

KEEP CALIFORNIA BEAUTIFUL CONFERENCE



Hosted by

ANAHEIM BEAUTIFUL

"MISSION IS TO INITIATE, ENCOURAGE, PROMOTE AND ACTIVELY PARTICIPATE TO PRESERVE AND ENHANCE THE BEAUTY OF ANAHEIM."

Thursday, March 10, 2011

8:30 am to 2:30 pm

Vineyard Anaheim Church

5340 East La Palma Avenue, Anaheim, CA 92807

(Off the 91 Freeway between Lakeview Ave and Imperial Hwy)

- 8:30 am** Coffee, Fruit and Sweet Rolls
- 9:05 am** Invocation by Pastor Craig Lockwood
- 9:10 am** Welcome by Susan Faessel, Anaheim Beautiful President
Information about the City of Anaheim

The City of Anaheim, founded in 1857, is one of the nation's premier municipalities and is California's 10th most populous city. Anaheim covers approximately 50 square miles with more than 349,000 residents and more than 3,000 City employees. The municipal corporation's annual budget is \$1.3 billion. Centrally located within Southern California, Anaheim is the regional hub for economic activity in Orange County and fast becoming a world-class business center. The City is known worldwide as a center for entertainment, tourism and convention activities. This translates into a prestigious, high profile international address that balances business and residential growth. Annually, Anaheim welcomes millions of visitors to the city, truly making it where the world comes to live, work and play.

- 9:15 am** Introduction of Pat Pina, AB / KCB Liaison

Pat Pina has been Anaheim Beautiful President for seven years. She is currently participating with the KCB Board.

- 9:30 am** Sandra Sagert, Code Enforcement

Sandra Sagert is the Community Preservation Manager in Planning Department for the City of Anaheim. She manages the operations of Code Enforcement programs, Business Licensing, and Graffiti Removal programs. Previously she has served in multiple positions as Community Preservation Manager Supervisor, Business Licensing Supervisor Community Services as a grant writer and an advisor for A.C.A.G.E (Anaheim Community Anti Graffiti Effort).

- 10:00 am** Brenda McGuire, Anaheim Disposal

Brenda McGuire is Communications Manager for Anaheim Disposal; a division of Republic Services, Inc. has been delivering reliable, safe waste collection and processing to its customers for more than five decades. A leader in the solid waste and recycling industry, we are dedicated to providing the best solid waste services possible.

Ms. McGuire has 30 years of experience in the area of solid waste management, environmental protection and customer service. She joined the Company in 1981 and has held her current position for the past six year. Some of her specific responsibilities include advancement of sustainability initiatives, community relations, public education, media relations and philanthropy. She is also responsible for the planning creation and management of external communications including the website, printed communications materials, advertising and special events.

Ms. McGuire is a long-time resident of Anaheim, and currently serves as a board member of both the Anaheim Chamber and the Anaheim Family YMCA.

- 10:30 am** Marcie Edwards, Anaheim Public Utilities, General Manager; Assistant City Manager

Marcie L. Edwards has been General Manager for the City of Anaheim's Public Utilities Department since January of 2001. She has approximately 30 years of utility industry experience, and previously held a variety of positions with the Los Angeles Department of Water and Power, including managerial oversight of electric operations and marketing, regulatory and media activities, transmission line construction and maintenance, meter reading, and customer billing.

Marcie co-authored a book titled *Inside the Minds: The Energy and Utility Business: Energy Authorities on Conservation, Management, and Cost*. She also won the 2006 Business Champion of the Year Award from the Anaheim Chamber of Commerce and was a past recipient of the Orange County Business Journal Annual Women in Business Award.

Marcie holds two degrees from the University of La Verne – a Bachelor's degree in Organizational Management and a Master's degree in Public Administration.

11:00 am Dina Predisik, Anaheim Public Utilities, Solar Power

Dina Predisik, City of Anaheim Public Utilities New Product Development Specialist, has been with the City of Anaheim since November 2000. Dina has a Bachelor of Science degree in Civil Engineering from Illinois Institute of Technology in Chicago, Illinois. She is the Program Manager for the City of Anaheim Solar Advantage and Green Building programs. Dina has 12 years of experience in project management including boiler decentralizations and upgrades, solar energy systems, and small distributed generation. Dina is also the first City of Anaheim employee to receive LEED accreditation from the U.S. Green Building Council. As the Program Manager for Anaheim's Green Building Program, Dina coordinates customer and staff training, manages the funding of green building projects in the City of Anaheim, and is a member of the sustainability committee for the Anaheim Regional Intermodal Transportation Center.

11:30 am Luncheon

12:15 pm Vic Dominguez, Anaheim Beautiful Adopt A Neighborhood Coordinator

Victor M. Dominguez is a Retired City of Anaheim police officer with 21 yrs. experience. Vic has served as an Anaheim City Council Administrative Assistant for 4 years, NOCROP Instructor for 3 yrs. in Legal/ Law Enforcement & Forensics. He obtained a B/A Degree in Government from University of Redlands, Life time State teaching credential through UCLA Extension, Former Board President of the Anaheim Police Activities League and the Rotary Club of Anaheim. Vic is currently serving as the Program Coordinator of the "Adopt a Neighborhood" program on behalf of Anaheim Beautiful, Inc.

1:00 pm Jeff Farano Sr., S.A. The Power of Going Green: Recycle Green Waste

Jeff Farano Sr. is General Counsel and Manager of Governmental Affairs for SA Recycling LLC.

SA Recycling is a full-service ferrous and non-ferrous metal recycler and processor. Recognized as an industry leader in metal recycling, we operate more than 40 recycling facilities conveniently located throughout California, Arizona and Nevada.

SA Recycling is committed to environmental sustainability. We recognize the importance of protecting our planet's natural resources. With the support of our customers, recycling reduces the need for mining, lowers production costs for metal manufacturers and helps deliver quality metal products throughout the world. This is all part of our strategic approach to intelligent resource management and re-use.

SA Recycling is committed to being a vital part of all the communities in which our facilities are located. From providing local jobs to sponsoring community-based programs that help to ensure the health and well-being of our employees and the surrounding neighborhoods, we know that our work to improve and sustain the environment starts with our own backyard. In addition, we actively support local law enforcement, fire departments and various non-profit humanitarian groups. As our mission statement confirms, SA Recycling strives to improve the quality of life for our employees and their families, and the communities we serve.

1:45 pm Christine Flowers, Keep California Beautiful, Executive Director

Christine Flowers works full time as the Executive Director for Keep California Beautiful and be contacted at: www.keepcaliforniabeautiful.org

Masters Degrees, Biological Sciences and Secondary Education Curriculum Development
University of Central Florida in the areas of Environmental Science, Environmental Technology, Environmental Ethics, Biological Sciences, and Solid Waste Management

Vision Statement: Work collaboratively to protect California's valuable resources for current and future generations.

Mission: To ignite individual, community, and corporate volunteer action to reduce waste, and to restore and protect California's beautiful natural resources for generations to come.

Core Values: Partnerships, Leadership and Education, Volunteer Action.

Focus: Only Our Feet Hit the Ground.

Outcome: Efforts of One Result in the Power of Many.

2:30 pm Closing of Program by Pat Pina

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AND A SPECIAL THANK YOU TO THE CITY OF ANAHEIM

