Carpet Recycling: Forward Together

August 31-September 1, 2021
Virtual Conference
## Agenda

### Tuesday, August 31

<table>
<thead>
<tr>
<th>Time</th>
<th>Eastern</th>
<th>Central</th>
<th>Pacific</th>
<th>Topic/Speaker</th>
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</thead>
<tbody>
<tr>
<td>3pm – 3:15pm</td>
<td>2pm – 2:15pm</td>
<td>12pm – 12:15pm</td>
<td>Opening Remarks — Bob Peoples</td>
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<tr>
<td>3:15pm – 4pm</td>
<td>2:15pm – 3pm</td>
<td>12:15pm – 1pm</td>
<td>US Economic Update – Perc Pineda</td>
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<td>4pm – 4:30pm</td>
<td>3pm – 3:30pm</td>
<td>1pm – 1:30pm</td>
<td>ID Technology – Russ DeLozier</td>
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<tr>
<td>4:30pm – 5:15pm</td>
<td>3:30pm – 4:15pm</td>
<td>1:30pm – 2:15 pm</td>
<td>End User Perspectives – Doug Mancosh, Tim VanderHeiden</td>
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### Wednesday, September 1

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<thead>
<tr>
<th>Time</th>
<th>Eastern</th>
<th>Central</th>
<th>Pacific</th>
<th>Topic/Speaker</th>
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<tbody>
<tr>
<td>10am – 10:45am</td>
<td>9am – 9:45am</td>
<td>7am – 7:45am</td>
<td>State of the Industry – Kemp Harr</td>
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<tr>
<td>10:45am – 11am</td>
<td>9:45am – 10am</td>
<td>7:45am – 8am</td>
<td>CARE Update – Bob Peoples</td>
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<tr>
<td>11am – 11:30am</td>
<td>10am – 10:30am</td>
<td>8am – 8:30am</td>
<td>Lessons from Economic Analysis – Jason Chan</td>
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<tr>
<td>11:30am – 12pm</td>
<td>10:30am – 11am</td>
<td>8:30am – 9am</td>
<td>New Technologies – Frank Endrenyi</td>
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<tr>
<td>12pm – 12:45pm</td>
<td>11am – 11:45am</td>
<td>9am – 9:45am</td>
<td>Lunch</td>
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<tr>
<td>12:45pm – 1:15pm</td>
<td>11:45am – 12:15pm</td>
<td>9:45am – 10:15am</td>
<td>Awards Presentation</td>
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<td>1:15pm – 2:15pm</td>
<td>12:15pm – 1:15pm</td>
<td>10:15am – 11:15am</td>
<td>Chemical Recycling – Peter Schneider, Jaclyn Shuman, Chris Talarek</td>
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<tr>
<td>2:15pm – 3pm</td>
<td>1:15pm – 2pm</td>
<td>11:15am – 12pm</td>
<td>COVID - Lessons from the Field Discussion</td>
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<tr>
<td>3pm – 3:30pm</td>
<td>2pm – 2:30pm</td>
<td>12pm – 12:30pm</td>
<td>Mill Perspectives – Russell Bennett, John Bradford</td>
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<tr>
<td>3:30pm – 4pm</td>
<td>2:30pm – 3pm</td>
<td>12:30pm – 1pm</td>
<td>Open Dialogue – Sean Ragiel</td>
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<tr>
<td>4pm – 4:30pm</td>
<td>3pm – 3:30pm</td>
<td>1pm – 1:30pm</td>
<td>“Our Path Forward” – Bob Peoples</td>
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Welcome

Welcome to CARE’s 19th Annual Conference!

A lot has happened since our last Conference in 2019, to say the least. The good news is that the carpet recycling industry has persisted in the face of multiple challenges and in spite of the global pandemic. This Conference will focus both on what we learned in the face of severe challenges AND on the exciting innovations in recycling that will keep this industry healthy and growing in the future. From ID technology to chemical recycling advances and carpet collection strategies, there’s a lot to learn about as we gather online this year.

A huge thank you to the Conference planning committee, our speakers, our steadfast sponsors and members, and all the attendees. It is good to be able to connect, share experiences and look to what’s next as we move forward, together.

Bob Peoples, Ph.D.
Executive Director
Russell Bennett

As a member of Tarkett’s Sustainability and Environmental Group, Russell oversees waste reduction and internal recycling initiatives as well the ReStart Reclamation Program. Through the ReStart program, available for all Tarkett products, material is re-introduced into the raw material stream, reducing our dependency on the planet’s resources. Russell’s recycling career began in 1994 as a principal in a plastics recycling/processing company. That company’s assets were sold to Tarkett (Tandus Centiva) in 1999 and Russell began working with a team to create the world’s first third-party-certified closed loop carpet recycling facility. Russell works to help ensure Cradle to Cradle(C2C) principles of sourcing good materials and that environmentally friendly processes are implemented and maintained for Tarkett’s flooring products. Russell serves the carpet industry as a member of the CARE Board of Directors and the resilient flooring industry as a member of the RFCI’s (Resilient Floor Covering Institute) Recycling Committee.

John Bradford

To John Bradford, Interface’s commitment to sustainability is just one more opportunity to innovate. As Chief Science and Technology Officer for Interface, Inc., John is focused on better connecting the product development, manufacturing, marketing and research groups to be more effective in accomplishing this goal. Recent innovations developed under John’s leadership include TacTiles, a no-glue installation method; Cool Blue, a backing line utilizing recycled carpet components; the industry’s first technology to reclaim nylon 6,6 for the commercial market; and energy conversions throughout manufacturing facilities that include renewable energy, and a partnership with the City of LaGrange to harness methane gas from local landfill for power generation.

Jason Chan

Mr. Chan is a Manager in Crowe LLP’s Public Sector Consulting Group and is located in Crowe’s Sacramento, California office. Mr. Chan has nine years of experience working on a variety of State of California projects and over the last three years has supported several studies analyzing producer responsibility programs, including the survey and analysis of both phases of Carpet America Recovery Effort’s Economic Analysis. He played a similar role for the 2019 and 2021 cost surveys for the California Department of Recycling and Resources (CalRecycle) to determine beverage container recycler processing and handling fee payments. Mr. Chan is a Project Management Professional (PMP) and has a bachelor’s degree in Plant Sciences.
Russ DeLozier
The early portions of Russ’ experiences were in startup or operation of various plastic plants, including Nylons, Styrene Block Copolymers, Polyethylene, Polypropylene, and Polystyrene.

In 2004, Russ left Dow to join Shaw Industries, where he was the Director of Materials Reclamation. At Shaw, Russ was responsible for all of their post-consumer carpet reclamation. While at Shaw, Russ established the largest nationwide carpet recycling program and was directly involved in the reverse logistics of over a half-billion pounds of post-consumer carpet.

Russ is the past recipient of CARE’s Carpet Recycler of the Year and a two-time recipient of CRI’s distinguished Joseph J. Smrekar Memorial Award.

In 2012 Russ transitioned from Shaw to the J+J Flooring Group in the role of Director of Sustainability. In that capacity, Russ helped oversee all aspects of J+J’s corporate sustainability including environmental affairs, reclamation, product stewardship, recycling, and recycled content, waste elimination, product transparency, landfill avoidance, energy conservation, renewable energy, and environmental certifications. In 2017 J+J would be purchased by Engineered Floors where Russ would continue in a similar role.

In late 2020, Russ left Engineered Floors and opened his own consulting firm, Regenerate, which focuses on plastic recycling, waste reduction, flooring recycling, and overall sustainability issues.

Russ is a graduate of the Georgia Institute of Technology with a B.S. in Chemical Engineering and a minor in Polymer Science.

Frank Endrenyi
Frank Endrenyi is a carpet industry veteran with more than 35 years of experience. His career began at Milliken as a research engineer; he is the holder of several patents. Endrenyi has held senior positions in operations, technical development, product development, marketing and sustainability. His career has included positions at Milliken, Salem Carpets, Tandus, Coronet Carpets and Mohawk Industries. He is currently owner/president of Sustainable Material Solutions.
Speaker Bios

Kemp Harr
Kemp is the publisher and owner of Floor Focus Magazine and Floordaily.net. Prior to publishing, Kemp spent over 20 years in marketing—initially with two consumer product companies (LEGO toys and Shakespeare Fishing Tackle) and then moved over to B2B marketing as Vice President of Marketing for SI Corporation—an Industrial textile company whose largest product line was carpet backing. After Shaw Industries bought SI, Kemp decided to leave the corporate world and pursue his entrepreneurial itch. At age 45, he decided to listen to Theodore Roosevelt and avoid becoming one of “those poor spirits who neither enjoy nor suffer much, because they live in a gray twilight that knows not victory nor defeat.” Kemp holds a B.S. in Communications from the University of Tennessee and has completed several advanced marketing courses at the University of Pennsylvania’s Wharton School of Business.

Douglas G. Mancosh
Doug entered the treated lumber industry in 1980 with Koppers Corporation in Pittsburgh, Pennsylvania. In 1983, Doug accepted a position as General Manager of BB&S Treated Lumber of New England. He held that position until he purchased the company in 1993 and is currently President and CEO. In 1997, Doug founded Fiber Composites, LLC, d/b/a Fiberon in New London, North Carolina and in 2018 sold the company to Fortune Brands. In 2017, Doug founded Rise Composite Technologies, LLC d/b/a Rise Building Products, with locations in Mankato, Minnesota and Jupiter, Florida and is President and CEO. Rise Composite Technologies has patented a manufacturing process, RISE™ Technology, that compresses carpet fibers and other synthetic materials into dense and durable wood replacement products, including RISE Siding and RISE Trim. In our state-of-the-art facility, RISE participates in the circular economy by recycling and re-purposing, expensive polymers used in carpet fibers and other industrial fibers, that would otherwise be sent to landfills. RISE is able to create extremely durable synthetic products that are affordable, aesthetically pleasing, environmentally friendly, and that outperform wood, wood-based, and cement-based products.

Doug Mancosh was born and raised in Pittsburgh, Pennsylvania and currently resides in Palm Beach Gardens, Florida. He received his B.S. in Finance from Lehigh University in 1980.
Robert Peoples, Ph.D.

Robert Peoples, Ph.D., is Executive Director of the Carpet American Recovery Effort (CARE). In this capacity, he works to implement market-based solutions for the reuse and recycle of post-consumer carpet. Prior to rejoining CARE, he was Director of the ACS Green Chemistry Institute in Washington, D.C. where his contributions have been widely recognized. Prior to the Green Chemistry Institute, he served as the founding Executive Director and Board member of The Carpet America Recovery Effort (CARE) in addition to Sustainability Director for the Carpet & Rug Institute. He also serves as President of the consulting firm Environmental Impact Group, LLC. Dr. Peoples was a key driver in the development of the NSF 140 Sustainable Carpet ANSI Standard. Prior to his role in the non-profit sector, Dr. Peoples spent 23 years with Monsanto and its spin-off Solutia, where he was Director of Nylon Technology. Dr. Peoples has overseen the growth of the CARE organization from its beginnings in January 2002 to what is a $25M operational enterprise today.

An internationally recognized speaker in the areas of technology development, green chemistry, sustainability, standards, interdisciplinary innovation, and carpet reclamation, Dr. Peoples holds a bachelor’s degree in chemistry and mathematics from Montclair State University and a Masters and Ph.D. in physical organic chemistry from Purdue University. He has served on a number of Boards including CARE, Chemical Sciences Roundtable of the National Academies of Science, The University of Pennsylvania Chemistry Scientific Advisory Committee, and Technical Advisory Board of World Water Relief. Dr. Peoples serves as a founding Editorial Advisor to the ACS journal, “Sustainable Chemistry and Engineering.” He has served on California’s Green Ribbon Science Panel and was elected as CARE’s first Person of the Year.
Speaker Bios

Perc Pineda, Ph.D.

As the Chief Economist of the Plastics Industry Association and member of the executive leadership team, Perc Pineda serves as the organization’s primary staff expert on economics, statistics, and industry research. Since joining PLASTICS in 2017, he has conducted business sentiment surveys, produced forecasts and reports, and enhanced industry data dissemination to PLASTICS’ members. His views on the economy have been widely quoted in the media, and his works have been published in peer-reviewed economic and trade journals.

Perc Pineda received his Doctor of Philosophy and Master of Philosophy in Economics from the New School of Social Research in New York, NY. He also holds a Master of Arts in Economics from the American University in Washington, D.C., and a Master’s in International Management from the University of Maryland.

Before joining PLASTICS, Perc Pineda was the Senior Economist of the Credit Union National Association, where he tracked macroeconomic trends, conducted economic research, wrote articles for industry publications, and interfaced with the media. His 20-plus years’ experience includes academia, international financial institution, and trade association work. He taught macroeconomics at the St. Francis College in New York, NY, and microeconomics, finance and economics of regulations and the law at the City University of New York. Previously he was at the International Monetary Fund and the U.S. Dairy Export Council, working on market access and regulatory affairs.

Sean Ragiel

Michael S. Ragiel founded CarpetCycle in 1999. With comprehensive experience in the daily operations, management, and analysis of waste management processes, he saw the need for improved markets and introduced Quiet-Tech Acoustic Insulation in 2016. As a leader in environmentally-driven business practices, Sean is committed to leveraging technology and innovation to develop sustainably conscious acoustic solutions. Quiet-Tech consists of 90% post-consumer carpet and clothing and provides a great way to achieve ‘closed-loop’ recycling for the circular economy. Today, more than 200 million pounds of carpet and post-consumer materials have been diverted from landfills by Carpet Cycle, extensively reducing the negative impacts on the planet we call home. Sean is also a proud member of the CARE Board of Directors since 2007.

Peter Schneider

Peter Schneider is President of Next Generation Recycling Machines, Inc., the Americas operations of Next Generation Recycling Maschinen GmbH. He spent most of his career in plastics in different industries (Automotive, Medical Devices, Packaging Machinery, and Plastic Recycling). He joined Next Generation Recycling Machines Inc. in 2018.
Jaclyn Shuman

Jaclyn Shuman is the technical platform lead for Eastman Chemical Company’s carbon renewal technology in Kingsport, Tennessee. Jaclyn supports the development and implementation of new technology to enable recycling plastic waste into new materials. With 13 years of manufacturing and chemical processing experience, she is helping to provide sustainable solutions for a circular economy.

Chris Talarek

Chris is passionate about plastic recycling. He is a former entrepreneur who pursued his passion, having founded, funded and led his own post-consumer recycling plastics facility in Ohio prior to being recruited to join the PureCycle team. His leadership was instrumental in pulling together the infrastructure and creating the teams to build both the FEU (Feedstock Evaluation Unit) and Commercial plant for PureCycle Technologies. In addition, Chris has over 25 years of operations leadership experience and holds a B.S. degree in Mechanical Engineering from the University of Akron. Throughout his tenure, Chris has held ever-increasing leadership roles for both engineering and operational teams in large and small manufacturing operations such as BP Oil, P&G and TimberTech, to name a few.

Timothy J. VanderHeiden

Timothy J. VanderHeiden, CEO of Van Duerr Industries, Inc., dba SafePath Products, has significant experience and expertise in recycled product development. He holds a Juris Doctorate and consults on various access code laws and has published many articles in national journals regarding ADA and compliance. He also develops innovative uses for commercialization of recycled tire, plastic and carpet products specific to state and federal compliance regulations. He holds several patents for recycled products in the US.

As a serial entrepreneur he has recently started a new company, GreenHive Group, Inc. that is the first to manufacture a hydrocarbon absorption product (AbsorbsWell) made from 100% recycled carpet. Tim was solely responsible for the introduction of the first recycled rubber product to the door hardware industry and the national architectural construction and design community. He continued to develop dozens of products for the architectural market and has been designated a specific CSI division number (MasterFormat 10-74-49) for his work with recycled tire rubber products for compliance with federal and state disability access laws and regulations. He continues to develop extensive national sales networks and currently markets recycled products to various channels, including door hardware, flooring manufactures and industrial supply, and to many of the largest retailers in the U.S.
Our Sponsors

STEWARD

Interface®

Interface, Inc. is a global commercial flooring company with an integrated collection of carpet tiles and resilient flooring, including luxury vinyl tile (LVT) and nora® rubber flooring. Our modular system helps customers create beautiful interior spaces which positively impact the people who use them and our planet.

Our mission, Climate Take Back™, invites other companies to join us as we commit to running our business in a way that is restorative to the planet and creates a climate fit for life.

Romanoff Renovations is a nationally recognized and awarded provider of flooring installation services for the nation’s largest big-box retailer. Established in 1974 and headquartered in Atlanta, GA, Romanoff Renovations has 46 offices located throughout the East and West coasts. We are proud to be named an industry trailblazer in innovation, service, and commitment to the community.

Universal Fibers

For over 50 years, Universal Fibers® has pioneered sustainable practices in the development and production of high-performance carpet fiber, leading the way in solution-dyeing, pre- and post-consumer recycled content, landfill diversion, plant-based fibers and more.
Clients throughout the U.S. and across more than 50 countries trust Aprio for guidance on how to achieve what’s next. As a premier CPA and business advisory firm, Aprio delivers advisory, assurance, tax, outsourcing, staffing and private client services to build value, drive growth, manage risk and protect wealth.

Brooks, McGinnis & Company, LLC is a team of over 40 experienced accountants and CPAs serving the Atlanta area. Founded in 1976, our firm specializes in assisting nonprofit organizations, privately held businesses, individuals, and employee benefit plans. Our mission is to provide traditional and innovative accounting, audit, tax, and financial compliance services of exceptional value and superior quality to our clients.

Eastman is a global specialty materials company that leverages innovation, technology and application development to grow its leading positions in end-markets such as agriculture, transportation, building and construction, and consumables. In 2019, Eastman became the first company to begin commercial-scale molecular recycling for hard-to-recycle waste plastics that mechanical recycling methods cannot. To explore more sustainable solutions, visit eastman.eco.

As the world’s largest flooring company, Mohawk Industries is proud to offer a comprehensive selection of flooring options. Mohawk believes that sustainable flooring emerges from better design, innovation, and operational excellence, as we take a holistic approach to sustainability. We offer hundreds of products made with recycled and renewable resources.

Shaw Industries supplies carpet, resilient, hardwood, laminate, tile and stone flooring products and synthetic turf to residential and commercial markets worldwide. Headquartered in Dalton, Georgia, Shaw is more than 20,000 individuals bound together by a common vision to create a better future, for our customers, our company, our people, and our communities.

White Brenner is Sacramento-based firm with deep roots in California. Our lawyers and lobbyists work in the areas of government relations, regulatory, municipal, special districts, political, ethics and conflicts of interest, real estate and land use, environmental and natural resources, water, litigation and more.
Our Sponsors (continued)

ENTREPRENEUR

Crowe LLP is a public accounting, consulting and technology firm with offices around the world. Crowe uses its deep industry expertise to provide services to public and private entities. Crowe’s Public Sector Consulting Group has extensive experience in recycling and integrated waste management in California.

THE DIXIE GROUP

The Dixie Group is the preeminent provider of premium flooring, to both the residential and commercial markets. We are committed to sophistication and style, contemporary color palettes, unique design and excellent quality in the mid- to upper-end market segments. We aim to satisfy our customers with recognition, trust, quality, value and inspiration.

Milliken has a rich history of delivering innovative flooring solutions from our research center, manufacturing facilities and our creative collective of problem solvers. Milliken’s flooring products offer great design solutions built from unique insights and an array of technical capabilities. Learn about our sustainably-minded global product offering at www.millikenfloors.com.

Next Generation Recycling Machines GmbH has grown into its current organization over a span of 25 years. During this time, we have expanded steadily with new technologies, innovative breakthroughs, and important acquisitions. Our solutions for the plastic recycling area are based on three main pillars: Post Industrial, Post-Consumer, and PET upcycling.

For nearly 140 years, Tarkett has led the flooring industry with transformative solutions that support human and planet health. Guided by Cradle to Cradle® principles, we offer the broadest portfolio of carbon-neutral products available. We call this mixture of craft, science and purpose Tarkett Human-Conscious Design℠. And it drives everything we do.

PARTNER

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