



2007 SBO/SBEAP NATIONAL CONFERENCE

June 18-21, 2007 in St. Paul, Minnesota

AGENDA—Detailed Sessions



Day 1 – Monday June 18, 2007		
9:00am–7:30pm	Garden Court East	Registration Open
Noon-1:45pm	Great River I & IV	Training Session: Plug In And Power Up – Resources And Contacts For Small Business Environmental Assistance Programs.
1:45–2:00pm		Break
2:00-5:00 pm	Great River I & IV	Performance Measurement Training
5:30-7:30 pm	Great River II & III	Welcome Reception (State Item Raffle from 6:00pm - 6:30pm)

Day 2 – Tuesday June 19 2007		
7:00am – 5:00pm	Garden Court East	Registration Open
7:00– 8:30am	Great River II & III	Breakfast Region Meetings
8:30-11:15 am	Great River Ballroom I and IV	<p>General Session</p> <ul style="list-style-type: none"> • Welcome and Introduction – <i>Mike Nelson, MN SBO</i> <ul style="list-style-type: none"> ○ <i>Mayor of St. Paul Chris Coleman Mayor (invited)</i> ○ <i>MPCA Deputy Commissioner Leo Raudys</i> ○ <i>Jeanette Brown, US EPA Office of Small and Disadvantaged Business Utilization</i> • Updates <ul style="list-style-type: none"> ○ <i>Angela Suber, US EPA Acting SBO</i> ○ <i>Ken Legler, NCAP Chair</i> <p><i>Break</i></p> <ul style="list-style-type: none"> • Updates (continued) <ul style="list-style-type: none"> ○ <i>Dan Nickey, NSC Chair</i> • New Annual Reporting Form, <i>Dan Nickey</i> <p>Speed Dating for Compliance Assistance Tools <i>Steve McKeough, FL DEP</i> <i>Brian Christian, TX CEQ</i> <i>David Carter, KSU</i> <i>Hugh Stirts, NE DEQ</i> <i>Patrick Hoerman, King County, WA</i> <i>Troy Johnson, MN SBEAP</i> <i>Judy Mirro, VT DEC</i> <i>Moderator: Nancy Larson, KSU</i></p> <p>Speed Dating provides a quick review of the latest tools from seven SBEAPs. Speed Dating gives SBEAPs a chance to see what other SBEAPs are developing to assist small businesses. Most tools presented will be available to all SBEAPs for adoption and a new mechanism for sharing your work will be provided.</p>
11:15–11:30am		Break

Day 2 – Tuesday June 19 2007		
11:30 am - 1:15 pm	Great River Ballroom II and III	<p>Lunch <i>Moderator: Troy Johnson, MPCA</i></p> <ul style="list-style-type: none"> • Annual Awards Presentations – Phyllis Copeland, SC • Keynote Presentation – Robin Getman, Interact Group <p>Leading from Your Soul (instead of a position of authority)</p> <p>Are you leading from your soul? Ever wonder how Ghandi would review and report environmental regulatory activity? How Mother Theresa might accommodate the Clean Air Act? How Martin Luther King, Jr. would represent small business interests during rulemaking? Personal power in organizations increases when people begin leading from their souls—leveraging <i>both external and internal</i> power.</p>
1:30-2:30pm	Room 1	<p>Auto Salvage Yards <i>Mike Redig, FL</i> <i>Moderator: Phyllis Strong, MPCA</i></p> <p>In-depth discussion of multimedia issues that affect Auto Salvage Yards, including Stormwater, Aluminum Smelting (NESHAP), Mercury Switches, CFCs, and Tires.</p>
	Room 2	<p>Partnership Stories <i>Tony Pendola, NC SBEAP - Transferring Authority Among Regulatory Divisions; Prizes and Pitfalls</i> <i>Linda Sadler, TN DEC - When EPA Calls: Federal/State/Private Partnerships</i> <i>Annette Fulgenzi, IL - Multi Agency Partnerships-Maximizing Public and Private Partners: Construction and Demolition</i> <i>Moderator: Kim Grosenheider, MPCA</i></p> <p>Partnerships may be the most important topic for an SBO/SBEAP program. Cooperation with businesses, trade groups, EPA, other government agencies, and even internally in the SBO/SBEAP program, is necessary for success. Learn from these speakers about their program's partnerships, including how initial fears turned into relaxed success, initial positive collaboration turned into disheartening outcomes, and many things in between.</p>
	Room 3	<p>Technical Subcommittee Session</p> <p>Members and non-members are welcome to join the Technical Subcommittee session. Kim Teal, US EPA will talk about the Autobody Refinishing NESHAP; and Keith Barnett, US EPA will update us on his efforts to help get SBEAPs more involved with the area source rule writers. If there's time left, we will also discuss strategic planning to guide the group for the next year. (A strategic planning meeting is scheduled for Thursday June 21 at 7:00am.)</p>
2:45-3:45pm	Room 1	<p>Update on Major Changes to Spill Prevention Control and Countermeasure (SPCC) Rule <i>Dr. Barbara Carr, US EPA Region V</i> <i>Moderator: Cathy Colglazier, KSU</i></p> <p>This seminar will help assistant providers understand the recent rule revisions (effective 2/26/07), what businesses can expect during an inspection, the basics of oil spill prevention for aboveground oil storage containers, and much more.</p>
	Room 2	<p>Presentation Skills: How to Capture an Audience (without taking prisoners!) <i>Robin Getman, Interact Group</i> <i>Moderator: Jackie Sims, IL EPA</i></p> <p>Whether it's two minutes on the telephone, five minutes on the platform, or ten minutes in a meeting, everyone presents something some time. Demystify the secrets of the pros and watch your personal and professional effectiveness soar. What you'll learn:</p> <ul style="list-style-type: none"> • How to capture and hold people's attention within the first thirty seconds; • Transform speaker-centered anxiety into audience-focused passion; • Use your natural energy and enthusiasm to overcome fear;

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		<ul style="list-style-type: none"> • Use your body language to build trust and rapport; and • Add life to what you say and how you say it.
2:45-3:45 pm	Room 3	<p><i>New Annual Reporting Form and Data Collection Experiences</i> <i>Tiffin Shewmake, PRIZIM Inc. – New annual reporting form</i> <i>State Panel: Nancy Crickman, PA; Kenya Stump, KY; Dan Nickey, IA</i> <i>Moderator: Phyllis Copeland, SC DHEC</i></p> <p>Get information to help you complete the new annual survey and make the data more useful for your program. This session will cover new features of the survey and ideas on how to efficiently collect and store data. It will also reinforce the value of measures as they relate to our programs.</p>
	Room 4	<i>National Compliance Advisory Panel (NCAP) meeting</i>
4:00– 5:00 pm	Room 1	<p><i>Consumer Products/AIM</i> <i>Bruce Moore, US EPA</i> <i>Moderator: Jackie Sims, IL EPA</i></p> <p>The Consumer Products rule is expected to be proposed around the time of the conference. This session will provide the opportunity to hear about the proposed requirements from the rule writer.</p>
	Room 2	<p><i>Integrating Pollution Prevention (P2) into Compliance Assistance</i> <i>Greg Copley, KY SBEAP</i> <i>Nancy Larson, KA SBEAP</i> <i>Andy Bray, NEWMOA</i> <i>Moderator: Stephen McKeough, FL SBO/SBEAP</i></p> <p>How can compliance assistance providers have more direct positive impacts on the environment? Pollution prevention is a cost-effective way for small businesses to achieve big results for the environment and their own regulatory compliance. Even with limited staff and financial resources, hear what your program can do, from small steps to bigger initiatives, to help educate and assist small businesses with pollution prevention.</p>
	Room 3	<p><i>What is Energy Efficiency?</i> <i>Kyle Bartholomew, MPCA</i> <i>Moderator: Phyllis Strong, MPCA</i></p> <p>With the costs of energy rising and more options becoming available, this session will spotlight areas where programs can help small businesses find resources to help improve their energy efficiency.</p>

Day 3: Wednesday June 20, 2007		
8:00 am – 5:30pm	Garden Court East	Registration Open
7:00–8:30am	Great River II & III	<i>Breakfast Regional Meetings</i>
8:30– 9:30am	Great River I & IV	<p><i>General Session: Small Business Panel</i> <i>Dale Kaplan, Kaplan's Careful Cleaners, PA</i> <i>Gary Mason, iSi Environmental, KS</i> <i>Cliff Root, BTI Railcar, WY</i></p>
9:45-10:45 am	Room 1	<p><i>Surveys and Data Collection</i> <i>Pam Jones, Minnesota Center for Survey Research, University of Minnesota</i> <i>Moderator: Nancy Larson, KS SBEAP</i></p> <p>Learn how to develop an effective survey, increase the response rate, and reach a statistically valid sample in your population selection.</p>

Day 3: Wednesday June 20, 2007		
	Room 2	<p><i>Environmental Results Programs: Innovative Approaches to Helping Small Businesses</i></p> <p><i>Marc Cohen, MA DEP</i> <i>Julie Churchill, ME</i> <i>Renee Bashel, WI Dept. of Commerce</i> <i>Gary Jones, Printing Industries of America/Graphic Arts Technical Foundation</i> <i>Moderator: Sally Tarowsky, ID SBDC</i></p> <p>In this session, you will learn about the Environmental Results Program (ERP) and how it can help small businesses in your state enhance and measure environmental performance. You will hear how different SBEAP programs have successfully worked with ERPs for specific sectors within their state using compliance assistance tools, self-certification, and performance measurement, and how your state can implement similar programs to help small businesses achieve environmental results.</p>
9:45-10:45 am	Room 3	<p><i>Multimedia Subcommittee Session</i></p> <p>How many states are offering multimedia compliance assistance and to what degree? We will cover answers to these and other questions in a discussion of the Executive Summary of the 2007 SBO/SBEAP Multimedia Survey. In April, the Environmental Council of the States (ECOS) sent a letter to the US EPA to encourage dialogue between US EPA, the National Compliance Advisory Panel (NCAP) and ECOS on advancing state multimedia assistance programs. Learn what SBO/SBEAPs can do to move this initiative forward.</p>
	Cedar Street	<p><i>Mobile Outreach for Pollution Prevention VirtualPaint™ Training (Iowa MOPP Virtual Painting)</i></p> <p>The VirtualPaint™ training system uses virtual reality to provide a highly capable and flexible system to train spray technicians. VirtualPaint™ allows the user to view and interact with real spray application equipment while simulating the actual application process onto a virtual surface. Virtual reality training generates no hazardous emissions or wastes. (Parked on Cedar Street next to the hotel.)</p>
11:00 am - 12:00pm	Room 1	<p><i>Changes to the Perc Dry Cleaning Rule</i></p> <p><i>Keith Barnett, US EPA</i> <i>Linda Sadler, TN SBO/SBEAP</i> <i>Mary Scalco, International Fabricare Institute (IFI)</i> <i>Warren Johnson, US EPA (via telephone)</i> <i>Moderator: Tony Pendola, NC SBEAP</i></p> <p>The Perc Dry Cleaning Rule is in litigation: there is a petition of reconsideration and a correction notice. EPA will address the 7/06 changes in the rule, provide interpretations about those changes, and discuss current activity. IFI staff will address their concerns with the rule.</p>
	Room 2	<p><i>Introduction to EPA Grants and OSDBU's role</i></p> <p><i>Moderator: Jesse Thompson, MS DEQ</i></p> <p>This session will focus on EPA grants, and the grant process and requirements. It will also cover OSDBU's role in the grant process.</p>
	Room 3	<p><i>Promotion Subcommittee Session</i></p> <p>How do you use the Small Business Environmental website? How often do you use it? As programs have matured, promotional and informational resources have exploded. This is a good time to evaluate the national website to ensure it is meeting the communications, promotional, and informational needs of the SBO/SBEAP community. Refresh your memory by visiting the website at www.smallbiz-enviroweb.org and then join the promotional subcommittee as we consider enhancements to this important national website.</p>
Noon-1:30 pm	Cedar Street	<p><i>Iowa MOPP Virtual Painting</i> (See Wednesday 9:45-10:45 am for description.)</p>
		<p><i>Lunch on your own</i></p>

Day 3: Wednesday June 20, 2007		
	Room 4	National Steering Committee Lunch Meeting
1:30-2:30 pm	Room 1	Adult Learning Styles/Personality Types Charlie Thompson, MPCA Richard Thul, MPCA Moderator: Frances Hartwell, NCAP How to convey the message of compliance depends on the learning style of the small business owner. Understanding what these styles are can help the assistance provider tailor the message to make the interaction most effective.
1:30-2:30 pm	Room 2	Roadmap to a Successful Site Visit Judy Mirro, VT SBEAP Moderator: Matt Baker, TX DEQ For many programs, site visits are an important tool in their service delivery. Learn about a successful program and how they provide the first class multimedia service to the businesses in their state, including working with the company to develop a customized work plan.
	Room 3	Guidelines Subcommittee Session The Guidelines Subcommittee recently completed revising the SBO/SBEAP National Steering Committee's Guidelines. That task is completed and the subcommittee is at a crossroads. Given the changes at EPA and uncertainty of the national multimedia initiative, the subcommittee needs to decide whether to continue its mission of working with EPA to modify the 507 Guidelines. Join us in this discussion, as we welcome your input and suggestions.
	Cedar Street	Iowa MOPP Virtual Painting (See Wednesday 9:45-10:45 am for description.)
2:30–3:00pm		<i>Afternoon Break</i>
3:00-4:00 pm	Off-site	Site Visits to Small Businesses (see table below for descriptions)
	Room 2	Idle Reduction and other Emission Reduction Efforts Annie Kee, US EPA SmartWay Transport Partnership Tom Coogan, WI Department of Commerce/SBCAAP Greg Langford, Langford, Inc. Moderator: Mike Nelson, MPCA Many states are focusing on ways to help the long haul trucking industry reduce emissions and save money. Hear about activities at the state, federal, and business levels that are working to achieve these efforts.
	Cedar Street	Iowa MOPP Virtual Painting (See Wednesday 9:45-10:45 am for description.)
4:00–4:15pm		<i>Break</i>
4:15–5:00pm	Cedar Street	Site Visits to Small Businesses (continued)
	Room 2	Ethanol/Biodiesel Dick Hemmingsen, Director of Initiative for Renewable Energy and the Environment (IREE), University of Minnesota Moderator: Rocky Sisk, MPCA
	Cedar Street	Iowa MOPP Virtual Painting (See Wednesday 9:45-10:45 am for description.)
7:00–9:30pm		After Hours Activity: Paddleboat Ride on Mississippi River

Day 4: Thursday June 21, 2007		
8:00am – 1:00pm	Garden Court East	Registration Open
7:00 am	Great River II & III	Breakfast Region Meetings <ul style="list-style-type: none"> • Technical Subcommittee Strategic Planning
9:00 am- Noon	Great River Ballroom I and IV	General Session <ul style="list-style-type: none"> • Area Source NESHAP Update <ul style="list-style-type: none"> ○ <i>Speakers: Keith Barnett, US EPA</i> • Subcommittee Reports <ul style="list-style-type: none"> ○ <i>Awards--Phyllis Copeland, SC; Promotions--Chris Lynch, PA; Technical--Renee Lesjak Bashel, WI;</i> ○ <i>Moderator: Dan Nickey, NSC Chair</i> Break <ul style="list-style-type: none"> • Subcommittee Reports (continued) <ul style="list-style-type: none"> ○ <i>Multimedia--Dave Fiedler, MI; Performance Measures--Kenya Stump, KY; Guidelines--Sally Tarowsky, ID</i> • Future of the Program <ul style="list-style-type: none"> ○ <i>Jeanette Brown, US EPA OSDBU</i> ○ <i>Ken Legler, NCAP Chair</i> ○ <i>Angela Suber, US EPA Acting SBO</i> ○ <i>Moderator: Dan Nickey, NSC</i> • Wrap up <ul style="list-style-type: none"> ○ <i>Mike Nelson, MN; Troy Johnson, MN, Dan Nickey, IA, Angela Suber, US EPA</i>
Noon		Conference Concludes
1:30-4:00 pm		Optional Activities <ul style="list-style-type: none"> • Como Park Conservatory <p>If you are going to stay in town after the conference, consider the free optional site visit to St. Paul's beautiful Como Park Conservatory featuring Sunken Garden, Fern Room, Bonsai Gallery and of course, the Tropical Encounters. Transportation will be provided from the hotel to the Conservatory and back.</p> <p>http://www.comozooconservatory.org/cons/index.shtml</p>

DETAILED SITE VISIT DESCRIPTIONS

Day 3: Wednesday June 20, 2007	
3:00 pm-5:00 pm	<p>Perc Dry Cleaner</p> <p>Shorty Cleaners and Launderer is a perc dry cleaner owned by Joleen Bourdaghs. Joleen is the fourth generation of her family in the cleaning business. Her family has run the shop for over 70 years. Shorty Cleaners was one of the first dry cleaners in Minnesota to earn a Green Star Award for conducting an audit that examines the facility's compliance with all applicable environmental requirements. Shorty Cleaners also uses approved methods to evaporate their separator water.</p> <p>Location: Stillwater, MN</p>

Printer ERP

Sexton Printing is a 3rd generation, multi-color, sheet fed printer that has been in business for over 50 years. You will be able to tour the printing process from graphic design to final product. You will hear about air quality, hazardous waste and stormwater regulations that affect their business. Hear how they comply with these regulations and how Minnesota SBEAP has helped.

Location: St. Paul, MN

Autobody

Latuff Brothers is one of only two body shops in the Twin City area who has installed a state-of-the-art paint booth and is using water based paints. You will be able to see first hand how environmentally friendly low VOC water based paints are applied to customer autos and trucks. In addition, water based paints require less heat for drying and thus less cost for energy needs, a real “two-for” by any standard.

Location: St. Paul, MN

Hot Mix Asphalt

The city of St. Paul owns and operates a hot mix asphalt plant located in the heart of the city. Operating approximately eight months out of the year, this batch type plant produces an average of 170 to 175 tons of asphalt per hour. After a 20-minute technical overview, you will tour the plant and follow the asphalt production from the conveying of the aggregate, to the mixing and drying of asphalt, and finally to the truck load-out area. Learn how one plant has the capability of producing asphalt for several different applications during a normal eight-hour period.

Location: St. Paul, MN