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

2017 NORA CONFERENCE & TRADE SHOW
SPECIAL EDITION
NOVEMBER 8-11, 2017 • DORAL • MIAMI, FLORIDA
Same Dates / Same Rates: Amazing New Location

Registration ....................... 9
Agenda ................................ 14
Exhibitors ......................... 24
Sessions ............................ 17
Sponsorships ...................... 12
The International Used Oil Research Institute is tasked with identifying, evaluating, and securing the best available processes and technologies for the hydro-petrochemical reclamation industry. We are committed to safeguarding our environment and resources while remaining ever vigilant of the potential societal and environmental impacts to our global community.

Our mission is to identify, evaluate, and develop the best available technologies and processes for the used oil reclamation and environmental services industry.

Integral to the core of who we are, what and how we do things, is providing for research and monitoring of our industry. This effort protects and promotes health, safety, and minimizing or eliminating, adverse environmental impact.

IUORI remains committed to being an active participant in education, promotion and compliance with federal, state and local governmental regulations as a responsible steward of our natural resources.

IUORI advocates collaborative efforts between stakeholders within industry, academia, regulatory agencies and concerned citizens in securing optimal winning outcomes.
Prepare for the Unexpected

NORA member companies collect, process and market millions of gallons of used oil and related materials each year. However, running a successful business in the liquid recycling industry requires more than operational prowess and business acumen.

All NORA members at one time or another have faced the unexpected: natural disaster, loss of a key employee, accident, etc. NORA is continuing to build education opportunities for members to better prepare for these situations.

NORA Conference Topic: When Crisis Strikes

The NORA Conference will be held November 8-11, 2017 in Miami, Florida. It will feature 50+ exhibitors and a dozen education sessions.

One session will feature a panel of NORA members who have each recently faced their own crisis. Attendees will hear from panel members about how they recently managed unexpected situations and what lessons they learned.

Register for the NORA Conference using the form on page 9.

2018 EH&S Forum: Crisis Training for Members

The 2018 NORA Environmental Health & Safety Forum will be held February 27, 2018 in Austin, Texas immediately before the NORA Winter Meeting. Registration for the all-day EH&S training program is just $149. Forms will be available soon.

One session from the day long training program is called: “It’s a Disaster, No Really. How NORA Companies Can Prepare for the Unexpected and How to Manage the PR Side of the Crisis.”

NORA Hotel Relocation to Miami

NORA has had to deal with our own unexpected event recently. Hurricane Irma caused significant damage to our host hotel in Naples.

Within 24 hours of being told the the hotel was canceling our event, our team had negotiated a contract at the Doral in Miami for the same rates and same dates. This process usually takes months.

My take away from this experience is that people are the key to managing the unexpected. Starting with the Executive Committee and the Board of Directors and then onto the staff, everybody was professional and focused. Their efforts allowed us to relocate the NORA event to an amazing location for the same rates/same dates. My thanks to their efforts.

I look forward to seeing you and the rest of the industry in Miami.

PARKER’S POINT by Scott D. Parker, NORA Executive Director
WELCOME TO NORA’S NEWEST MEMBERS

ChemTreat
Glen Allen, Virginia
865 250-5434

Global Fuel Recovery, LLC
Benton, Arkansas
501-317-6032

Global Link LLC
Ann Arbor, Michigan
248 230-9712

Interstate Truck Bodies
Phoenix, Arizona
602 272-2298

Uni-ram Corporation
Markham, Ontario
800 417-9133

Wechsler Technologies
Charleston, South Carolina
843 531-9785

Witmans Industries Pvt Ltd
India
+91-22-40798623

INDUSTRY CALENDAR

2017 NORA ANNUAL CONFERENCE & TRADE SHOW
November 8-11, 2017
Miami, Florida

2018 NORA EH&S FORUM
February 27, 2018
Austin, Texas

2018 NORA WINTER MEETING
February 27 - March 1, 2018
Austin, Texas

Hydrotreatment testing facility to help you develop strategies to minimize costs

Test your material in Air Products’ Hydrogen Reactions Lab before changing your larger processes. By simulating various hydrotreatment processes in our lab and tapping into 50+ years of experience in the crude oil industry, we can help you:

• Optimize hydrotreatment severity for your specific set of waste oil impurity and process conditions
• Optimize oil-to-hydrogen ratio
• Understand waste oil impurities and their effect on discoloration and off spec oil
• Identify differences in performance between various catalysts

Call us to schedule a trial for your hydrotreatment process, 800-654-4567, mention code 9423.

tell me more
airproducts.com/H2N2

© Air Products and Chemicals, Inc., 2017 (40853)
Centralized Waste Treatment

- Recycled Fuel Oil Purchase Programs
- Industrial and Retail Used Oil Collection
- Transportation via Tanker, Rail and Barge
- Centralized Oil Purification and Reclamation Services
- Base Oil Manufacturing and Distribution
- Recycled Petroleum Products Processing (RPP)
- Consumer Product Destruction and Recycling
- Surfactant Recovery and Beneficial Reuse
- Container Management and Waste-to-Energy Processing

- Cincinnati
- Huntington
- Burlington
- Huntsville
- Kansas City
- St. Louis
MARK YOUR CALENDAR!

PREVIEW: 2018 NORA EH&S FORUM

When a company joins the Association, they confirm their commitment to NORA’s Guiding Principles. The first guiding principle is:

“We make health, safety, and environmental considerations a top priority in our planning for all existing and new facilities, processes, products, and services.”

The association will host its 5th annual NORA Environmental, Health & Safety (EH&S) Forum on Tuesday, February 27, 2018 at the Sheraton Austin Hotel in Austin, Texas prior to the start of the Winter Meeting. This forum is tailored for those whose roles within their companies significantly relate to EH&S issues.

You may register for the EH&S Forum as a stand-alone event for just $149, or combine it with the NORA Winter Meeting Registration for $359. Registration will open soon.

Here is a preview of the topics that will be addressed at the event.

- **Pre-Trip, Post-Trip Inspection**: Former police officers and current safety consultants will conduct this inspection on an actual NORA member vehicle that will be onsite.

- **Root Cause Analysis**: A NORA member with expertise in this area will present information on the importance and how to identify the root cause of problems to improve safety.

- **Large EH&S Ideas for Small/Mid-Sized Businesses**: All great EH&S ideas can be implemented by any NORA member, no matter the size. This session will explore how to implement ideas from larger companies in a scaled and effective way.

- **Beyond the BBQ**: Getting buy in from all employees improves the overall EH&S stance of a NORA member. This session will explain how to move an average “safety day” to a meaningful program to drive buy in for a safety culture.

- **It’s a Disaster. No Really**: Given the recent natural disasters, all NORA members should be prepared for the unexpected. This session will explore how members can prepare/respond to natural disasters, etc. as well as managing the public relations side of the crisis.

- **Lock Out, Tag Out/Confined Spaces**: Having strong procedures and training related to lock out, tag out and confined spaces is critical to your overall EH&S posture. And the best practices continue to evolve. This session will provide the training NORA members need to take back to their companies.

- **NORA EH&S Roundtable**: The forum will conclude with an open session that will generate practical ideas for NORA members to take back to their companies to improve their safety culture.

All NORA members are encouraged to send at least one representative to this session. It is priced at just $149 for the full day (including meals) to encourage participation.
New name. Same great lubricants.

At Kleen Performance Products, we work smarter for you. In fact, our company was born out of that idea. Our high quality products are dependable and consistent—like us. We use innovative manufacturing and distribution methods to produce, deliver and market the highest quality private label and major brand lubricants. Our strength is in finding efficiencies, no matter how small, and using those to improve, to grow and to take big leaps forward. The outcome is improved results at every step, from development and production, to packaging, delivery and sales. We’re always moving, and we keep you moving, too.

For more information contact Kleen Performance Products at 800.525.5739 or www.kleenperformance.com

Our family of products

Performance Plus Lubricants  Group II+ Base Oil  EcoPower Lubricants
TRADING SHOW - 50+ EXHIBITORS
The NORA Trade Show will feature over 50 exhibitors with companies displaying the latest products and services available to the liquid recycling industry. See pages 24 - 25 for the NORA Exhibitor Showcase.

SPONSOR THE EVENT
Many sponsorship and advertising opportunities are available for the 2017 NORA Conference & Trade Show. For as little as $150, you can support your industry as well as promote your company. For more information, see pages 12 - 13. Reserve your sponsorship today using the form on page 10 or contact Casey Parker at casey@noranews.org or (703) 753-4277. NORA thanks all who have already sponsored - your support helps the Conference be a memorable event.

REGISTER NOW
Register online to attend the Conference at www.noranews.org or complete the form on page 9. Register early to ensure you receive the lowest price.

HOTEL INFORMATION: SAME GREAT RATE
NORA has secured a block of hotel rooms at the amazing Doral in Miami for just $199/night. The daily resort fee for NORA members has been reduced from $20 to just $10 per night. Most attendees will arrive on Wednesday, November 8 and leave on Saturday, November 11. To reserve your room, call 800-713-6725 and mention the NORA Conference, or book online at www.noranews.org/2017ConfHotel.

The cut off date for reservations is October 20, after which reservations will be accepted on a space and rate available basis. Be aware that rooms may sell out prior to this date.

Please note that the only valid ways of securing a room in the NORA room block are by calling the Doral or booking through the NORA website.
Miami, Florida • November 8–11, 2017

2017 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 Additional Booth Personnel Form.

Contact Info

NAME  BADGE NAME, IF DIFFERENT
COMPANY
ADDRESS  CITY  STATE  ZIP
PHONE  EMAIL

Registration Choices

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

PRICES

<table>
<thead>
<tr>
<th></th>
<th>Regular (Paid by October 18)</th>
<th>Late (after October 18)</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>
<td>$350</td>
<td>$350</td>
</tr>
</tbody>
</table>

EXTRAS

- Spouse/Guest: Full Package ...............$275*
- Spouse/Guest: Friday Only ..................$209**
- Golf (Sponsored by Dexsil)...............$165
- Golf Club Rentals ..........................$80
- Fishing (sponsored by Vertex) ..........$140

Is this your first time attending a NORA Meeting?

- Yes
- No

Payment Options

Total Amount Due $ __________

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

NAME ON CARD  SIGNATURE
CARD NUMBER  EXP. DATE  SECURITY CODE
BILLING STREET NUMBER & ZIP (IF DIFFERENT THAN ABOVE)  EMAIL TO SEND RECEIPT (IF DIFFERENT THAN ABOVE)

Submit Your Registration

Credit Card Only: Check or Credit Card: Email casey@noranews.org or fax 703-753-2445
Questions: Call 703-753-4277 or email casey@noranews.org

Book Your Hotel Room

Trump National Doral Miami
4400 NW 87th Ave
Miami, Florida 33178

NORA Rate $199/night

To secure your room, call 1-800-713-6725 and ask for the NORA Conference or reserve your rooms online at www.noranews.org>Events by October 18 to book at a discount rate (though rooms may sell out early).

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

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

All guests must register in advance for the closing party.

Cancellations through August 25: A $100 service charge. Between August 26–October 18: 50% refund of the registration fee. No refunds after October 18.
Miami, Florida • November 8–11, 2017

2017 NORA Conference Sponsorship Form

Complete form with sponsorship/advertising selections.

Contact Info

Name

Title

Company

Email

Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Conference Book Advertisements</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closing Party Naming Rights</td>
<td>$7500</td>
<td>Full Page Color Ad (7-1/2&quot; x 10&quot;)</td>
<td>$625</td>
</tr>
<tr>
<td>Level 1 Closing Party Sponsor</td>
<td>$5000</td>
<td>Full Page Black &amp; White Ad (7-1/2&quot; x 10&quot;)</td>
<td>$475</td>
</tr>
<tr>
<td>Golf Lunch Sponsor</td>
<td>$1000</td>
<td>Half Page Color Horizontal Ad (7-1/2&quot; x 5&quot;)</td>
<td>$475</td>
</tr>
<tr>
<td>Keynote Speaker Sponsor</td>
<td>$2000</td>
<td>Half Page Black &amp; White Horizontal Ad (7-1/2&quot; x 5&quot;)</td>
<td>$260</td>
</tr>
<tr>
<td>Level 2 Closing Party Sponsor</td>
<td>$2000</td>
<td>Third Page Color Ad (7-1/2&quot; x 3-1/2&quot;)</td>
<td>$375</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>$1800</td>
<td>Third Page Black &amp; White Ad (7-1/2&quot; x 3-1/2&quot;)</td>
<td>$200</td>
</tr>
<tr>
<td>Drink Ticket Sponsor</td>
<td>$1000</td>
<td>Color Logo by Company Index (1&quot; high)</td>
<td>$150</td>
</tr>
<tr>
<td>Level 3 Closing Party Sponsor</td>
<td>$1000</td>
<td>Color Logo by Exhibitor Index (1&quot; high)</td>
<td>$150</td>
</tr>
<tr>
<td>Floor Sponsor</td>
<td>$800</td>
<td></td>
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<tr>
<td>Charging Station Sponsor</td>
<td>$600</td>
<td></td>
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</tr>
<tr>
<td>Level 4 Closing Party Sponsor</td>
<td>$500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Page Banner</td>
<td>$500</td>
<td></td>
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</tr>
<tr>
<td>Grand Opening Exhibit Reception</td>
<td>$450</td>
<td></td>
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</tr>
<tr>
<td>Bag Insert Sponsor</td>
<td>$325</td>
<td></td>
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<tr>
<td>Spouse Brunch Sponsor</td>
<td>$300</td>
<td></td>
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<tr>
<td>Candy Bowl Sponsor</td>
<td>$275</td>
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<tr>
<td>Level 5 Closing Party Sponsor</td>
<td>$250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday Continental Breakfast</td>
<td>$250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday Continental Breakfast</td>
<td>$250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Golf Hole Sponsor</td>
<td>$225</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Only one available.

To receive full promotional consideration, submit your sponsorship form as soon as possible.

For more information about the sponsorships, visit noranews.org > Events

Payment Options

Total Amount Due $___________

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

Name on Card

Signature

Card Number

Exp. Date

Security Code

Billing Street Number & Zip (if different than above)

Email to send receipt (if different than above)

Submit Your Sponsorship

Credit Card Only: Email casey@noranews.org or fax 703-753-2445
Check or Credit Card: Mail to 7250 Heritage Village Plaza, Suite 201
Gainesville, VA 20155
One PAPERLESS application for all route management needs

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- LIVE visibility into each service truck
- REAL-TIME new work dispatching to any truck
- CREATE quotes and sign proposals in the field

(800) 547-7082
or visit us at DesertMicro.net
2017 SPONSORSHIPS
CONFERENCE & TRADE SHOW
MIAMI, FLORIDA | NOVEMBER 8-11, 2017

Closing Party Naming Rights $7500
Exclusive sponsorship. Includes prominent logo placement everywhere closing party is mentioned - large signage at event, NORA website, Conference Book cover, Liquid Recycling magazine, conference agenda and on each table at closing party. Also includes all Level 1 Closing Party Sponsor benefits.

Level 1 Closing Party Sponsor $5000
Only 4 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 reserved table for ten registered attendees/guests in premier location at the closing party, Closing Party Sponsor ribbon on badge, recognition at Closing Party dinner, full page color ad in Conference Book ($625 value), color logo with company/exhibitor index in Conference Book, and logo on the “thank you” page in post-Conference Magazine.

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.

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

Gold Sponsor $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.

Drink Ticket Sponsor $1000
Your logo will be printed on the drink tickets for the Wednesday Opening Reception and on signs around the bar.

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, 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 $1000
Your company will be recognized on the box lunches placed in each cart at the start of the tournament. This sponsorship includes one FREE golf tournament registration, free club rental and a Golf Hole Sponsor Sign.

Floor Sponsor $800
Your full-color logo or ad will be displayed on 3 large floor signs in the lobby of the conference center.

Charging Station Sponsor $600
Your logo will be prominently displayed at a charging station near the registration desk to supply power for mobile devices.

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

Grand Opening Exhibit Reception $450
Your logo will be prominently displayed on all signs for the reception and printed next to the event on conference agendas.

Bag Insert Sponsor $325
You provide the insert and NORA will distribute it in the conference or golf bags. Examples include hats, coozies, flyers, etc. Please deliver items to hotel by November 6.
Spouse Brunch Sponsor $300
Your logo will be printed next to the event on conference agendas.

Candy Bowl Sponsor $275
Your logo will be displayed around the NORA Candy Bowl at the registration table. - Only six available

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

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 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.

“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
# 2017 NORA Annual Conference Agenda

November 8-11, 2017 | Miami, Florida

Tentative Agenda | Subject to Change

### WEDNESDAY, NOVEMBER 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 PM</td>
<td>Exhibitor Set Up</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>Conference Check-In/Registration</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Board Member Meeting</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>New Member/Board Member Reception</td>
</tr>
<tr>
<td>4:30 PM</td>
<td>Grand Opening Reception in Trade Show</td>
</tr>
</tbody>
</table>

### THURSDAY, NOVEMBER 9

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM</td>
<td>Conference Check-In</td>
</tr>
<tr>
<td>7:00 AM</td>
<td>Continental Breakfast in Trade Show</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Conference Sessions</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Refreshment Break in Trade Show</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Spouse/Guest Brunch, Open to Registered Spouses/Guests</td>
</tr>
<tr>
<td>10:35 AM</td>
<td>Conference Sessions</td>
</tr>
<tr>
<td>12:30 PM</td>
<td>NORA Golf Tournament</td>
</tr>
<tr>
<td>1:15 PM</td>
<td>Fishing Excursion</td>
</tr>
</tbody>
</table>

### FRIDAY, NOVEMBER 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM</td>
<td>Continental Breakfast in Trade Show</td>
</tr>
<tr>
<td>8:30 AM</td>
<td>Conference Sessions</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Refreshment Break in Trade Show</td>
</tr>
<tr>
<td>11:15 AM</td>
<td>Trade Show Tear Down</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Conference Sessions</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>NORA Closing Party: All exhibitors, attendees, speakers, and registered spouses are invited to attend this great event!</td>
</tr>
</tbody>
</table>

### SATURDAY, NOVEMBER 11

Activities on your own (golf, spa, shopping, sightseeing), departures.
Take the Oil Eater® Challenge - Call for a free sample.

FLEX LINE
Parts Washers

Modular Design - Interchangeable Features
Water Based Parts Washing System

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NORA Keynote Speaker

SERGEANT MATT EVERSWMANN

Hero of the Battle of Mogadishu and Portrayed
in the Epic Film, Black Hawk Down

Dedication, Pride & Commitment: Leadership Lessons From Black Hawk Down For Business & For Life

Eversmann’s account of what happened on that fateful mission powerfully demonstrates the horrors of war, and the human qualities that are essential to survival. He focuses on three attributes that brought him home alive: leadership, courage, and selfless service. Inspiring and patriotic, he always has an emotional impact on his audience.

A true American hero, First Sergeant Matt Eversmann illustrates the importance of leadership, courage and selfless service to succeed when ordinary circumstances become extraordinary challenges.

As an Army Ranger deployed to Somalia in 1993, Matt experienced the horrors of war when he and his fellow soldiers were trapped in a hostile district of Mogadishu and marked for death by an angry mob. His inspiring story of survival was immortalized in the epic film, “Black Hawk Down,” which recounts the harrowing experience.

Committed to sharing the lessons he learned in the military, Matt draws parallels from his experiences to highlight the importance of leadership, courage and responsibility within any team or organization. Unambiguously humble, gracious and warm, his powerful story and straightforward insights on instilling these values stay with business leaders longs after the applause has ended.

With presentations that leave an emotional impact, take away a renewed sense of patriotism and inspiration for dedicating your efforts to a worthy cause.
NORA Market Intelligence
NORA is assembling the best industry experts to address the following areas that ultimately impact the liquid recycling market. This set of presentations will give attendees a broad view of the marketplace as it exists today and where is headed in the near future.

- **Lube Market 2017 & Beyond: Volumes & Trends**
  The volume of used oil available for collection is directly connected to the original volume of lubricant sales into the marketplace. Many changes are occurring in the global virgin lubricant market and these changes are affecting the volume and nature of the used oil available for collection.

- **Generator/Quick Lube Market: Today & Tomorrow**
  Quick lubes generate many of the gallons collected by NORA members. That industry has matured and interval changes have increased significantly. This session will highlight the changes that have occurred in this market segment and what it will look like in 2018.

- **End Market: Recycled Fuel Oil**
  Over the past few years, the market share of recycled fuel oil consumed at hot mix asphalt plants has diminished. Because of 2017 market conditions, the demand for RFO has increased. This session will provide the latest RFO volumes and key drivers to consider for 2018 budgeting.

- **End Market: Re-refined Base Lubricants/Vacuum Gas Oil/Marine Diesel Oil**
  Advanced processing of used oil through distillation, hydrotreating and other technologies has grown dramatically in the last eight years. Many NORA members operate advanced processing facilities and many more provide them with feedstock. Regardless of your position in the marketplace, understanding the demand and markets for re-refined base lubricants, VGO and MDO are critical to future business planning.

- **2018 Market Prediction**
  NORA prognosticator Roy Schumacher will lead a question and answer session with the assembled industry experts. It will conclude with Roy’s Executive Summary of the market factors that will drive the 2018 liquid recycling industry including his popular prediction for crude oil in 2018.

When Crisis Strikes
With the recent hurricanes striking various cities, the importance of preparing for the unexpected has been emphasized. Whether it is a natural disaster, loss of a key employee or an accident, all NORA members should have plans in case the unexpected happens. A panel of NORA members that have recently been faced with unforeseen situations will explain how they managed it and what they learned to help improve their systems and plans for the future.

Advanced Processing: New Technology Show Case
As more and more used oil gallons are destined to advanced processing facilities, new technologies for existing and future plants are important to ensure efficiencies, profitability and safety. Hear about the latest technologies that have recently been introduced and those that are under development.

Combating Mercaptans
All NORA members that utilize distillation technology have had to address the issue of mercaptans. Eliminating/minimizing this pungent-smell is important to advanced processors. This session will explore the various technologies and solutions and their benefits so NORA members know what options are available.

Off-Spec Used Oil: EPA “Self-Guided Exemption”? 
NORA was recently successful in protecting markets for off-spec used oil. Part of the new program will require NORA members to perform a “self-guided exemption”. This session will explain what the exemption is, if you need to perform it and answer questions you may have related to today’s regulations surrounding off-spec used oil fuel.

Government Affairs: Executive Summary
2017 has been a very active government affairs year. The current and future health of the liquid recycling industry is largely dependent on the overall regulatory environment. This session will provide a high-level view of major NORA government affairs efforts in 2017 and how they will affect your business. Additionally, the current status of the Trump Administration’s nominations to EPA will be reviewed and how that impacts NORA members.
The Closing Party

2017 NORA Closing Party featuring Dueling Pianos
Join your NORA colleagues on Friday, November 10 for an evening of networking, food, music and laughter.

The Closing Party at the 2017 NORA Conference is a great way to conclude the networking at the event in an informal setting. Following dinner, there will be a memorable dueling piano performance exclusively for NORA guests.

The closing party is included with all registrations including exhibitors and spouse/guest registrations. However the registration fees simply cover the basic food costs. To make this event memorable, your help is needed - please consider being a closing party sponsor.

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“WE ARE PROUD TO BE A MEMBER OF NORA”
Join your NORA colleagues on the afternoon of Thursday, November 9 for the annual NORA golf tournament at the Doral Red Tiger course.

The tournament will start at 12:30 PM, following conference sessions on Thursday, November 9.

The tournament fee is $165; club rentals are $80.

The tournament fee includes a box lunch, hosted beverage cart, and an awards reception following the tournament.

To register, use the tear out form on page 9 or visit www.noranews.org/2017ConfInfo

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.

ABOUT THE COURSE
The spectacular Red Tiger golf course, given its name by the late, great Jackie Gleason, just may have undergone the most dramatic change of any of the course renovations at the National Doral.

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The golf lunch sponsorship is still available! For $1000, your company will be recognized on the box lunches placed in each cart at the start of the tournament. The sponsorship includes one FREE golf tournament registration, club rental and a Golf Hole Sponsor Sign.

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In representing NORA members in Washington, D.C. we cover and critique many issues and regulations, some have a more indirect than direct impact on our members. One of these is the WOTUS Rule that the EPA and Army Corps of Engineering finalized under the Obama Administration, and it went into effect in August 2015. It is considered by many to be the most extreme overreach of federal authority ever asserted by these agencies and has created “nightmares” for the public. It is said to have greatly expanded the definition of regulated “navigable waters” under the Clean Water Act to include extremes like rainfall “mud puddles”, and there are numerous other examples of its ominous impact. It covers adjacent areas and waters to navigable waters, even if these areas were dry most of the time except during rainfall events.

On February 28, 2017 President Trump issued an Executive Order (E.O.) that called for either a repeal or revision of the WOTUS Rule. This was spearheaded by the newly appointed EPA Administrator (Mr. Pruitt). In 2015 while the Oklahoma Attorney General he sued EPA over WOTUS. As a result of the E.O., EPA and the Corps have now announced this summer their plan to repeal WOTUS and to develop and propose new definition of WOTUS.

There was an example of abuse caused by WOTUS which was given by the President while issuing the E.O., this was where a Wyoming rancher was fined $37,000 a day by the EPA for digging a small watering hole for cattle on his land. Another case presented by others to the U.S. Senate was where an Indiana farmer cleared trees from his property to expand his farmland where there was no visible permanent water. The Corps claimed it destroyed the existing stormwater drainage patterns and said it was a tributary covered by WOTUS. The Corps would have the farmer go through the government permitting process to hopefully get their permission to clear this area.

The WOTUS Rule could negatively impact any construction activity such as a NORA member expanding/modifying its facility/site, building a home, etc. For example: It could impact building a new SPCC containment area that would modify the rainfall runoff area on your facility.

This brings to mind the current events of Hurricane Harvey resulting in many thousands of homes and businesses being flooded for the first time in Texas and Louisiana. This has probably created a new flood plain area that would have been governed by WOTUS resulting in more problems and delays for these unfortunate people.

The good news is that WOTUS is being repealed and the regulatory process to develop more reasonable and practical definitions is beginning. The EPA and Corps are planning to have stakeholder meetings this fall and NORA will stay abreast of the developments. Essentially all of the large Industrial Trade Associations in Washington, D.C. are working to make sure the new definitions of navigable waters are much more practical and good for economic growth. NORA will continue to coordinate with them.

Obviously, this is only a brief overview of WOTUS and the activities being undertaken to correct it. If you are interested in more details, you can contact me at Jack.Waggener@aecom.com or 615.224.2133.
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**Patent Applications**

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Fouling resistant cracking (PCT/CA2011/050207, PCT/CA2013/050091, PCT/CA2013/050092)
Stabilizing/desulphurizing (PCT/CA2011/050117)
Many American servicemen who were stationed in Europe after World War II became enamored of the British built MG sports cars.

Records indicate that an American airman stationed in Germany ordered a 1949 MG TC. While anxiously awaiting his new car he was informed that 1949 production had ended. Instead, he was offered a 1950 right-hand-drive MG TD that had initially been built for the British market.

That deal appealed to the American who then took the sports car with him to his various assignments around the world until he retired. Eventually, the well-traveled MG was sold and taken to rural Connecticut where it provided the second owner many happy hours of motoring.

About six years ago, Phil Williams was at the keyboard of his computer when he came across an eBay auction site featuring this 1950 MG TD. On a whim he submitted a bid for the car, never thinking that he would be successful.

Williams was surprised when he was informed that his bid was the highest. He made the trip to Connecticut with a trailer and hauled his high-bid MG TD home to northern Virginia.

Since then the 50-horsepower 1.25-liter four-cylinder engine has been rebuilt. There are 21 louvers on each side of the engine hood to keep the temperature under control. To augment the flow of air around the engine Williams has installed a more efficient seven-blade fan from an MG B.

Inside the cozy cockpit, the nimble MG is steered by a four-
spoke banjo-style steering wheel. Williams says the 100-mile-per-hour speedometer is overly optimistic.

The original mirror is still mounted on the center of the dashboard. Williams has added a pair of exterior mirrors to enhance rear visibility in the right-hand-drive vehicle.

The flat windshield is hinged at the bottom and can be pushed forward to improve aerodynamics, as well as give the MG a sporty appearance. While some might think the pair of wipers is there to clear away raindrops, “they are there for the sake of appearance,” Williams says. “They don’t wipe anything.”

Parking lights crown the front fenders and Williams has installed two running lights in an effort to help illuminate the road at night. The MG has been repainted in the original maroon color and sports a tan top along with tan side curtains, both of which are stored behind the front seats. The windows in the side curtains and top are plastic.

At the rear of the MG is a 15-inch spare tire, mounted behind the 15-gallon gasoline tank. Williams reports fuel economy of close to 30 miles per gallon.

Williams says he does most of the mechanical work on his MG himself. He has been attracted to MG automobiles since his teenage years when he learned his way around them, he says, “by turning wrenches and busting knuckles.”

“They look fast when they’re sitting still,” he observes.
When was the company started?
C. Stoddard & Sons had its inception in 1951 and continues to be a family owned business that is now in its third generation of family ownership with members of the fourth generation working for the company.

How has your company grown over the years?
Gone are the days of the business being run out of a one room “shack”. The main office has gone through 2 different expansions to accommodate the growing workforce needed to run the company. The fleet has grown from just a couple of used converted fuel oil trucks to more than 16 vehicles that are specifically built for oil collection, vac truck services, and bulk transportation. Communicating with drivers has changed, no longer using CB radios, Nextel two way communication, even cell phones and texting are becoming obsolete because of in-cab messaging. The tank farm has been changed and expanded 3 times to accommodate changes in regulations as well as the increase in business. The facility itself has added 4 more buildings to accommodate the changes and new services offered. As for the business, gone are the days of the road oiling service. For a period of time, we were even producing a VGO. We have added new processes and services such as the glycol recovery unit and vac truck operations.

What services does the company provide?
C. Stoddard & Sons has a fleet of trucks to collect used oils, used antifreeze, used oil filters, waste waters, as well as vacuum truck and jetter services. We can broker hazardous waste through a second party RCRA Part B hazardous waste facility. We also work with environmental consultants to provide regulatory assistance to our customers.
What products does the company provide?

The used oils are tested and processed at our facility in Wayland, Michigan. The oils are processed to create a 40 CFR 279 spec oil that is sold as a #400 burner fuel to asphalt companies and winter oil burner customers. The remaining processed oil is sold to our NORA friends in the re-refining side of the business. Industrial oils (retablet high halogen oils) are kept separate from the crankcase oils, but are still processed at the facility. The resulting rebuttable product is again sold to fellow NORA members.

Thanks to our involvement in NORA, in 2007, we decided to invest in a glycol recovery unit to help process the used antifreeze we were collecting. The unit produces a 50/50 glycol and water mixture that we then blend in
the additives and dyes to create a high quality pre-diluted Heavy Duty Conventional, Universal, and ELC antifreezes that are sold to customers.

In 2016, we partnered with a sorbent company to provide sorbent products to our customers.

Where does your company provide service?
In Michigan terms, we are trolls because we stay under the bridge. We service the entire Lower Peninsula of Michigan, northeast Indiana, and northwest Ohio.

Why are you a member of NORA?
C. Stoddard & Sons became a member of NORA in 1996. Being a member of NORA has provided us with the connections to grow our business as evident in the glycol recovery unit. NORA has also provided us with the connections to broaden our base of customers to whom we sell processed oil. In the ever changing world of government regulations, NORA helps provide a support and a voice to help small independent companies by guiding them through the alphabet soup of regulatory agencies, the complexities of regulations written by government lawyers, and how changes will affect their business.

Looking forward, what are the biggest opportunities and challenges facing the industry?
One of the standard answers to this questions is always the market. When crude is at $100 or more per barrel everyone seems happy; but as the bottom fell out and the price per barrel continues to be low it has caused us to re-evaluate how we do business and the ones who are able to adapt and evolve are the companies that survive. Challenges bring opportunities.

Changing government regulations will always be a challenge to the industry, but those changes also bring about opportunity to evolve the business. The regulation changes have led to improvements in the way we store, handling, and transport the materials we deal with. We have improved our safety standards. We are better prepared to deal with a disaster, and track our drivers. Regulation changes have also led to growth. Future regulations will depend on who is running the government, but an association as NORA will be the voice for the industry to keep those changes in check.

Changes in technology to electric or other specifically designed alternative fuel powered vehicles is another challenge that faces the industry. The types, quality, and quantity of oils required to operate these vehicles are going to change causing the industry to react; but change brings opportunity.
At Vertex Energy, we see things differently. Challenges are just new opportunities to create responsible solutions. By collecting, recycling and re-refining used motor oil and other petroleum coproduct streams, we are working hard to decrease dependence on foreign oil and reduce environmental impact.

To learn how we’re Producing Tomorrow’s Energy, visit us at VertexEnergy.com
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What is the Appropriate Centralized Waste Treatment Subcategory?

The EPA Small Entity Compliance Guide, published in 2001, seems to assert that the primary mechanism for waste classification for treatment of wastewater is based on the source of the waste. For example, metal finishing rinse water and sludges are specifically classified in the metals subcategory. Publicly Owned Treatment Works ("POTWs") rely on this Compliance Guide in making decisions about subcategories for the CWTs that they serve.

But the Compliance Guide, which was actually published before the promulgation of the CWT regulations, may not be as instructive or useful as originally intended.

From a legal perspective, the primary mechanism for waste classification is not a guidance document but the regulation itself. The appropriate method of determining a waste category under the CWT regulations, codified at 40 CFR Part 437, is by reference to the definitions. Specifically, the definitions of "metal-bearing wastes" and "oily wastes." These definitions are found at 40 CFR 437.2(l) and (p):

“(l) Metal-bearing wastes means wastes and/or used materials from manufacturing or processing facilities or other commercial operations that contain significant quantities of metal pollutants, but not significant quantities of oil and grease (generally less than 100 mg/L). Examples of these wastes are spent electroplating baths and sludges, metal-finishing rinse water and sludges, chromate wastes, blow-down water and sludges from air pollution control, spent anodizing solutions, incineration air pollution control wastewaters, waste liquid mercury, cyanide containing wastes greater than 136 mg/L, and waste acids and bases with or without metals.”

“(p) Oily wastes means wastes and/or used materials that contain oil and grease (generally at or in excess of 100 mg/L) from manufacturing or processing facilities or other commercial operations. Examples of these wastes are used oils, oil-water emulsions or mixtures, lubricants, coolants, contaminated groundwater clean-up from petroleum sources, used petroleum products, oil spill clean-up, bilge water, rinse/wash waters from petroleum sources, interceptor wastes, off-specification fuels, underground storage tank remediation waste, and tank clean out from petroleum or oily sources.”

The principal point of both of these regulatory definitions is the "significant quantities of oil and grease." The definition of metal-bearing wastes emphasizes that such wastes do not contain "significant quantities of oil and grease (generally less than 100 mg/L).” In contrast, oily wastes "contain oil and grease (generally at or in excess of 100 mg/L) from manufacturing or processing facilities or other commercial operations.”

Moreover, the preamble to the CWT regulations describes the default subcategory where the source of the waste is not known.

“If, however, the wastes are unknown or not listed above, EPA recommends that the facility use the following hierarchy to determine how to characterize the wastes it is treating, so as to identify the appropriate regulatory subcategory.

“(1) If the waste receipt contains oil and grease at or in excess of 100 mg/L, the waste receipt should be classified in the oils subcategory.

(2) If the waste receipt contains oil and grease <100 mg/L, and has any of the pollutants listed below in concentrations in excess of the values [of four metals] listed below, the waste receipt should be classified in the metals subcategory.” 65 Federal Register 81241, 81287 (December 22, 2000). The values (concentrations) of the four metals established by EPA are: cadmium, 0.2 mg/L; chromium, 8.9 mg/L; copper, 4.9 mg/L; and nickel, 37.5 mg/L.

Obviously, for a waste stream to be placed in the metals subcategory, it must satisfy two criteria: (1) an oil and grease concentration of less than 100 parts per million ("ppm"); and (2) one or more of the four metals with values (concentrations) established by EPA.

Again, the principal determining factor, according to the CWT regulations, is the concentration of oil and grease. This clearly establishes EPA’s preference for the treatment technology prescribed for the oils subcategory where the waste contains 100 ppm or more of oil and grease.

It should be emphasized that appropriate treatment of the waste stream is EPA’s principal objective. As the Agency pointed out in the preamble to the CWT rule, “EPA is concerned that waste streams accepted at POTWs…receive proper treatment.” 65 Federal Register 81241, 81260 (December 22, 2000).
According to EPA’s specialist on CWT issues, “[t]he waste characterization hierarchy is not intended to be rigid. If there is a compelling reason why a waste listed in Table 5-1 should be characterized differently, then you can certainly make the case to the control authority. Some factors that the control authority [POTW] might consider could be the concentration of constituents and the treatment necessary to remove those constituents. Data is needed to establish this basis. What is important is that the treatment is appropriate to the waste characteristics.” (emphasis added).

The selection of subcategories by source was a recommendation by EPA—not a regulatory mandate. According to EPA’s CWT specialist, “[t]he small entity compliance guide is just that—a guide.” In fact, the Compliance Guide itself emphasizes the same point:

“The discussion in this document is intended solely as guidance. This guide is not a regulation itself nor does...it substitute for any requirements under [the] Clean Water Act or EPA’s regulations. Thus, it does not impose legally-binding requirements on EPA, States, or the regulated community...This guide does not confer legal rights or impose legal obligations upon any member of the public.”

Also, according to the preamble to the CWT rule, “EPA based its recommended subcategorization determination procedure on information generally obtained during these waste acceptance and confirmation procedures. In EPA’s view, permit writers and local pretreatment authorities should not (because they need not) require additional monitoring or paperwork solely for the purpose of subcategory determinations, unless the CWT facility’s waste acceptance procedures are inadequate. EPA concluded that if CWT facilities follow EPA’s recommendations, they should easily classify their wastes. Permit writers and local authorities, in these circumstances, would only need to satisfy themselves that the facility made a good-faith effort to determine the category of wastes treated. In most cases, as detailed below, EPA determined that the subcategory determination can be made on the type of waste receipt, e.g., metal-bearing sludge, used oil, or landfill leachate.” (emphasis added). 65 Federal Register 81241, 81287 (December 22, 2000) (emphasis added).

In summary, the relevant requirements for the selection of a CWT subcategory under EPA’s CWT regulations are found in the definitions of metal-bearing wastes and oily wastes, not the Compliance Guide. In addition, as EPA has emphasized, the concentration of constituents and the treatment necessary to remove those constituents are the preeminent criteria for the selectin of a CWT subcategory. ■
Hydrodec of North America Recognized by Ohio Environmental Protection Authority

Hydrodec of North America announced that it has been recognized under Ohio Environmental Protection Authority (EPA)’s Encouraging Environmental Excellence Program (E3).

Hydrodec received recognition from Ohio EPA’s E3 Program at the Achievement Level for 2017, which commends an organization’s exceptional achievements in environmental stewardship as well as related criteria developed by the Ohio EPA. The goal of environmental stewardship is to reduce the impact of business or organizational activities on the environment beyond measures required by any permit or rule, producing a better environment, conserving natural resources, and resulting in long-term economic benefits.

Specifically, Hydrodec’s Canton, Ohio location is congratulated by Ohio EPA Director Craig W. Butler for its enhanced process recycling, energy efficiency, improving process efficiency to reduce waste and increased recycling, Brownfield redevelopment, and upper management commitment for ongoing environmental improvements.

Michael Pitcher, President of Hydrodec of North America, commenting with regards to receiving the award, states: “This award is a tribute to the creativity and perseverance of our local team, the application of Hydrodec’s world class technology and the support offered by our supply chain partner, G&S Technologies. Together, we continue to strive for market leading performance throughout our value streams and, especially, within the gates of our Canton operations. With our transformer oil output now generating carbon credits, we are moving towards a uniquely environmentally friendly business model within the refining and re-refining industry.”
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Recycling parts washers, spray gun cleaners, solvent recyclers

US Foundry
bmartin@usfoundry.com
(305) 885-0301
Gray Iron Foundry - Service provided: used oil filters-processor, used oil filters-end user. Accepts processed/unprocessed used oil filters by truck and rail. Certification: State of Florida as processor and end user of used oil filters.

WasteBits
rlewis@wastebits.com
(330) 842-6799
Online waste management platform

Wechsler Technologies, LLC
tmorris@wechslertech.com
404-263-0924

Werts Welding & Tank Service, Inc.
bruce@wertswelding.com
(618) 254-6967
Transportation tanks and trucks and all related parts and equipment. Pumps, hoses, fittings and valves. 8 locations across the USA.

XL Catlin
matthew.gartner@xlcatlin.com
(800) 327-1414 ext. 9294
The environmental division of the XL Insurance companies offers integrated environmental risk management solutions through insurance, loss control and claims management to leading businesses.

Zurich
steven.goebner@zurichna.com
(610) 727-5634
Zurich's Environmental unit helps businesses navigate the ever-changing world of environmental risk. Zurich provides easy-to-understand environmental insurance solutions that can be customized to help meet customers’ needs for today and the future.
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YES/NO AT 1000 PPM
RESULTS IN 5 MINUTES
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Clor-D-Tect Q4000®
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RANGE: 200-4000 PPM
RESULTS IN 5 MINUTES
US EPA SW-846, Method 9077
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