

AIR & WASTE MANAGEMENT ASSOCIATION  
*Genesee Finger Lakes Chapter*  
&  
NEW YORK WATER ENVIRONMENT ASSOCIATION, INC.  
*Genesee Valley Chapter*

in association with

*RIT Department of Civil Engineering Technology,  
Environmental Management & Safety*

PRESENT

14th ANNUAL JOINT SEMINAR

# ***ARE WE THERE YET?***



**THE PAST, PRESENT, & FUTURE  
OF ENVIRONMENTAL STEWARDSHIP IN NEW YORK**

**FEBRUARY 9, 2011**

**RIT INN & CONFERENCE CENTER**

**5257 WEST HENRIETTA ROAD  
ROCHESTER, NEW YORK 14623**



**AIR & WASTE MANAGEMENT  
ASSOCIATION**

SINCE 1907

**GENESEE FINGER LAKES CHAPTER**



**GENESEE VALLEY CHAPTER**

**R·I·T**

**DEPARTMENT OF CIVIL ENGINEERING  
TECHNOLOGY, ENVIRONMENTAL  
MANAGEMENT AND SAFETY**

# JOINT SEMINAR PROGRAM

February 9, 2011

<b>PLENARY SESSION</b>		
8:00 AM-8:30 AM	<b>Registration and Continental Breakfast</b>	
8:30 AM-8:40 AM	<b>Welcome &amp; Introductions</b>	Ron Hull, Underberg & Kessler
8:40 AM-9:30 AM	<b>Environmental Stewardship - A Regulatory View</b>	Pete Grannis, Former DEC Commissioner, now with Environmental Advocates of NY
9:30 AM-10:20 AM	<b>Our History of Environmental Stewardship From an Industrial Viewpoint</b>	Charles Ruffing, Eastman Kodak Company
10:20 AM-10:50AM	<b>Refreshment Break &amp; Exhibit Viewing</b>	
10:50 AM-11:40AM	<b>An Environmental Advocacy Perspective on Environmental Stewardship</b>	Liz Thorndike, Center for Environmental Information
11:40 AM-1:00 PM	<b>Buffet Luncheon &amp; Awards</b>	
	<b>Keynote: How Reducing Green House Gasses Strengthens New York Business</b>	Ross Gould, Environmental Advocates of NY
<b>TRACK 1- WATER SESSION</b>		<b>Moderator: Pradeep Jangbari, Environmental Engineer II, Division of Water, NYSDEC Region 8</b>
1:00 PM-1:50 PM	<b>Water Availability in the Marcellus Shale Region</b>	Kristopher Perritt, ERM
1:50 PM-2:40 PM	<b>Seneca Meadows Wetlands Project: A Case Study</b>	John Larsen, AES
2:40 PM-3:10 PM	<b>Refreshment Break &amp; Exhibit Viewing</b>	
3:10 PM-4:00 PM	<b>Local TMDLs - Changing the Regulatory Landscape</b>	Libby Ford, Nixon Peabody
4:00 PM -4:50 PM	<b>New Green Infrastructure Requirements for SPDES Construction Permits</b>	Paula Smith, Monroe Co. Dept. of Environmental Services
<b>TRACK 2 -WASTE/REMEDIATION SESSION</b>		<b>Moderator: Bart Putzig, Regional Remediation Engineer, NYSDEC Region 8</b>
1:00 PM-1:50 PM	<b>Cutting Edge Sustainable Technologies for Cleaning</b>	Newton Green, Rochester Midland Corp.
1:50 PM-2:40 PM	<b>New York's E-Waste Law: Toughest in U.S.</b>	Scott Foti, NYSDEC Region 8
2:40 PM-3:10 PM	<b>Refreshment Break &amp; Exhibit Viewing</b>	
3:10 PM-4:00 PM	<b>The Greening of the Eastman Business Park</b>	Mike Alt, Eastman Kodak Company
4:00 PM-4:50 PM	<b>Vapor Intrusion - Real Estate and Legal Issues</b>	Gregory Senecal, LaBella Associates Daniel Noll, LaBella Associates Ron Hull, Underberg & Kessler
<b>TRACK 3 - AIR SESSION</b>		<b>Moderator: Tom Marriott, Regional Air Pollution Control Engineer, NYSDEC Region 8</b>
1:00 PM-1:50 PM	<b>GHG Regulation Under the Clean Air Act</b>	Jonathan Binder, NYSDEC
1:50 PM-2:40 PM	<b>A History of Regulating Air Quality</b>	Dave Murtha, ERM Tom Wickerham, NYSDEC Region 8
2:40 PM-3:10 PM	<b>Refreshment Break &amp; Exhibit Viewing</b>	
3:10 PM-4:00 PM	<b>The New Part 212, New York's Toxics Regulation</b>	Tom Gentile, NYSDEC
4:00 PM-4:50 PM	<b>Reciprocating Internal Combustion Engine (RICE) Rules</b>	Gregory Smith, Xerox Corporation
<b>TRACK 4 - ENERGY SESSION</b>		<b>Moderator: Frank Ricotta, Regional Engineer NYSDEC Region 8</b>
1:00 PM-1:50 PM	<b>Environmental Sustainability: A Definition for Environmental Professionals</b>	John Morelli, Rochester Institute of Technology
1:50 PM-2:40 PM	<b>Kodak's Life Cycle Analysis &amp; Design For the Environment</b>	Roy Wood, Eastman Kodak Company
2:40 PM-3:10 PM	<b>Refreshment Break &amp; Exhibit Viewing</b>	
3:10 PM-4:00 PM	<b>Overview of NYSEG and RG&amp;E Economic Development Programs</b>	Joe Rizzo, Rochester Gas & Electric
4:00 PM-4:50 PM	<b>Creating Sustainable Processes in Monroe County</b>	To Be Announced

# REGISTRATION

## WE'RE DOING OUR PART

**Electronic Mailing and Registration:** *In keeping with our continuing effort to reduce our environmental impact, our program is once again only being distributed electronically, and registration is being handled online only.*

Registration fees for this one-day seminar include access to all technical sessions, continental breakfast, lunch, mid-morning and mid-afternoon refreshment breaks.

Advanced (by 1/26/11)	Onsite*	
\$105.00	\$135.00	Individual
\$50.00	\$ 55.00	Government Employee
\$35.00	\$ 35.00	Student

Exhibitor's Fee is \$295 through December 31, 2010; thereafter, \$350 (Includes one full registration; refer to next page for Exhibitor information).

### No refunds after February 7, 2011

**NOTE: NYSDEC Contact hours for Wastewater Treatment Plant Operators re-certification requirements have been requested for this seminar program. Professional Development Hours (PDHs) have been applied for through the NYS Department of Education.**

To register online, visit:

<https://www.123signup.com/register?id=vzbqq> and follow instructions.

### Please register online before sending your payment.

We accept cash, checks or credit cards. Please make checks or money orders payable to GFLC A&WMA (Taxpayer ID No. 2-22409062). Please register online and follow online instructions on where to send cash/check payments.

\*On-site registration is payable by cash, check, money order or voucher only. Credit cards will not be accepted for same-day registration.

## Directions

### Directions to the Hotel:

The RIT Inn & Conference Center is conveniently located off Exit 46 of the New York State Thruway (I-90) at :

RIT Inn & Conference Center  
5257 West Henrietta Road  
Rochester, New York 14623  
(585) 359-1800

Please visit the Inn's website at : [www.ritinn.com](http://www.ritinn.com) for directions.

## Reservations

The RIT Inn & Conference Center has set aside 5 rooms at the discounted rate of \$89/night, good through 1/20/11. Attendees interested in reserving a room for either the night before or the evening of the seminar should contact the hotel directly to secure the room. Please be certain to request the AWMA/NYWEA room rate when making reservations. Seminar attendees will be responsible for the payment of the room charges for any overnight accommodations they reserve. The hotel will hold the block of rooms at the discounted room rate until 1/20/11. After this date, the hotel reserves the right to release any unsecured rooms for the reserved block and the room rate will be the standard published rate.

## Sponsorship Information

**Don't pass up this opportunity to have your company recognized by 250+ potential customers at one time! Become a sponsor today!** To recognize your firm, the Joint Seminar Committee will list it on a poster-size presentation board that identifies it as a contributing sponsor for the break you have selected. The sponsorship fee not only provides you with recognition of your firm's products and services, but also provides you with up to three (3) full seminar registrations (depending upon your level of support). Seminar registration includes the continental breakfast, lunch and refreshment breaks, and access to all technical sessions throughout the day.

### Instructions to sponsors:

To reserve your sponsorship, please complete this form and send a check or money order in the amount indicated made payable to **(Sorry, we are not able to accept credit cards for payment):**

Genesee Finger Lakes Chapter of Air & Waste Management Association  
c/o Mr. David T. Murtha, QEP  
Environmental Resources Management  
1159 Pittsford-Victor Road, Suite 200  
Pittsford, New York 14534

### SPONSOR REGISTRATION FORM

*(Please print legibly)*

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COMPANY AFFILIATION:

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Sponsorship choice (please check your selection):

Breakfast Sponsorship @ \$750, includes two seminar registrations (1 available)

Morning Break Sponsorship @ \$300, includes one seminar registration (1 available)

Luncheon Sponsorship @ \$500 each, includes one seminar registration, (2 available)

**OR**

Luncheon Sponsorship @ \$1,000, includes three seminar registrations (1 available)

Afternoon Break Sponsorship @ \$200, includes one seminar registration (1 available)

**Sold out**

**Sold out**

## EXHIBITOR INFORMATION

In 2010, our joint seminar drew over 260 attendees from all over New York State; from Watertown to Binghamton, and Jamestown to Albany. The 2011 program promises to continue to build on our previous successes and we expect to exceed last year's attendance. Over 60% of our 2010 attendees were representatives of industry and municipalities that are buyers of equipment and services offered by our exhibitors. Don't pass up your opportunity to meet with this many potential customers at one time! Reserve your exhibit space early! To reserve exhibit space, please register online at: <https://www.123signup.com/register?id=vzbgk>

The cost for space is \$295.00\*\*. To choose your exhibit space, refer to the map below and contact Kathleen Russell at [krustie@earthlink.net](mailto:krustie@earthlink.net). *In making your booth selection, please note that the Seminar Committee asks that full size displays be restricted to those booths that are along the outside walls of the exhibit area. Tabletop displays can be placed in any available booth location.* The exhibitor's fee not only provides you with space to showcase your firm's products and services, but with one full seminar registration, including the continental breakfast, lunch and refreshment breaks, and access to all technical sessions throughout the day. Additional exhibitor personnel can register at the \$105.00 (advanced) attendee rate or \$135.00 on the day of the seminar.

Please remember that your exhibit fees help fund the environmental education and community outreach programs of our two associations. We look forward to seeing you again this year.

## WHY WE DO IT

The net proceeds of the Annual AWMA/NYWEA seminar are devoted to funding scholarships and grants for environmental education projects across the region.



2010 Outstanding Environmental Management Student Scholarship winners: (left to right):

RIT Graduate EH&S Management Program Chair Joseph Rosenbeck; Winners: Hassan Algadi, Megan Kozlowski, Heather Newton, Serenity Sutherland, Kayla Talkington, Past AWMA Chair Thomas Wickerham.

For full-size map, visit our website at

