmatnc.com

Imperial Industries Inc.
imperialind.com

InCon Process Systems - GIG Karasek GmbH
www.ips-gigk.com

Innovative Fluids
www.innovativefluids.com

INTERRACHEM, LLC
www.interrachem.com

Ironshore Environmental
www.ironshore.com

Jaxon Filtration
www.jaxonfiltration.com
Naples Grande Beach Resort
Naples, Florida

Room Rate: $199 per night
Reserve your room by phone:
1-844-210-5931

Be sure to mention the code GNORA19 when reserving your room within the block.
The cut off for reservations in the NORA block is October 21, 2019.

Room rates do not include the resort charge, sales, and occupancy taxes. If you need assistance in securing a room, please contact NORA at 703-753-4277 or visit www.noranews.org/2019ConfHotel.

CLOSEST AIRPORT: Southwest Florida International Airport (RSW) is only 30 miles from the Resort.

Most attendees will arrive early on Wednesday, November 13 and leave on Saturday, November 16. Exhibitors may want to arrive on Tuesday, November 12, to allow time for exhibit setup. A tentative schedule is on page 31.
NORA Supplier/Vendor Members in good standing as of 8/12/2019 are listed below. Companies in **bold** have an ad in this magazine. Companies with a $ are part of the NORA Save program by offering discounts/value added services to NORA members. Contact NORA to learn more about the NORA Save program. Companies that are in **red** are exhibiting at the 2019 NORA Conference & Trade Show as of 8/12/2019.

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**AECOM Corporation**
Jack.Waggener@aecom.com
615 771-2480
URS/AECOM Corporation is a full service engineering design firm with over 300 offices and 100,000 employees around the world. Services include environmental engineering consultant - water, air, solid waste, used oil.

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323 274-2273
Process Technology Provider, Equipment Manufacturer with integrated EPC Turnkey solution

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**Axelrod Energy Projects, LLC**
jaxelrod@axelrodenergyprojects.com
212 749-1902
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**Bedford Industries, Inc**
david@bedfordindustries.com
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mjebert@yahoo.com
219 841-2124
Consulting

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**Bright Technologies a Division of Sebright Products, Inc.**
abajric@sebrightproducts.com
269 793-7183

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**Brown Gibbons Lang & Company, LLC**
ekaplan@bglco.com
216 920-6634
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**Brown Industrial Inc**
craig@brownindustrial.com
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An industry leading supplier of water treatment and oil processing specialty chemicals.

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michaelc@clairvest.com
416 413-6007
We are a private equity firm which provides equity capital to help finance organic growth and/or acquisition growth. We have a particular focus on the environmental services industry having completed five significant investments since 2006.

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