2020 Conference & Trade Show see page 20

Reining In Government Enforcement To Create Fairness........ 6
Member Spotlight: Rock Oil Refining ................................ 10
NORA Delivers Value for Members................................. 16
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Hindsight is 20/20

The phrase “hindsight is 20/20” describes the fact that it is easy for one to be knowledgeable about an event after it has happened. Ironically, that perfectly describes the year 2020.

As business people, NORA members do not have the luxury to wait until 2020 is done to begin future planning.

Budgeting & Planning for 2021

Over the next two months, many NORA members will be developing their budgets and business plans for 2021.

Under normal circumstances, the underlying data for these projects would come from the company’s ‘crystal ball’ - prior year business analytics, year-over-year sales, volume analysis and future market conditions.

For most, their ‘crystal ball’ has serious cracks this year. A chaotic 2020 rocked by COVID-19 shut downs have rendered prior year data less meaningful. In addition, 2021 brings substantial uncertainty. The Presidential candidates have drastically different economic policies, regulatory plans and environmental objectives.

Industry Guidance at NORA Conference

Working with NORA’s Executive Committee and Past Presidents, we are in the process of finalizing the sessions and speakers for the 2020 NORA Conference & Trade Show that will be held November 11-14 in Tucson, Arizona.

NORA, now more than ever, is developing content to help members plan to succeed in 2021. The event will take place less than a week after the election. Attendees to the conference will hear a variety sessions about economic and regulatory anticipation as well as an outlook for the markets for used oil and related products next year.

The list of attendees is growing every day demonstrating the value of networking with peers. See the article on page 16 which documents the testimonials of several members on the value they receive simply by attending NORA events.

As we welcome you to this year’s NORA Conference, we are committed to providing members with a safe environment. Safety protocols are being developed with the latest guidance to minimize risk for NORA members. See page 22 for an overview of the safety protocols.

I look forward to seeing you in Tucson in November.
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

2020
NORA Conference & Trade Show
November 11-14, 2020
Tucson, Arizona

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The White House continues to attempt to rein in unjustified enforcement on the regulated community by the Federal Government bodies such as EPA, OSHA, DOT and others. To implement this, on August 31, 2020, an instructive memo (M-20-31) from the Executive Office of the President, Office of Management and Budget was issued to the government in support of the President’s May 19, 2020 Executive Order 13924.

In some detail, this memo points out that the Government should bear the burden of proving an alleged violation and the subject of enforcement should not bear the burden of proving compliance and proving a negative to prevent liability and enforcement. “Administrative enforcement should be free of improper Government coercion” and it goes on to say that defendants should promptly be provided with relevant evidence in order to mitigate damages or penalties. The memo indicates that liability should only be imposed after notice and an opportunity to respond. “Administrative enforcement should be free of unfair surprise.”

If your company is or may be involved in an enforcement action, please keep these documents in mind. It memorializes the White House stand on enforcement and should be beneficial to industry.

These directives are important because over the last many years some NORA members and others have occasionally experienced unfair and improper enforcement by EPA Regions and state authorities relative to the EPA Used Oil Management Standards, the Centralized Waste Treatment Effluent Limitation Guidelines, and the Hazardous Waste rules. All too often this has resulted from inspections by unexperienced regulators who have very limited knowledge of the requirements and intent of these rules. Unfortunately, this results in erroneous interpretations by the regulators of the requirements which results in citations being issued. Many times, these are only record-keeping issues that have resulted in no environmental harm. In some instances, the EPA lawyers pass the case off to the Department of Justice which too often pursues unjustifiable and disproportionately large fines. This will be part of the report of the Governmental Affairs Committee at the NORA Conference meeting in Tucson, Arizona.
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Liquid Environmental Solutions Acquires FloHawks Plumbing + Septic

NORA member, Liquid Environmental Solutions announced that, effective immediately, the company has acquired the assets of FloHawks Plumbing + Septic (“FloHawks”) – a provider of septic services, including pumping, inspections, repair and maintenance, as well as plumbing and drain cleaning services for both residential and commercial customers in the Pacific Northwest. Jerry Sheridan, LES Chief Executive Officer, also commented, “I’m very pleased to welcome the FloHawks team and their loyal customers to LES. We look forward to working closely with them to expand their reach, and to incorporate their outstanding contributions to our business.”

Valicor Environmental Services Acquires Water Depot

NORA member, Valicor Environmental Services, one of North America’s providers of non-hazardous wastewater treatment services, announced it has acquired Water Depot, expanding its network of wastewater processing facilities in the Mid-Atlantic region. Water Depot operates a full-service centralized wastewater treatment (“CWT”) in Westminster, Carroll County, Maryland. Water Depot specializes in treating non-hazardous petroleum-contaminated water to both government and private sector clients along the East Coast.

“We are excited to add the Westminster facility to our expanding network of CWTs across the US,” said Bill Hinton, Chief Commercial Officer of Valicor. “Valicor continues to expand in both new and existing geographies in order to better serve its customers. Our new Westminster location will play a key role as we increase our service in the Mid-Atlantic and we are thrilled to welcome the Water Depot team to the Valicor family.”

NY Announces “Enforcement Discretion” on Parts Cleaning Rule

In November 2019, the New York Department of Environmental Conservation amended 6NYCRR Subpart 226-1. Essentially, it required 8000 New York locations to move from solvent to aqueous parts cleaners by December 1, 2020. Due to COVID-19, the department “is providing under this enforcement discretion to owners and operators of facilities that carry out solvent cleaning processes an additional 12 months” to be in compliance. This and other government affairs updates will be reviewed at the 2020 NORA Conference and Trade Show.

Trihydro Recognized Among Top U.S. Environmental Firms

Trihydro has again been ranked among the Engineering News-Record (ENR) Top Environmental Firms. Considered one of the industry benchmarks, ENR ranks its list of top 200 environmental firms nationally based on gross revenues associated with environmental services. This year marks Trihydro’s 15th consecutive appearance on the list; debuting at 171 in 2006, Trihydro ranked 113 in 2020.
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MEMBER SPOTLIGHT

Rock Oil Refining
By M. Diane McCormick

Rock Oil Refining: An ear for customer needs and an eye for solutions

Sylvester Rock was an electrician serving small cheese factories in post-World War II Wisconsin. When a customer bemoaned the cost of powering the boiler with virgin oil, Rock had an idea for a cheaper alternative. He tracked down used oil, and the two started experimenting. Word spread among the tightknit world of Wisconsin cheesemakers, and before long, Sylvester the electrician was also running a used oil business.

Then he came home one night and told his wife they were going exclusively into used oil. In those years, repurposing used oil was almost unheard of.

"Apparently, my mother-in-law just shuddered and thought, ‘We’re going to starve to death,’" says Sylvester’s son-in-law, Dave Feemster, partner with Rock Oil Refining.

Today, that combination of attentiveness and can-do resourcefulness still drives Rock Oil Refining, successor to Sylvester Rock’s original company. So do meticulous planning and rigorous control of every process – “from A to Z,” Feemster likes to say – to ensure quality and continuity.

From its base in Stratford, WI, Rock Oil Refining processes used oil and recycles antifreeze, used oil filters, coolant, and contaminated water for clients in all of Wisconsin, eastern Minnesota into the Twin Cities, and the upper Michigan peninsula.

The origins of today’s operations date to 1986, when Sylvester sold the business to his three sons. The outcome wasn’t a given, at least not from the second generation’s perspective. In that era, the EPA toyed with declaring used oil a hazardous waste. That declaration would have killed the deal, but industry players led by NORA convinced the EPA to regard used oil as an environmental asset when handled properly and recycled.

The Rock brothers were on board. Feemster – the “no-good brother-in-law,” married to a Rock sister – would also soon partner.

“As the business grew, we kind of naturally moved into different areas of responsibility, doing whatever was needed,” says Feemster. “We’ve done a lot of cross training over the years, so any of us can pretty much handle whatever comes up. But we tend to stay in our own areas of expertise as much as possible.”
When the second generation acquired the business, the small cheesemakers were fading away, as large producers bought them for their milk routes. The business’ focus shifted to supplying oil for asphalt producers to burn in their dryers. As the partners revised the business model, they decided to start from scratch. They found land and built a 3,500-square-foot building, with space for parking two trucks, processing oil, and a few storage tanks.

Operations expanded as market needs became apparent. Many used-oil customers also had waste antifreeze that they couldn’t discard in public systems, so Rock Oil Refining developed its own antifreeze recycling method.

And in the mid-1990s, the oil seeping from used oil filters was becoming a problem. Wisconsin banned oil from landfills, and states nationwide began mandating that used filters be recycled. The industry scrambled to find a solution.

Rock Oil Refining was probably the first recycler in Wisconsin to tackle the problem and develop a process, says Feemster. The partners all have engineering experience, so an extensive process of trial-and-error began. They learned of a used wood-chip burner – salvaged from the wreckage of a burned factory in Michigan – and bought it at scrap price.

For five years, they tinkered and experimented with converting the wood-chip burner into a burner of used oil filter materials. Finally, they succeeded in creating a waste-to-energy process. After releasing the oil trapped inside the filters, the company incinerates the leftover canisters and oily paper to power a 450hp steam boiler. The steam provides the energy to run the plant’s distillation process and all thermal requirements needed to run the business.

The system is “one of the many projects we took on for our own needs and our own processes,” says Feemster. “We don’t want to have to depend on other companies to process some of the material.”

There was a time when partners were contracted to help Rock Oil Refining add capabilities, but any problems on a partner’s end could shut down operations. Today, the company retains control over all elements that are critical to operations, including owning and managing its own fleet of trucks to minimize risk and liability to customers.

“We’re a kind of one-stop operation that can go into, for instance, a car dealership or vehicle maintenance facility and manage all of their liquid wastes, provided they’re not hazardous,” says Feemster. “We take just about any kind of environmentally sensitive waste that a shop generates, so they can work with one vendor and get everything taken care of.”

That imperative to safely manage every procedure also drove the strategic decision to stay regional, rather than build a national footprint. According to
the company, the farther a business spins from home base, the greater the likelihood of potential problems caused by lax management, such as spills.

To keep that decision from restricting growth and profitability, the company diversifies its services to keep pace with customer needs. With the ability to recycle antifreeze, for instance, Rock Oil Refining works with a handful of oil-collection companies to take the antifreeze they collect from clients as a value-add.

The company also invested in processes that turn waste into higher-quality products that fetch a premium. In 2011 and 2012, Rock Oil Refining built a rerefinery to create VGO from used oil that had, until then, been destined only for burning for asphalt dryers.

"It's much easier to sell a nice finished product than to pass on the waste to another company," says Feemster. "We are not a large company, by any means, but the fact that our processing technology is so advanced and the products we produce are such high quality has kept us on the cutting edge of the industry."

Every relationship with every customer is different. In one tolling arrangement, a large collection company provides Rock Oil Refining with used antifreeze, and Rock Oil processes it and sells it back to the client as pure ethylene glycol.

Customer relations are fueled by personalized service that includes education on keeping down costs in managing and collecting waste streams.

"We figure that by educating them, we'll get a better waste product that's not contaminated," says Feemster. "It works better for them, and it works better for us."

COVID-19 "definitely affected" the regular course of business. Incoming waste materials dropped significantly at first but were rising by summer's end. Feemster predicted another slump by the third quarter of 2020, as pre-COVID jobs were completed but the pipeline of new transportation and road maintenance projects slowed due to lack of planning and bidding.
As a business that has always been financially conservative and lean, “we typically find ways to get through these tough periods,” says Feemster. “It may work itself out, and we’re hoping it will, but it’s been a very strange year. We’re feeling our way through it. It’s hard to have a plan when something like this happens.”

Feemster credits the hard work and dedication of employees for Rock Oil’s success during the last 35 years. Employee retention is excellent, and the company is “fortunate to have such good people who have cared about making the business into what it is today.”

“Since 2017, six employees retired who had a combined 154 years of service to Rock Oil,” he says. “They are like family, and we were sad to see them go but happy they were able to retire comfortably.”

NORA membership has been valuable in helping Rock Oil Refining forge relationships and keep pace with industry trends. As pressure builds for cleaner energy, Feemster sees a continued industry push into rerefining – returning materials to the marketplace cleaned up and acceptable to environmentally minded customers and regulators.

“We started it quite a while ago by taking on the philosophy that if we’re going to recycle, we’re going to do it from A to Z,” Feemster says. “There’s very little waste we can’t use. It’s microscopic. We’re getting everything we can out of that waste and making it into a product that can be used again for its original purpose.”
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The setting: A committee meeting during a NORA meeting. One participant mentioned a problem his company was having. Jeff Baxter suggested they investigate a vendor he had met there.

It worked. Later, Baxter approached that company with a question of his own. They referred him to a trader who provided “a ton of good information.” A lasting bond was formed.

“I bounced something off of them, and within the matter of an hour, we solved an economic-commercial problem for us and a technical problem for them and built a relationship to go forward,” says Baxter, Executive Vice President of World Oil Refining, Recycling & Environmental Services.

When the COVID-19 pandemic hit, industry conferences worldwide pivoted to virtual formats, but key elements were missing – namely, the networking, peer-to-peer learning, and solutions delivered by live events.

Now, in response to member demand, NORA presents its 2020 conference live and in person, November 11 to 14 in Tucson, Arizona.

Why attend?
Veteran attendees cite four benefits – face-to-face networking that facilitates deals, in-depth education on regulations and trends, knowledgeable discussions of industry best practices, and exhibitors offering solutions to the thorniest challenges of the day.

Industry leaders want to interact with real people sharing real-world opportunities and threats. For liquid recyclers ready to break out of pandemic stagnation, the 2020 NORA Conference beckons with tips and techniques for pursuing growth in a post-COVID world.
Trendspotting
Roller-coaster economies, churning oil markets, geopolitics, pandemic, regulations by state, country, or bloc — together or separately, outside forces underlie the daily decisions that propel a liquid recycling business forward.

Live conferences give industry players the time to focus on coming trends, anticipate disruptors, and connect the dots between seemingly disjointed influences. Expert presenters and educational sessions “help everybody know what’s coming up, what to expect, and what has happened,” says Reese. To Brockman, NORA conferences “put the right people in the right place and give companies the tools they need to conduct their business.”

Educational opportunities help conference attendees navigate the patchwork world of regulations, says Stieneker. A new regulation such as IMO 2020 can send ripple effects throughout the industry, and NORA’s working groups and presentations create “a learning environment where members address these tough topics.”

“Everybody wants to do what’s right,” he says. “They want to operate a sound, compliant business and protect the environment. That’s easier said than done. There are a lot of moving parts. NORA conferences are an invaluable source of information that far outweighs the cost of attendance.”

Even businesses focused on their state affairs can appreciate the chance to learn what’s going on outside their regulatory bubbles.

“We get behind a little bit of a wall here in California because the regulations are so much higher,” says Stieneker. “We can forget to look outside but when we do I see things a little different. It’s good to hear from different points of the market, nationally and globally.”

Sharing best practices
Regular attendees know that NORA conferences amplify their views on how the industry should respond to trends in regulations, markets, and technology. Members choose the forum topics, fostering frank dialogue about their most pressing needs. Committee meetings convene members for in-depth, face-to-face discussions on specialized segments of the industry.

“In all of these committee meetings, members are very knowledgeable,” says Reese. “They have very informed discussions about new laws, new regulations, what stance we take, and how will this affect us.”

Discussing technical matters and sharing opinions in person can elevate the entire industry, says Baxter. “When you’re problem-solving and getting into molecules, equipment, and regulations, these aren’t things you can just cut a deal on. We can talk as a group and try to work not just within the industry but also change the bounds of the industry. We’re trying to grow the pie versus fighting back and forth between us. There’s a general collaborative feel. We’re a competitive industry, but you never really get that feeling at NORA.”

Finding solutions
The majority of NORA conference attendees are the top decision-makers from member companies. When they connect with tradeshow exhibitors, solutions happen.

“People like to do business with people they know and like,” says Matt Gartner, Vice President, Environmental Property & Casualty, XL Insurance, Division of AXA. “It is still a people world.
Industry leaders see the commitment of exhibitors at their shows, supporting the industry, and they return the favor by working with them. Gartner has recruited exhibitors whose startups solve problems such as safety and telematics for small and midsized businesses. Exhibitors are invited to attend workgroups and encouraged to learn about industry issues, “so when there’s a problem, we can turn it over to them.” That inclusive approach, Gartner says, makes vendors a part of the solutions that executives and managers look for when they attend conferences.

Conference exhibitors showcase “the industry’s latest products and services that can lead to efficiencies and cost savings,” says Stieneker. “I don’t want to be an expert on everything, and I’m not an expert on everything, but a lot of exhibitors are experts. They can provide legitimate options and solutions for the challenges we face.”

Talking with those exhibitors in person provides for cleaner communications than the clunkiness of virtual meetings, he adds. “At the conference, you have people’s undivided attention, and if the conversation is going in a good direction, you can pursue it.”

**Fostering collaboration**

In the rush of daily business, “sometimes it’s nice to step back for a second,” says Stieneker. “When you’re in the office and in the day to day, it’s hard to see anything that’s not right in front of you, so when you go to a NORA conference, you can look at the bigger picture.”

As Reese notes, conferences link industry players with trusted peers who adhere to the highest standards of the industry. “Being a member of NORA, everybody looks out for the practice of responsible recycling,” she says. “Everybody is on the same page in their beliefs of what a recycling company should be.”

Brockman also appreciates the chance to get acquainted with NORA’s “very visible, very friendly” staffers. “They’ve always been a phone call away to answer any questions or help out where they can,” he says. “Being able to see them, get to know them, and tell what they’re about has been a big help.”

Brockman is also confident in the strict safety and hygiene protocols in place for the Tucson conference. “It’s been a hectic year for the industry, and it’s good to meet with people,” he says.

NORA conferences play a key role in sustaining an industry with enormous environmental and economic impact, says Baxter. The time put into attending NORA conferences offers a strong return on investment.

“There are a lot of good people to have a drink with, have a meal with, and just to talk to who’ll give you great information,” he says. “We are a niche industry that many people don’t know about. There have been bad regulations and stigma and issues we have to fight through. If we come to conferences and are all working together through NORA – and I think the collaboration is there – then it’s going to benefit all of us.”
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The 2020 NORA Conference & Trade Show pre-registration list has soared to over 115 industry leaders and is growing each day.

The event will be held November 11-14 in Tucson, Arizona at the Westin La Paloma Resort & Spa.

Now, more than ever, is a great time to safely come together as an industry to network, learn and share about how to be positioned to succeed with the opportunities and threats before us.

As we welcome you to this year’s NORA Conference, we are committed to providing members with a safe environment. See page 22 for NORA’s Conference Safety Protocols.

The four diamond Westin La Paloma Resort has over 92,000 square feet of event space allowing for social distancing. This allows us the ability to create a safe environment so members can relax and enjoy their conference experience. In addition, the hotel has brought in in-house and outside experts in food and water safety, hygiene and infection prevention, and hotel operations to develop their Commitment to Clean with redefined cleaning procedures.

NORA members are essential. And this event is essential to keep you current and to learn from others in the industry.

Visit www.noranews.org/2020NORAExhibitors to see a list of the current exhibitors. Contact Brittanne Gasser (703-753-4277 or marketing@noranews.org) to reserve a space.

Register Now: Regular registration rates are in effect now through October 31st.

Visit www.noranews.org/2020ConfInfo or call (703) 753-4277 for assistance with registering.

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**SPEAKERS AND TOPICS**

**TRUMP OR BIDEN?**
*The Election’s Impact on the Economic Forecast & the Liquid Recycling Industry*

Presented by
Elliot Eisenberg, Ph.D.

The 2020 Presidential Election will occur one week prior to the NORA Conference. A leading economist will provide attendees with an economic forecast for 2021 and beyond based on who wins the election. This session will address the overall economy, how GDP will perform, oil prices, workforce challenges and much more of interest to NORA members. This will assist members in preparing their budgets and business strategies with the best available information.

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**ADDITIONAL TOPICS BEING DEVELOPED**
*Details to be emailed soon.*

- How Much is My Business Worth?
- What I Wish I Knew before I Sold
- Government Affairs Update
  - Department of Energy’s Used Oil Study
  - NY and other states Parts Cleaning Rules
  - Wastewater & PFAS
  - More.
- Construction Market Outlook
- Lubricant Demand Outlook
- And more.
Centralized Waste Treatment

- Oily Wastewater, Organics, Leachate, Solidification
- 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
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As we welcome you to this year’s NORA Conference, we are committed to providing members with a safe environment. Safety protocols are being developed with the latest guidance to minimize risk for NORA Members.

Anyone with underlying conditions or any COVID symptoms should not attend. Don’t travel if you are sick or if you have been around someone with COVID-19 14 days prior to the NORA Conference.

Hotel Safety Protocols

- **Spacious for Social Distancing**: The Westin La Paloma is a large, spread out property consisting of low rise buildings. No elevators are necessary. NORA has plenty of meeting space and will be the only group in-house.

- **Westin’s “Commitment to Clean”**: Consisting of in-house and outside experts in food and water safety, hygiene and infection prevention, and hotel operations, the Marriott Cleanliness Council had developed enhanced procedures throughout the hotel.

NORA Safety Protocols

- **Event Density**: NORA has reset the meeting space for a maximum 50% occupancy in the trade show and meeting rooms.

- **General Meeting Room**: The general session room will be set to allow for social distancing of 6 feet for each seat. Attendees will keep the same seat all day.

- **Social Distancing & Masks**: NORA requests guests maintain social distance of 6 feet apart. Masks will be provided, please use when social distancing is not possible.

- **Comfort Alert Ribbons**: At check-in, each member will choose a green or red ribbon for their badge to alert other members of your comfort level on interaction.

- **Hand Sanitizer**: Stations will be placed throughout the hotel and the meeting space. Additionally, individual hand sanitizers will be provided to each attendee.

- **Closing Party Outdoors**: The closing party is moving outdoors to NORAritaville! It will be on Friday afternoon by the outdoor resort pool and will feature music, drinks, food and great company.

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NOTEBOOK SPONSOR* $2900 | SOLD
Only one available. Your logo will be on the notebook placed at each seat at the beginning of the conference on Thursday morning.

HAND SANITIZER SPONSOR* $2900 | SOLD
Only one available. Your logo will be printed on the front of bottles of hand sanitizer distributed at registration.

FACE MASK SPONSOR* $2900 | SOLD
Only one available. Your logo will be printed on face masks distributed at registration.

AUDIO/VISUAL SPONSOR* $2000 | SOLD
Only one available. 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).

REGISTRATION SPONSOR* $2000
Only one available. Your full color logo will be displayed on glass window cling over the NORA registration desk.

KEYNOTE SPEAKER SPONSOR $2000
Your company will be thanked prior to the speaker’s 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. In addition, you will have an exclusive opportunity to meet with the speaker before the event.

HAND SANITIZING WIPES* $2900
Only one available - first come, first served. Your logo will be printed on the front of packs of individual packages of hand sanitizing wipes.

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 the Closing Party, 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
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 Oct 2 (10 available). For purchases after October 3, a level 4 closing party sponsorship will be substituted for the bag sponsorship.
CAN COOLER SPONSOR (COOZIE STYLE)* $1200 | SOLD
Only one available. 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 your company will receive extra drink tickets for the event. Please order by Oct. 16 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 | SOLD
Only one available. Your company logo will be printed on the lip balms placed in the conference bags distributed to attendees.

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

BAR FLOOR SPONSOR $800
Your full-color logo or ad will be displayed on 2 large floor decals on the floor of the hotel bar.

BAG SPONSOR $550
Your logo will be printed on the conference bags distributed to attendees. Available through October 2 to allow time for printing.

EVENT PAGE LOGO $600
Your company logo on the main event page on NORA website.

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.

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.

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.

BAG INSERT SPONSOR $325
You provide the insert and NORA will distribute it in the conference or golf bags. Examples include hats, coozies, fliers, etc. Please deliver items to hotel by November 10.

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 the Closing Party dinner, and logo on the “thank you” page in post-Conference Magazine.

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

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

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

CANDY BOWL SPONSOR $175
4 remain available. Your logo will be displayed around the NORA Candy Bowl at the registration table.
At Vertex Energy, our focus is steadily on the horizon. Through key advancements in our supply networks, processes and technologies, we are increasingly able meet and even exceed the demands of today’s market. At the same time we are simultaneously working to anticipate the needs of tomorrow by moving toward a low carbon future, while creating products that can help reduce our nation’s dependence on foreign supply.

To learn how we’re Producing Tomorrow’s Energy, visit us at VertexEnergy.com.
NORA CONFERENCE EXHIBITORS

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

AECOM Corporation
www.aecom.com

Bedford Industries, Inc
www.oberg-crusher.com

Chem32 LLC
chem32llc.com

Clean Burn, LLC
www.cleanburn.com

Dexsil Corporation
www.dexsil.com

EHS Momentum
www.ehsmomentum.com

Engine & Accessory, Inc.
rampstar.com/

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

Lamb Fuels, Inc
www.lambfuels.com

MultiTherm LLC
www.multitherm.com

Onken Inc
www.onkens.net

Par-Kan Company
www.par-kan.com

Porocel International
www.porocel.com

PT
www.ptcoupling.com/index.html

Seneca Tank
www.senecatank.com

StillClean
www.stillclean.com

Summit Environmental Technologies
www.setteck.com

Thermopac Process Engineering LLP
www.thermopac.in

Trihydro
www.trihydro.com

Titan Logix Corp.
www.titanlogix.com

WasteBits
www.wastebits.com

XL Insurance, Division of AXA
www.axaxl.com
Tucson, Arizona • November 11-14, 2020

2020 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

<table>
<thead>
<tr>
<th>NAME</th>
<th>BADGE NAME, IF DIFFERENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPANY</td>
<td></td>
</tr>
<tr>
<td>ADDRESS</td>
<td>CITY</td>
</tr>
<tr>
<td>PHONE</td>
<td>EMAIL</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>PRICES</th>
<th>Regular (paid by October 31)</th>
<th>Late (after October 31)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NORA Member: First person</td>
<td>$860</td>
<td>$890</td>
</tr>
<tr>
<td>NORA Member: Additional person</td>
<td>$760</td>
<td>$790</td>
</tr>
<tr>
<td>Non-Member: First person</td>
<td>$2400</td>
<td>$2500</td>
</tr>
<tr>
<td>Non-Member: Additional person</td>
<td>$2300</td>
<td>$2400</td>
</tr>
<tr>
<td>Government Representatives</td>
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EXTRAS

- Spouse/Companion: Full Package....$275*
- Spouse/Companion: Friday Only ......$209**
- Golf ..............................................................$95
- Golf Club Rental ......................................$70
- Spouse/Companion Tour .....................TBD

Payment Options

Total Amount Due $ __________

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

<table>
<thead>
<tr>
<th>NAME ON CARD</th>
<th>SIGNATURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CARD NUMBER (AMERICAN EXPRESS, MASTERCARD AND VISA ACCEPTED)</td>
<td>EXP. DATE</td>
</tr>
<tr>
<td>BILLING STREET NUMBER &amp; ZIP (IF DIFFERENT THAN ABOVE)</td>
<td>EMAIL TO SEND RECEIPT (IF DIFFERENT THAN ABOVE)</td>
</tr>
</tbody>
</table>

Submit Your Registration

- Registration may be scanned and emailed to marketing@noranews.org. Please do not email credit card information.
- 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

2020 Cancellation Policy

- NORA Registration cancellation made by October 31, 2020 are fully refundable for any reason. Cancellations made November 1–10th will be refunded at 50% of the registration fee.
- If the event is canceled, all registration fees paid to NORA will be fully refunded.

Book Your Hotel Room

NORA Rate $189/night

To secure your room, call (888) 627-7201 and reference NORA 2020 or reserve online by visiting www.noranews.org/2020ConfHotel by October 31 to book at a discount rate (though rooms may sell out early).
**Tucson, Arizona | November 11-14, 2020**

**2020 NORA Conference Sponsorship Form**

Complete form with sponsorship advertising selections.

### Contact Info

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<table>
<thead>
<tr>
<th>Company</th>
<th>Email</th>
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</tr>
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</table>

### Sponsorship Opportunities

**General Sponsorships**

- [ ] Closing Party Naming Rights **SOLD** | $7500
- [ ] Level 1 Closing Party Sponsor | $5000
- [ ] Premier Sponsor* **SOLD** | $5990
- [ ] Lanyard Sponsor* **SOLD** | $2990
- [ ] Key Card Sponsor* | $2990
- [ ] Notebook Sponsor* **SOLD** | $2990
- [ ] Hand Sanitizer Sponsor* **SOLD** | $2990
- [ ] Face Mask Sponsor* | $2990
- [ ] Hand Sanitizing Wipes* | $2990
- [ ] Audio/Visual Sponsor* **SOLD** | $2990
- [ ] Registration Sponsor* | $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
- [ ] Floor Sponsor | $800
- [ ] Bar Floor Sponsor | $800
- [ ] Bag Sponsor | $550
- [ ] Event Page Logo | $600
- [ ] 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**

- [ ] Back Cover - included with premier sponsorship
- [ ] Inside Front Cover Ad* **SOLD** | $1199
- [ ] Inside Back Cover Ad* | $950
- [ ] Full Page Color Ad (7-1/2" x 10") | $625
- [ ] 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.

For more information about sponsorships, visit noranews.org/2020ConInfo

### Payment Options

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

<table>
<thead>
<tr>
<th>Total Amount Due</th>
<th>$</th>
<th>☐ Check (payable to NORA)</th>
<th>☐ American Express</th>
<th>☐ Visa</th>
<th>☐ MasterCard</th>
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<table>
<thead>
<tr>
<th>Name on Card</th>
<th>Signature</th>
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<table>
<thead>
<tr>
<th>Card Number</th>
<th>Exp. Date</th>
<th>Security Code</th>
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</tbody>
</table>

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
Join your NORA colleagues on the afternoon of Thursday, November 12, 2020 for the annual NORA golf tournament at the Westin La Paloma Golf Course, located just a short walk from the hotel.

The tournament will take place following the opening sessions on Thursday.

For safety purposes, individual golf carts will be available for members.

Reception following golf and a hosted drink cart will be sponsorship by Dexsil.

Lunch is provided for golfers - we are seeking lunch sponsors. Contact Brittanne Gasser (marketing@noranews.org or (703) 753-4277) or see page 23 for sponsorship descriptions and pricing.

**ABOUT THE COURSE**

La Paloma features a newly-renovated clubhouse and athletic club, 27-holes of Jack Nicklaus Signature Design Golf, world class tennis facilities, a resort pool complex and six dining areas known for their variety of offerings. The club features panoramic vistas with a course that’s uniquely playable.

**REGISTER**

Golf is an add-on to Conference Registration for just $95 + $70 club rental.

Please note that pairings are done by the event sponsor to promote competitive play between teams. Requests for specific golf pairings are unable to be honored.
Please join us for NORAriville... a NORA poolside closing party like none before!

The event will be held on the Friday afternoon of the 2020 Annual Conference and Trade Show at the Westin La Paloma in Tucson, Arizona. We are changing the normal time of the closing party so we can take advantage of the warm afternoon weather and stunning views.

It will be hosted outdoors at the Westin La Paloma’s gorgeous pool deck overlooking the desert mountains. There will be plenty of space for socially distanced networking as you enjoy music, food, drinks, games and fun. There is a water slide so if you are adventurous, be sure to pack your swimsuit.

The Closing Party is included with all Conference registrations including attendees, exhibitors and spouse/companion registrations, but wristbands will be required to participate. Wristbands will be available for pick up at the NORA registration desk on Wednesday or Thursday, when you pick up your name badge.

See page 23 for Closing Party sponsorship information.
2020 NORA ANNUAL CONFERENCE & TRADE SHOW AGENDA
NOVEMBER 11-14, 2020 | Tucson, Arizona

(Tentative, Subject to Change)

WEDNESDAY, NOVEMBER 11

10:00 AM - 2:00 PM Exhibitor Check-In/Set Up
2:00 PM - 7:00 PM Attendee Check-In/Registration
3:00 PM - 4:00 PM Board Member Meeting
4:00 PM - 4:30 PM New Member/Board Member/First Time Attendee Reception
4:30 PM - 8:30 PM Grand Opening Reception in Trade Show

All exhibitors, attendees, registered spouse/companions welcome

THURSDAY, NOVEMBER 12

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 & Keynote Speaker
10:00 AM - 10:30 AM Refreshment Break in Trade Show
10:30 AM - 12:00 PM Conference Sessions
12:30 PM - 7:00 PM NORA Golf Tournament - followed by Golf awards reception

Pre-Registration Required
1:00 PM - 4:00 PM Onsite Spouse/Companion Event

Pre-registration required

FRIDAY, NOVEMBER 13

7:30 AM - 8:30 AM Continental Breakfast in Trade Show
8:30 AM - 10:00 AM Conference Sessions
10:00 AM - 11:00 AM Refreshment Break in Trade Show
11:15 AM Trade Show Tear Down
11:00 AM - 1:00 PM Conference Sessions
3:00 PM - 7:00 PM Closing Poolside Party: NORAritaville

All exhibitors, attendees, speakers, and registered spouses/companions are invited to attend this great event! Wristband required.

SATURDAY, NOVEMBER 14

All day Activities on your own (shopping, tours, departures, etc.)

*Items in bold are trade show open hours
2020 NORA “PEACE OF MIND” CANCELLATION POLICY

NORA’s 2020 “Peace of Mind” Cancellation Policy is built to give you complete flexibility in confidently purchasing your registration or booth for the 2020 Conference & Trade Show. Contact Brittanne Gasser at (703) 753-4277 for assistance through the process.

Exhibitor Cancellation Policy
Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify exhibit management in writing to info@noranews.org. Any exhibitor requesting cancellation prior to October 31, 2020 will receive a full refund equal of the full price of the booth. No refunds will be given on cancellations after October 31, 2020 and space shall be forfeited. If the event is canceled, all registration fees paid to NORA will be fully refunded.

Attendee Cancellation Policy
• NORA Registration cancellation made by October 31, 2020 are fully refundable for any reason.
• Cancellations made November 1–10th will be refunded at 50% of the registration fee.
• If the event is canceled, all registration fees paid to NORA will be fully refunded.

DOLPHIN CENTRIFUGE

Decanter & Disc Centrifuges

Remove Water & Solids (to 1µ level) from:
- Used Motor Oil / Waste Oil
- Contaminated Diesel / Fuel Oil
- Fuel Oil or HFO upto 600 CSt
- Tramp Oil Recovery from Coolant

Dolphin Reconditioned* Centrifuges Offer:
- Over 50% Savings Compared to New
- No Filters or Disposable Media Cost
- Continuous Operation (24/7)
- Fully Automatic PLC/HMI Control Systems
- 6-Month Warranty; Life-time Technical Support

Call Jim Kraft at 248.522.2573 for more information.
WESTIN LA PALOMA
Book your room today!

RESERVATION INFO
Room Rate: $189/night
The cut off for reservations in the NORA block is October 31, 2020.

Hotel Reservation Cancellation Policy: Please note that if you need to cancel your reservation, please ensure that you do so at least 7 days prior to arrival to prevent a cancellation fee of one night’s room and tax.

Reserve by phone:
(888) 627-7201

Group code:
NORA 2020

If you need assistance in securing a room, please contact NORA at 703-753-4277 or visit www.noranews.org/2020ConfHotel for more information or to view the Westin La Paloma Resort’s “Commitment to Clean”.

AIRPORT / TRAVEL INFO
Book Your Flight: It is recommended that you book your flight early. Yes, there are many airfare deals - but the main reason is to secure your desired flight. According to travel industry sources, there are fewer flight options than normal. Booking early will help you get the best flight option. Members can fly to either Tucson International Airport (16 miles) or Phoenix Sky Harbor Airport (110 miles).

Tucson International Airport
Distance from Hotel: 16 miles
Drive Time: Approx. 34 minutes

Parking at hotel:
- Complimentary self-parking is available for guests in the NORA room block.

Phoenix Sky Harbor Airport
Distance from Hotel: 110 miles
Drive Time: 1 hour 45 minutes
NORA Supplier/Vendor Members in good standing as of 9/8/2020 are listed below. Companies in **bold** have an ad in this magazine. Companies with a $ are part of the NORA $ave program by offering discounts/value added services to NORA members. Contact NORA to learn more about the NORA $ave program.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Information</th>
<th>Services/Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABS Materials, Inc.</td>
<td><a href="mailto:a.patwardhan@absmaterials.com">a.patwardhan@absmaterials.com</a></td>
<td>919-345-2954</td>
</tr>
<tr>
<td>AECOM Corporation</td>
<td><a href="mailto:Jack.Waggener@aecom.com">Jack.Waggener@aecom.com</a></td>
<td>615-771-2480</td>
</tr>
<tr>
<td>Air Products</td>
<td><a href="mailto:info@airproducts.com">info@airproducts.com</a></td>
<td>800-654-4567</td>
</tr>
<tr>
<td>Amchem Inc.</td>
<td><a href="mailto:craig@amcheminc.com">craig@amcheminc.com</a></td>
<td>903-236-0138</td>
</tr>
<tr>
<td>AMCS</td>
<td>nancy.byrne@<a href="mailto:amcs@gmail.com">amcs@gmail.com</a></td>
<td>800-962-9264</td>
</tr>
<tr>
<td>American Testing Technologies</td>
<td><a href="mailto:stacyl@american-testingtechnologies.com">stacyl@american-testingtechnologies.com</a></td>
<td>877-634-9906</td>
</tr>
<tr>
<td>Axelrod Energy Projects, LLC</td>
<td><a href="mailto:jaxelrod@axelrod-energyprojects.com">jaxelrod@axelrod-energyprojects.com</a></td>
<td>212-749-1902</td>
</tr>
<tr>
<td>Bedford Industries, Inc</td>
<td><a href="mailto:david@bedfordindustries.com">david@bedfordindustries.com</a></td>
<td>360-770-0612</td>
</tr>
<tr>
<td>Blue Process Advisors, LLC</td>
<td><a href="mailto:mjebert@yahoo.com">mjebert@yahoo.com</a></td>
<td>219-841-2124</td>
</tr>
<tr>
<td>Brown Gibbons Lang &amp; Company, LLC</td>
<td><a href="mailto:ekaplan@bgco.com">ekaplan@bgco.com</a></td>
<td>216-920-6634</td>
</tr>
<tr>
<td>Brown Industrial Inc</td>
<td><a href="mailto:craig@brownindustrial.com">craig@brownindustrial.com</a></td>
<td>937-693-3838</td>
</tr>
<tr>
<td>Build-All Corporation</td>
<td><a href="mailto:dougg@build-all.com">dougg@build-all.com</a></td>
<td>414-716-0023</td>
</tr>
</tbody>
</table>
Catalyst Trading Co, LTD
rgarcia@resalecatalyst.com
713-926-6078
Hydrotreating Fresh Catalyst, Regen Catalyst, Pre-Sulfided Catalyst, Silica & Phosphorus materials, Reactor toppings, Ceramic support products, screening, recycled ceramic support, High Alumina support, re-packaging, and acquisition of spent catalysts.

Chem32 LLC
jespermarklund@chem32llc.com
409-883-8500
Catalyst Preactivation

Chemline Products Co
John@chemlineproducts.com
562-230-9166
Custom blended high performance coagulants, precipitants and flocculants delivered to you.

ChemTec LLC
bryangray@chemtecllc.com
812-499-8408
A superior line of used oil, wastewater, and antifreeze treatment chemicals.

ChemTreat
jlawson@chemtreat.com
865-250-5434
An industry leading supplier of water treatment and oil processing specialty chemicals.

Clairvest Group Inc
michaelc@clairvest.com
416-925-9270
We are an equity investment firm focused on partnering with business owners to help build strategically significant businesses. We have a focus on environmental services industry with six meaningful partnerships since 2006.

Dexsil Corporation
ckopylec@dexsil.com
203-288-3509
On-site test kits that are quick and easy to use, affording the user an economical advantage over time-consuming and costly laboratory methods. Products detect chlorine contamination in used oil, organic chlorine in wastewater, and more.

Dober Chemical Corporation
saroyan@dober.com
773-294-1870
Full service chemical manufacturer specializing in antifreeze additives, oil treatment, wastewater treatment, boiler water treatment, and cooling water treatment.

Coastline Chemical, Inc.
jdsharley@coastlinechemical.com
757-824-3831 Ext. 103
Antifreeze, Heat Transfer Fluids, Glycols, Lab Services

“Recycling Today for a Better Tomorrow”

Services Provided:
- Used Oil Collection
- Used Filter Collection
- Universal Waste
- Vacuum Truck Service
- Spent Absorbent Collection
- Oily Wastewater Collection
- Spent Antifreeze Collection
- Industrial Services

Southeast’s Only Base Oil Re-Refinery
1-800-988-7977
www.universalenvironmentalservices.com
Dolphin Centrifuge
sales@dolphincentrifuge.com
248-522-2573
Dolphin Centrifuge specializes in Centrifuge based Oil Recovery Systems. Our systems are primarily built around New & Reconditioned Alfa Laval Centrifuges. Complete modules include Hi-Speed Disc Centrifuges, Automatic PLC Controls, Feed Pumps, Heaters etc

Double T Resources Inc.
terry.taliaferro@doubletresources.com
817-996-1198
Buy/Sale Bulk, Petroleum Distillates, Fuels, Crankcase lubes

Ecosorb International Inc.
larry@ecosorb.com
713-413-1173 x 4714
Environmentally Friendly Absorbents

EHS Momentum
cduffie@ehsmomentum.com
469-999-2500
EHS Consulting and Software

EnergyLogic
tburgin@energylogic.com
615-471-5200
EnergyLogic manufactures and sells used oil furnaces and boilers, less than 500,000 Btu/hour in size.

Engine & Accessory, Inc.
rcs@rampstar.com
305-573-2268
Waste Oil Trucks/Vacuum Trucks

Eurecat US
TCampbell@eurecat.com
832-284-0609
Supplier of regenerated hydrotreating catalyst, catalyst sulfiding/activation services, catalyst regeneration, and specialty grading

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