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PARKER’S POINT  by Scott D. Parker, NORA Executive Director

Big Tent

There are over 65,000 trade and professional associations in the United States.

Every industry or product area that you can think of has a trade association, such as the Fire Equipment Manufacturers’ Association, Associated Locksmiths of America and the Resilient Floor Covering Institute, to name just a few.

Like all associations, NORA exists to serve the interests of its members. Since its founding in 1984, NORA has defended the rights of its members to responsibly recycle used oil and related materials.

NORA has been at the center of all the major governmental affairs and research projects related to used oil. Here are a just a few of the areas NORA has represented its members:

• 1985 EPA Designation of Used Oil as Non-Hazardous Waste
• Used Oil Management Standards
• CWT Realistic Effluent Limitations
• 2006 Department of Energy Used Oil Study
• 2013 CalRecycle Used Oil Life Cycle Analysis

NORA is a ‘big tent’ association. We have members who recycle used oil in a variety of ways. Because of the efforts of members working together, a relatively favorable regulatory environment exists for the overall industry.

2019 DOE Used Oil Study

As noted in the last magazine, the President signed HR 1733 late last year that directs the Secretary of Energy to prepare and submit to Congress a coordinated Federal strategy to increase the beneficial reuse of used lubricating oil.

The average NORA member is unable to participate in D.C. meetings on a regular basis. That is why NORA exists. We have already had an initial meeting with the DOE and will update members during the 2019 NORA Mid-Year Meeting.

The Board of Directors has reviewed and has advised NORA representatives on this project the strategy and position of the association for this study. Again, that strategy and position will be shared with members during the 2019 NORA Mid-Year Meeting.

There will be a wide variety of views expressed during this process, both from inside and outside of the NORA membership. The goal of the association is to represent the best interests of its members to maximize the amount of gallons of used oil that are collected and responsibly recycled.

As the project proceeds, we will keep you updated.
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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Industry Calendar

2019
NORA Mid-Year Meeting
Denver, Colorado
June 12-14, 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 Mid-Year Meeting
Chicago, Illinois
June 17-19, 2020

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NORA and the US Department of Energy Meet Regarding 2019 Used Oil Project
On March 15, 2019, representatives from NORA, An Association of Responsible Recyclers, met with Rob Smith, Senior Advisor with the Office of Oil & Natural Gas at the US Department of Energy (DOE) in Washington, DC. The purpose of the meeting was to discuss the upcoming DOE project related to reviewing and updating the 2006 Used Oil Re-refining Study and developing a Federal Strategy to increase the beneficial reuse of used lubricating oil.

NORA representatives at the meeting were Executive Director Scott D. Parker and Senior Consultant Jack Waggener. “NORA appreciates the opportunity to work with and support the Department of Energy in 2019 as it relates to this important project for the used oil industry,” stated Parker.

“Being the only national trade association representing the entire used oil recycling industry, NORA will represent its members as a primary stakeholder with this project.”

At the meeting, NORA was informed about the status of the project. NORA offered assistance in identifying data sources and other information. The DOE will advise NORA what the next steps are and the type of assistance they may need from the trade association.

On December 21, 2018, President Trump signed HR 1733 which was originally introduced in the US House of Representatives in early 2017 by Rep. Susan Brooks (R-IN). The legislation directs the “Secretary of Energy to review and update a report on the energy and environmental benefits of the re-refining of used lubricating oil”.

Specifically, it calls for the 2006 DOE Used Oil Re-refining
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Study to be reviewed and updated after consulting with stakeholder groups such as NORA. It also directs the DOE to “prepare and submit to Congress a coordinated Federal strategy to increase the beneficial reuse of used lubricating oil” before the end of 2019.

The legislation states that the Federal strategy should address measures to increase responsible collection of used oil, disseminate public information about reuse options for used oil and to promote sustainable reuse of used oil by Federal agencies and the general public.

Updates about the project will be made at the NORA Mid-Year Meeting in Denver, Colorado, June 12-14, 2019.

Intergulf Acquires Beaver Oil

NORA Member Intergulf Corporation recently announced the acquisition of NORA Member Beaver Oil Co., LLC. Beaver Oil represents the second add-on acquisition for Intergulf.

“Beaver Oil expands our geographic coverage into the second largest refining market in the United States,” said Brandon Velek, Chief Executive Officer of Intergulf. “We look forward to continuing on Beaver’s legacy of providing best in class service to its longstanding customer base while also expanding the capabilities of its current operations.”

“We are excited to partner with Intergulf,” said Ray Vintika, President of Beaver Oil. “The Team at Beaver is focused on accelerating growth as a combined company and expanding on what we have built while maintaining the best customer service in the market.”

Rational Energies Achieves Phase I Milestones, Resets for Phase II Expansion

“We set out to validate the new Rational Energies business model in 24 months and were able to achieve it in only 19,” stated Founder and CEO Ed Driscoll.

“Phase I was focused on retrofitting our manufacturing facility, establishing a customer base, sourcing feedstock suppliers and establishing a reputation as a quality supplier of base oils. Hard work from our team enabled us to meet our production goal and prepare Rational Energies for its next stage of growth,” Driscoll concluded.

Starting in 2017, the Company’s Plymouth, MN facility was modified from its original purpose – turning landfill plastic into crude oil – into one that converted used motor oil into high-quality industrial lubricants. During Phase I, Rational Energies produced Group 1 Base Oils, Distillate and Asphalt Extender, along with finished blended lubricants.

“Phase II, a major upgrade, will double the size of our manufacturing capacity to eleven million gallons, and expand our product offering to include Group 2 lubricants,” said Rational Energies COO Rick Albrecht.

Origin Completes Acquisition of Flex Oil Services to Complement North American Growth Platform

Origin Americas recently completed the acquisition of the assets of Flex Oil Service, LLC and Safeway Oil Recovery (“Flex Oil”), one of the largest independent collectors of used automotive oil in the gulf coast.

This represents Origin’s second strategic acquisition over the last year and positions the company as a leading environmental infrastructure and services platform in the United States. In addition to the assets of Flex Oil, Origin owns and operates a nearly 50-acre liquid bulk storage terminal in Baltimore, Maryland with rail, truck, vessel loading and unloading infrastructure, as well as one of the largest used motor oil and lubricant collection businesses in the Mid-Atlantic region.

“We are pleased to add Flex Oil’s strong collection platform to our growing business. Flex Oil enhances our scale and diversifies our geographic footprint in two key North American markets,” said Nicholas Myerson, CEO of Origin.
Recycled Fuel Oil Purchase Programs
Industrial and Retail Used Oil Collection
Transportation via Tanker, Rail and Barge
New Industrial Oil Manufacturing and Used Oil Reclaim Services
Recycled Petroleum Products/Distillates Processing (RPP)
Consumer Product Destruction and Recycling
Surfactant Recovery and Beneficial Reuse
Container Management and Waste-to-Energy Processing

Oily Wastewater, Organics, Leachate, Solidification
Recycled Fuel Oil Purchase Programs
Industrial and Retail Used Oil Collection
Transportation via Tanker, Rail and Barge
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The sixth annual NORA Environmental, Health & Safety (EH&S) Forum held on March 6, 2019 educated over 50 NORA members on safety issues facing oil recycling companies.

NORA’s first Guiding Principle states that member companies make health, safety, and environmental considerations a top priority in planning for all existing and new facilities, processes, products and services. The EH&S Forum is designed to support and expand each company’s knowledge on EH&S topics.

This year, attendees discussed safety with regards to Accident Reconstruction, Limit Liability, Fire Escape, Spills, Big Data/Liability and Contracts. The Forum then wrapped up with a Q&Aroundtable discussion.

Presentations from the Forum are available online exclusively to NORA Members at noranews.org. Visit the Member Only Resource Center and click “Past Event Resources”.

The seventh annual EH&S Forum will be held in Dallas in 2020.

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EH&S Presentations Available Online

Members have the ability to access past EH&S Presentations online. Visit the Members Only Resource Center at noranews.org/EventPresentations to download and view presentations.

2019 Presentations

Accident Reconstruction: Answers to Limit Liability
Presented by: Bob Landman & Will Funk of Safety Research Consultants, Inc.

Fire Escape: Suppress the Risk
Presented by: Lindsey Scharg of Fire Rover, LLC

Prepared for the Spill?
Presented by: Marlin Zechman of XL Insurance, Division of AXA

Big Data / Big Liability: Securing ELD Data
Presented by: Melanie Cheairs, Brennen Boze, & D.J. Burrs of Lorance Thompson, P.C.

Contracts & Insurance: Can't We All Get Along
Presented by: Matt Gartner of XL Insurance, Division of AXA
At Vertex Energy, our focus is simple. We believe the best way to ensure a stronger future is by bringing stability to an uncertain market. That’s why we’ve been collecting, recycling and re-refining used motor oil and other petroleum co-product streams since 2001. By constantly adapting to a changing world, we’re equipped to deliver new and better ways to reduce our dependence on foreign oil.

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Over 175 national and international leaders from the liquid recycling industry gathered in New Orleans for the NORA Winter Meeting to discuss regulatory and business issues.

During this event, NORA committees and working groups met to discuss opportunities and threats for recyclers of used oil and related materials.

In addition to committee meetings, attendees heard a presentation by Tom Murray on IMO 2020 - Sea Change for Used Oil Industry as well as a session on the upcoming Department of Energy Federal Used Oil Study.

NORA thanks the sponsors for this event.
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There is currently a “feeding frenzy” that has created a Tsunami with regard to the EPA contaminants of concern (COC) per-and polyfluoroalkyl substances (PFAS) that could have both positive and negative consequences for NORA member companies and their clients. Over the past year we have discussed this at our winter and mid-year meetings and will be continuing to do so.

PFAS is a family of over 4,700 organic compounds; many are in the items and materials we use in our everyday life. As a result they are ubiquitous in the environment and are considered persistent bio-accumulative toxins that are highly mobile in water and very difficult to treat/destroy. The immediate, largest expressed concerns are in the levels found in potable water sources (surface and groundwater) and municipal potable water distribution systems.

Some of the numerous sources of PFAS are firefighting foams, fire-retardants, non-stick materials (Teflon), water relents (like Scotch Guard), cosmetics, soaps, bio solids from wastewater treatment, domestic septic tank systems, etc. The major PFAS groundwater issues discovered over the past few years are around Department of Defense (DOD) military bases and larger airports throughout the USA (and world) where fire-fighting foams are stored and used. Some other significant industrial sources are refineries, textiles, electronics, paints, coatings, paper, plastic, resins, metal plating, etc.

In recent years the DOD has used a target screening level of 400 parts per trillion (ppt) or 400 nano grams per liter (ngl) to determine when there is a significant issue that might require remediation of ground or surface water. States, environmental groups, and now several U.S. House and U.S. Senate members have been pushing EPA to develop much lower action levels and a maximum contaminant level (MCL) for drinking water.

In response to criticism EPA has developed a fast track PFAS action plan. EPA Administrator Andrew Wheeler stated in an April 8, 2019 meeting of the Environmental Council of the States (ECOS) “I believe that our PFAS action plan is the most comprehensive multi-media plan ever developed by EPA in its 49 year history for a chemical concern”. EPA has floated a plan to reduce the screening level to 70 ppt from 400 ppt. The EPA plan also calls for a very fast track establishment of an MCL by the end of 2019, traditionally the development of other MCLs have taken 5 to 10 years!

In March, New Jersey went much further by setting groundwater quality standards of 10 ppt for two of the more prevalent PFAS compounds, perfluorooctanoic acid (PFOA) and perfluorooctanesulfonic acid (PFOS). It is very difficult to properly and accurately sample and test to these extremely low levels. Cross contamination of samples is a major concern as PFAS is in some plastic tubing, commonly worn Tyvek lab and sampling clothing and many other items. From my experience I predict that most sites with identified PFAS contamination will exceed 10 ppt.

Important to Centralized Waste Treatment facilities and others is that once in the water PFAS is very difficult and expensive to remove and destroy. Most are not destroyed by biological and chemical precipitation and require adsorption treatments like granular activate carbon (GAC) or some special resins. Then GAC has to be regenerated by high temperature incineration that destroys the PFAS. Other proprietary methods are being developed.

Undoubtedly NORA facilities will in the near future start seeing their local city sewer ordinances contain PFAS limits and at very low levels. This will result in many of the members needing to test for PFAS in their wastewater discharge and in coming wastes and materials being received by their facilities. It could result in much higher operating costs; however it could create new markets for our members.

Obviously, this is a brief overview of very complex issues. If you are interested in more details, you can contact me at jack.waggener@aecom.com or by phone at 615.224.2133. See you in Denver at the mid-year meeting.
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There weren’t many Ferrari automobiles on the streets of Knoxville, Tennessee, a half century ago for young Stewart Bartley to admire. However, he accompanied his father to many car shows to see the latest cars on display.

In 1966, an action movie was shown in a Knoxville theater. The pre-teenage Bartley went to see “Grand Prix”, the film starring James Garner, Eva Marie Saint and Yves Montand. The movie had many scenes of racing and race cars and that is when Bartley says he became infatuated with the Ferrari brand.

Decades passed and by 2006 Bartley had moved to Virginia. That is where he saw an advertisement offering a 1962 Ferrari 250 GTE for sale. The description of the car in the ad sounded good and the pictures looked good. Unfortunately, the Ferrari was in Paris, not Texas, but France.

Nevertheless, with assistance from friends, Bartley pursued his four passenger Ferrari dream car. The deal for the Ferrari was finally completed in late September in 2006. It was shipped to the port of Baltimore. After it was unloaded in mid-December, the sleek car was taken to a Ferrari dealership where, unfortunately, the three-liter V-12 engine required rebuilding. “The condition of the engine was disappointing,” Bartley says.

One thing led to another and since the engine was out of the car the four-speed manual transmission with electric overdrive in third and fourth gears was overhauled.

All of the chrome trim pieces including the wraparound bumpers were replated.

It was determined that the trim would look better if the car had a fresh coat of midnight blue paint along with 15-inch wire wheels.

Bartley’s wife, Christina, selected the burgundy color for the leather upholstery. It wasn’t planned but the Ferrari essentially underwent a complete rotisserie restoration, Bartley says.

The restoration of the 15.5-foot-long Ferrari was declared complete in February 2012, about 5-and-a-half years after
it was purchased sight unseen, a testament to Bartley's perseverance. He found the nimble Ferrari on its 102-inch wheelbase can be turned around in a 40-foot, one-inch circle.

Now that Bartley has his like new Ferrari at his Alexandria home he has had the opportunity to inspect it closely, something he never had the chance to do before.

Under the hood are three Weber carburetors that feed fuel to the engine from the 23.8-gallon gasoline tank. The crankcase has a capacity of 10.6-quarts of oil. The owner's manual explains that oil consumption at the rate of one quart every 500 to 750 miles in considered normal for the 2,890-pound 2+2 Ferrari. Fuel economy of 13 to 16 mpg can be expected.

At the other end of the car is the compact trunk. The spare tire is stored horizontally under the floor.

Exhaust from the engine exits beneath the rear bumper through the dual pipes.

A defroster vent is positioned in the package shelf to keep the rear window clear. In warmer weather, occupants in the comfortable interior car enjoy flow through ventilation complements of the pop out windows beside the rear seat passengers. Heat generated by the powerful engine is directed to the outside via the 13 vents perforating each front fender.

When this Ferrari was manufactured the use of tobacco products was commonplace which explains why the center leather console has two ashtrays, one for front seat occupants and the other for passengers in the rear.

While seated at the three-spoke steering wheel Bartley has a clear view of the 8,000 rpm tachometer and the 300 kilometer speedometer which translates to about 180 mph, a speed he says he is unlikely to achieve.

Regardless, Bartley is pleased with the functionality of his handsome Ferrari. For him, the car is the fruition of a dream that began in Knoxville many years ago.
Join your colleagues for the NORA Mid-Year Meeting in Denver, Colorado. The Mile High City is a major airline hub making air travel easily accessible to this city known for its vibrant, walkable downtown. The event host hotel, the Sheraton Denver Downtown Hotel, is ideally located on the popular 16th Street Mall, a mile-long pedestrian promenade brimming with shopping, dining, nightlife and entertainment. A free hop-on bus gives you access to all that the 16th Street Mall has to offer. See you in Denver!

**Register Now**
- Use registration form on page 23
- Register online at www.noranews.org > Events
- Call the NORA office at 703-753-4277

**Sponsor the Event**
Many sponsorship and advertising opportunities are available for the 2019 Mid-Year Meeting. Starting at just $150 to place your logo in the event book, you can support your industry and promote your company. Visit noranews.org for more information or contact Brittanne Gasser at marketing@noranews.org. Page 24 has details about sponsorship options and reserve your sponsorship on page 23.

**Hotel Information**
NORA has secured a room block at the Sheraton Denver Downtown Hotel for $205/night. Most attendees will arrive on Wednesday, June 12, and depart on Friday, June 14. If you are attending the baseball game, you may wish to arrive on Tuesday, June 11 or early in the day on Wednesday, June 12. To reserve your room, visit www.noranews.org>Events or contact the Sheraton Denver Downtown Hotel directly at (303) 893-3333 and ask for the NORA room block. More information and a direct link to the hotel website is available at www.noranews.org/2019MYInfo

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**Trihydro invites you to join your NORA colleagues at Coors Field on the afternoon of Wednesday, June 12, to watch the Colorado Rockies play the Chicago Cubs. Game time is 1:10 MDT, and is prior to the start of the NORA Mid-Year Meeting. NORA will congregate at the Rooftop, a standing room only area in the upper right field deck, which has stunning panoramic views of Downtown Denver and the Front Range.**

The Rooftop opens at 11:10 am, two hours prior to scheduled first pitch. Please come early to network and watch pregame warm ups.

*This event is an add-on event for registered attendees of the NORA Mid-Year Meeting.*

Tickets are **$25/person** and include a $6 food and beverage voucher. In addition, Trihydro is generously providing each guest with a voucher valid for an additional $20 food and beverage.

Play ball!

For more information or to register visit www.noranews.org/2019BaseballEvent or complete the registration form on page 23.
2019 NORA Mid-Year Meeting Presentations

Informative Sessions
The NORA Mid-Year Meeting provides practical knowledge of value to individuals involved in the liquid recycling industry. Attendees will be made aware of the latest issues for the used oil, antifreeze, wastewater and related markets. In addition, special information will be provided to members related to the following important issues:

IMO 2020: Latest UMO Disruption Analysis
Presented by Thomas Murray, President, Modern Fuels, LLC
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 will inform NORA members across the spectrum of the most recent market information and provide an updated forecast for the second half of 2019.

US DOE 2019 Used Oil Project Update
President Trump signed HR 1733 on December 21, 2018. It directs the Secretary of Energy to prepare and submit to Congress a coordinated Federal strategy to increase the beneficial reuse of used lubricating oil by the end of 2019. NORA will be a primary stakeholder in this process. Attendees will be updated on the position that the NORA Board of Directors, the association’s engagement with the Department of Energy and about how all members can have their voice heard on this vital project to the industry.

Who We Are:
• Buck’s Oil Co. is a recycler of used oils and contaminated waste waters
• Our fleet of specialty equipment is at your disposal 24 hours a day 7 days a week
• We provide the pump-out, treatment, and recycling capabilities to facilitate the removal needs of various types of industrial and commercial enterprises

Types of Customers We Service:
• Tank Cleaning and Removal Companies
• Auto Dealers
• Fast Oil Change Shops
• Metal Working Plants
• Service Stations
• Soil Remediation Consultants

What We Do:
• Used Oil Collection
• Oily Waste Waters
• Antifreeze Pump-Outs
• Used Oil Filter Recycling
• Site Dewatering
• Removal Of Barrels
• Salvage Fuels
• Used Coolants
• Wash Waters

Bucks Oil Co.
30110 Beverly Rd. Romulus, MI 48174
(734) 728-3280
bucksoil@bucksoilcoinc.com
2019 NORA MID-YEAR MEETING AGENDA
JUNE 12-14, 2019 | DENVER, COLORADO

AGENDA

WEDNESDAY, JUNE 12

1:00 PM - 4:00 PM  Baseball Game at Coors Field: Rockies vs. Cubs (additional registration fee)
4:30 PM - 7:45 PM  Registration
5:30 PM - 6:00 PM  New Member & Board Member Reception
6:00 PM - 8:00 PM  Opening Reception

THURSDAY, JUNE 13

8:00 AM - 6:45 PM  Registration/Check-In
8:00 AM - 7:15 PM  Display Tables Available for Premier Sponsors
8:00 AM  Continental Breakfast
8:00 AM - 8:15 AM  Committee Chair Meeting
8:30 AM - 9:10 AM  Welcome
9:10 AM - 10:20 AM  Opening Presentation
10:20 AM - 11:05 AM  Break
11:05 AM - 11:50 AM  Re-Reﬁned Lubricants Working Group
11:05 AM - 11:50 AM  Distilled Fuels Working Group
11:50 AM - 1:20 PM  Lunch
12:15 PM - 1:20 PM  Lunch presentation
1:20 PM - 2:00 PM  Wastewater Working Group
2:00 PM - 2:50 PM  Antifreeze Working Group
2:00 PM - 2:50 PM  Conference Committee/Membership and Marketing Committee
2:50 PM - 3:15 PM  Break
3:15 PM - 5:00 PM  EH&S Committee
   Used Oil Recycling Council (including the Filter Working Group)
   Government Affairs Committee (including the Subcommittee on Research)
5:15 PM - 7:00 PM  NORA Happy Hour Reception

FRIDAY, JUNE 14

8:00 AM - 9:00 AM  Past Presidents Committee
9:00 AM - 12:30 PM  Board of Directors Meeting
2019 NORA MID-YEAR MEETING REGISTRATION

Complete one form for each person. Online registration available at www.noranews.org > Events.

Contact Info

Name
Company
Address
City
State
Zip
Phone
Email

Registration

EVENT

<table>
<thead>
<tr>
<th>MEMBER</th>
<th>EARLY RATE (Paid by June 5)</th>
<th>REGULAR RATE (After June 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-Year Meeting (Member)</td>
<td>$240/person</td>
<td>$265/person</td>
</tr>
<tr>
<td>Mid-Year Meeting (Non-Member)</td>
<td>$900/person</td>
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</tbody>
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EXTRAS

Baseball Game at Coors Field: Rockies vs. Cubs | $25/person

SPONSORSHIPS

- Opening Reception | SOLD | $2750
- Key Card Sponsor* | $1400
- Lanyard Sponsor* | $1400
- Notebook Sponsor* | $1400
- A/V Sponsor* | $800
- Premier Sponsor (with Full Page Color Ad) | $900
- Premier Sponsor (with Half Page Color Ad or Full Page B&W Ad) | $750
- 6' table top display, does not include registration fee
- Can Cooler Sponsor (Coozie Style)* | $700
- Happy Hour Sponsor | $625
- Event Page Logo* | $600
- Charging Station Sponsor | $550
- Lunch Sponsor | $500
- Breakfast Sponsor | $250
- Candy Bowl Sponsor | $175

EVENT BOOK ADVERTISING

- Back Cover Full Page Ad* | $1100
- Inside Front Cover Full Page Color Ad* | $750
- Inside Back Cover Full Page Color Ad* | $725
- Full Page Color Ad | $575
- Full Page B&W Ad | $390
- Half Page Color Ad | $390
- Half Page B&W Ad | $225
- 1/3 Page Horizontal Color Ad | $315
- 1/3 Page Horizontal B&W | $200
- 1/4 Page Color Ad | $200
- 1/4 Page B&W Ad | $175
- Color Logo in Company Index | $150

Is this your first time attending a NORA event? Yes ☐ No ☐

Payment Options

Total Amount Due $ ____________

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

Name on Card
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

Registration may be scanned and emailed to casey@noranews.org. Please do not email credit card information. Please indicate form of payment:

- Faxed to 703-753-2445
- Phoned in to Kim Litscher at 703-753-4277
- Mailed to 7250 Heritage Village Plaza, #201 Gainesville, VA 20155
- Will pay online: following processing of paperwork, a secure payment link will be emailed to you

Book Your Hotel Room Now

Sheraton Denver Downtown Hotel
Room Rate: $205/night
Call (303) 893-3333 and mention code “NORA” by Tuesday, May 21, 2019 to book at the discounted rate. Be aware that rooms may sell out early.
2019 Sponsorships: Mid-Year Meeting

OPENING RECEPTION
SOLD to XL Insurance, Division of AXA
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KEY CARD SPONSOR* $1400
Only one available. Your company logo and message will be printed on all room key cards given to attendees staying at the hotel. Offered via lottery.

LANYARD SPONSOR* $1400
Only one available. Your company logo will be printed on the lanyard handed to all attendees. Offered via lottery.

NOTEBOOK SPONSOR* $1400
Only one available. Your logo will be on the notebook placed at each seat at the beginning of the Mid-Year Meeting. Offered via lottery.

AUDIO/VISUAL SPONSOR* $800
Only one available. Your logo will be prominently displayed when the “splash screen” is displayed in the main meeting room on main meeting day. This also includes a full page black and white or half page color ad printed in the committee book. Offered via lottery.

PREMIER SPONSOR
$750 (Includes Half Page Color or Full Page B&W Ad)
$900 (Includes Full Page Color Ad)
Premier sponsors have the opportunity to use a 6’ table near the NORA registration desk to display company information and literature on main meeting day and are allowed up to 60 seconds to address the entire group at the beginning of the meeting. Your company logo will be printed on the front cover of the committee book, and on a large sign inside the meeting room. This also includes a full page black and white or half page color ad (or a full page color ad for $900) printed in the committee book. Please note that meeting space allows for materials to be displayed only on a 6’ table. Tables are assigned on a first-come first-served basis on the day of the event. Floor signs are not permitted.

CAN COOLER SPONSOR (COOZIE STYLE)* $700
Only one available. Your company logo will be printed on the can coolers placed next to the bars at Happy Hour on Thursday.

HAPPY HOUR SPONSOR $625
Your company logo will be prominently displayed during happy hour on main meeting day. Your company logo will be printed on each drink ticket. Your company will receive extra drink tickets for the event. Your company logo will appear on all Mid-Year Meeting agendas.

EVENT PAGE LOGO* $600
Only one available. Your logo on the event page on the NORA website.

CHARGING STATION SPONSOR $550
Your company logo will be prominently displayed near a charging station near the NORA registration desk to supply power for mobile devices.

LUNCH SPONSOR $500
Your company logo will be prominently displayed during lunch on main meeting day. Your company logo will appear on all Mid-Year Meeting agendas. You may address the entire group before lunch for up to 60 seconds. Only six available.

BREAKFAST SPONSOR $250
Your company logo will be displayed during breakfast on main meeting day. Your company logo will appear on all Mid-Year Meeting schedules.

CANDY BOWL SPONSOR $175
Your company logo will be displayed next to the candy bowl at the registration table on main meeting day.

Event Book Advertising
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Inside Back Cover Full Page Color Ad* $725
Full Page Color Ad $575
Full Page B&W Ad $390
Half Page Color Ad $390
Half Page B&W Ad $225
1/3 Page Horizontal Color Ad $315
1/3 Page Horizontal B&W $200
1/4 Page Color Ad $200
1/4 Page B&W Ad $175
Color Logo in Company Index $150

*Exclusive item, sponsorship sold via lottery. If available after May 3, sold on a first-come, first-served basis. Email casey@noranews.org for more info.
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Find out more about our products and our new refinery project at www.geniiioil.com
At EnviroSolids LLC, the container manager is a guitarist passionate about harnessing new technology for positive environmental impact. Pete, the campus grounds administrator, upholds meticulous aesthetic standards. The plant and compliance manager is known as “The Brain” for his extensive knowledge of environmental and safety regulations and his openness and collaboration with authorities. The solid waste manager works like an artist with a canvas when drying sludges. Conduits designed by an on-site electrician given free rein to take pride in his craft look like art installations. The general manager who streamlined her departments is also a founder of one of Michigan’s only biodynamic-certified farms.
Each of EnviroSolids’ 35 employees applies his or her particular genius to the company’s unique closed-loop approach to environmental stewardship and waste processing. “We have someone doing billing who is really into sustainability, and who cares -- who really cares,” said Managing Member Burt Pierce. “It’s important to us to have people who share our philosophy of systems and sustainable business.”

EnviroSolids, LLC is a fully integrated, non-hazardous processing and disposal facility. Pierce and one of the original investors of Fossil Watch, founded the facility in Dearborn, Michigan, in 2010, with a New York developer later rounding out a diverse leadership and investment team. Disciplines include oil recycling, energy from waste, waste water treatment, and solids treatment.

The 20-acre campus, formerly a Mobil Oil transfer facility, is revitalized with such an eye on natural habitats that even a family of geese returns every spring to make a home in a retention pond – appropriately, returning this year on the day of the Detroit Tigers’ home opener.

**People, Planet, Prosperity**

After taking over the Mobil Oil facility, which is connected to the Wolverine Pipe Line with a web of pipe working its way throughout the Midwest, industry veteran Pierce stepped in to upgrade the facilities. Systems were installed to efficiently process various waste streams along with renovating the offices and, maybe as important, changing the thinking of employees. The result is a campus with a multifunctional 10-million-gallon tank farm, a beyond-LEED certified headquarters with a full-blown kitchen and numerous community spaces for collaboration, and a series of treatment plants supporting multiple treatment technologies. All processes are conducted with the philosophy of a unified system working to enhance the outcome of the whole, starting with meticulous oil management.

“The impact that saving oil has on the environment in terms of extracting raw crude from the ground is incredible,” said COO Chad Dickinson, whose own career leapfrogged from writer and recording artist to green-design consultant to waste treatment. “Once it’s gone, it’s gone. If we can capture it, it has value.” Plus, the teams treating water and solids thoroughly swept of oil “have a much easier time” at their jobs, a positive outcome for the operation as a whole.

EnviroSolids, LLC adheres to the “triple bottom line” of social, environmental, and financial good, Dickinson said. “A lot of businesses are focused on just making money, not realizing that you have to take care of the planet and the people, too,” he said. “You’ve got to have capital in all three aspects of business to be successful and limit the liability and risk.”

Under the compliance manager’s deep understanding of regulations and ability to implement them, a recent three-day OSHA visit concluded with zero violations. EnviroSolids, LLC educates partners and customers on how their materials are being handled and what can be done at the generators end to assist in the process. We, the company, is “very collaborative,” said Dickinson. By keeping a finger on the pulse of industry trends on the oil side, and communicating regularly with oil collectors, oil resellers, and lube stock vendors, EnviroSolids, LLC helps assure that products reach the most appropriate, profitable markets.
The company is always prepared to open their gates for customers’ special projects outside of normal operating hours. The biggest names in the oil recycling and environmental business, plus many small operators, are among its customers “because of our location, because of our capacities, because we do so many different things,” said Pierce.

“They’re utilizing our facility to make money and, in the process, feel good about it because they know we’re handling things properly,” he said. “The flow of trucks in here is extremely diverse. They’re from all over the country. Some are going to get solids processed. Some are bringing in waters and oils to be processed. Some are hauling out oil. Some are utilizing our tanks for their own storage. That ties into partnerships. We really build partnerships, and that’s what’s important for us.”

Listening to the needs of those customers also prompted EnviroSolids, LLC’s current feasibility study into establishing a small re-refinery on-site. State-of-the-art re-refining capabilities would allow EnviroSolids, LLC to collect crankcase oil, re-refine it in cost-effective and environmentally friendly fashion, and resell it to customers, eliminating excess shipping and energy consumption. Much of this could be done with existing customers -- or as EnviroSolids, LLC sees it, partners.

**Industry meets nature**

EnviroSolids, LLC continuously strives to close the loop on finding uses for the materials coming through its gates. It’s a move toward full-service waste-to-energy, which represents “the future of the environmental industry overall,” Pierce noted. Oil, with its many uses, is separated from waste water and solids for new life as an energy source or lube stock.

“Essentially, everything that comes into this facility can be reused,” Pierce said.

On the industrial but green campus, the welcoming grounds are landscaped with pollinator gardens. The family of geese stops truck flow twice daily on its march to the office door for meals. Drivers leave in better moods than they arrived in, and as Pierce noted, “that’s a good way to retain business. You’d be amazed what influence drivers have in where waste streams go.”

“Being surrounded by these relationships to nature is not only a demonstration of what is possible with industry and nature, but also a constant reminder of the planet we are responsible for protecting,” he said.

When Pierce tackled office renovations, with Dickinson a consultant at the time, “a lot of people thought we were crazy – and we still are a little bit. We wanted them to see that the way we handle this office is the way this entire plant is handled.” The interior was deconstructed, with every scrap saved. Some went to a Detroit architectural salvage store. Most went back into the building, re-crafted as structural elements or eye-catching furniture.

“I was the monarch of whether or not you could throw anything away, and the answer was always no,” said Dickinson. “There were so many eye rolls.”
But behind an office design seemingly better suited to a tech startup is a functional purpose. In a company that values input from every employee on every issue, the space promotes collaborative thinking.

"Instead of going to the departments and saying, 'This is what you do and this is how you do it,' we sit down and say, 'This is the issue we're having,'” said Pierce. “Nine times out of 10, our people will tell you how to solve it. It's creating a discussion more than anything. From that discussion, solutions pop out at you.”

The NORA Value
NORA membership helps EnviroSolids, LLC perpetuate its commitment to environmentally sound practices, Pierce and Dickinson agree. NORA is the industry’s voice in policy development and implementation, such as today’s PFAS issues and mandated oil sulfur reductions. NORA members, said Dickinson, focus on the industry’s big-picture implications, striving toward “a positive environmental impact on the oil side of things, and water as well.”

NORA helps EnviroSolids, LLC connect with customers and vendors fitting its business model and philosophy. “From renting tanks to NORA members, processing their waste water, oils, and solids, selling them processed oil, and buying products and services from vendors who are members, the NORA network is a great source to help grow our business,” Pierce said.

Plus, the association “does a great job helping the outside world see the value that we bring. Communities, in general, think they don't want oil processors in their neighborhoods, but they serve a vital purpose, contributing to a more sustainable future for generations to come. The better educated the general public becomes of services we provide and the real benefit to society, the easier it is for us to do our job.”

It appears there may be a lesson or two in the “triple bottom line” theory of people, planet and prosperity, as it seems to be working well these days. EnviroSolids, LLC is coming off of its best quarter to date. Employees are motivated and sharing new ideas. Record volumes of waste were processed, leading to record profits. All is well, and as they note, even the geese are happy.
IMPLEMENTING BEST PRACTICES

Organize your Paperwork

“For every minute spent organizing, an hour is earned.”
~ BENJAMIN FRANKLIN
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. 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 area that many companies struggle with is organizing and maintaining updated versions of their program documentation.

At the core of any EHS program are the policies, procedures, training and inspection records, and company guidance that give a program its purpose and direction. As Ben Franklin’s 250-year-old quote highlights, knowing where everything is when you need it most will save you time, heartache and money. It is also a simple, but critical, part of a heathy EHS program. Even if your company can not implement a full-blown ISO or EHS management system, many best practices can be integrated into your policies and procedures. While that sounds easy in principle, too many companies have to the hit panic button to comply with an urgent demand because they have simply failed to get organized, which hurts everything from productivity to morale.

Here are three common reasons we see that cause Company’s to endure this (very avoidable) fire drill:

1) **The Program is Invisible**: Having clear written directives that are available to all employees is critical, particularly in the event of an accident or release to the environment. If your company’s “Safety Program” was downloaded from the internet, changed to include your logo and shoved in a drawer, then you are operating at risk. You must take the time to ensure your program is customized to help you drive your business. Additionally, the program needs to be available to all employees. This can be done manually with an old-school binder or paper forms, but those are inefficient and prone to outdated version issues. A best practice is to make your program readily available through a mobile software tool or a company intranet site. No matter how you do it, until every employee knows where to seek guidance, your program is likely invisible.

2) **Nobody Owns It**: Documentation is often generated and maintained by different people or departments that sometimes fail to communicate. This failure is commonly highlighted when there is a vehicle accident. As soon as an accident occurs, everything from driver drug testing to DOT training records come under scrutiny. In many companies, these records are spread out between departments like Human Resources, Operations and EHS. Someone must pull all the records and all too often there are gaps where one department thought the other was handling something, particularly when the accident involves a long tenured employee whose employee files are huge. Finding these gaps proactively can be done by putting an employee or department on point for collecting such information. A best practice is to undergo a mock discovery process with your insurance carrier - before you get sued.
3) **Lack of a Record Retention/Revision Plan:** Too many times companies treat their safety program as a “one and done.” That is, they spend considerable effort getting it up-to-speed, often as a result of customer or agency demands, and then claim victory, leaving the program to age on a shelf. EHS policies are dynamic documents that must change with your operations. The lack of a formal retention/revision plan results in many documents that never seem to go final. I have seen countless discovery responses replete with supposed Company Policies still stamped ‘Draft.’ Make sure you archive old policies and ensure that only current policies are communicated and available to employees. Finally, understand that a routine review of your program documentation not only updates your program, but almost always helps clarify roles, responsibilities and risks.

Companies that have an organized and well-communicated EHS program significantly reduce their risk and avoid the fire drill of an urgent document request. The truth is, any size company can get organized and use their program 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.*

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2019 NORA Conference and Trade Show

Mark Your Calendar

The 2019 NORA Annual Conference and Trade Show will be held on November 13-16, 2019, in Naples, Florida. Join 350 plus industry leaders for networking, business development, and education.

Register online to attend the Conference at www.noranews.org. Register early to receive the lowest pricing and a room in the discounted NORA room block.

Hotel rooms are available for NORA members at the Naples Grande Resort for $199/night. To reserve your room call 1-844-210-5931 or book online through www.noranews.org/Events. The cut off for reservations in the NORA block is October 21, 2019.

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. Our goal is to deliver helpful, practical, real-world information to 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. Please email a proposal to info@noranews.org.

Please Note: Proposals promoting specific company products or services will not be accepted.

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• Exclusive meet and greet with speaker before event
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For more information visit noranews.org/2019ConfInfo
NORA Supplier/Vendor Members in good standing as of 4/22/19 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 4/22/19.

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949-440-8317
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