

NEXTCYCLE MICHIGAN TEAM SHOWCASE

OCTOBER 23, 2023 | Treetops Resort

Welcome to the NextCycle Michigan Team Showcase featuring Intergovernmental Initiatives and Public-Private Partnerships (I2P3) and Recycling Supply Chain (RSC) accelerator track teams. Entrepreneurial businesses, non-profits, municipalities, and community organizations have received months of business and technical support, mentoring, and planning to accelerate their projects to a stage ready for investment and implementation. Today you have the opportunity to learn about these ground-breaking projects focused on waste prevention, material reuse, recycling, or innovations in the recycling supply chain that will advance the circular economy for Michigan. Judges will be evaluating the pitches and a total of over \$50,000 will be awarded to the winning teams.

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NEXTCYCLE MICHIGAN IS AN INITIATIVE OF



MICHIGAN DEPARTMENT OF ENVIRONMENT, GREAT LAKES, AND ENERGY

NEXTCYCLE MICHIGAN IS POWERED BY



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BUILDING A ROBUST CIRCULAR ECONOMY THROUGH PARTNERSHIP & INNOVATION

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AGENDA

REGISTRATION

12:00 PM
Lobby

WELCOME

12:30 PM
Superior Room

Elisa Seltzer, RRS
Julie Staveland, Michigan EGLE

Matt Flechter, Michigan EGLE
Josh Brugeman, Centrepolis Accelerator

12P3 PITCHES

12:50 PM
Superior Room

Teams:

- Eaton Rapids
- WMEAC
- Calhoun County
- Houghton County
- Isabella County
- Crawford County
- Dickinson County

Judges:

- **Ray Hugel**, Closed Loop Partners
- **Kris Jolley**, Michigan State University Surplus Store & Recycling Center
- **Madison Opperthausen**, City of Detroit
- **Andi Tolzdorf**, Emmet County DPW

15-MINUTE BREAK

2:20 PM
Lobby

RSC PITCHES

2:35 PM
Superior Room

Teams:

- Mission, LLC
- Kadeya
- Perfect Circle
- SCRAP Creative Reuse
- SoNeeded Journee
- reUser

Judges:

- **David Bloom**, Pointe Angels
- **Ed Ferguson**, BlueTriton
- **Brian Miller**, Cascade Engineering
- **Dan Schoonmaker**, West Michigan Sustainable Business Forum
- **Lindsey Walker**, Emmet County

KEYNOTE ADDRESS

4:05 PM
Superior Room

Alessandra Carreon, Michigan Public Service Commissioner

NETWORKING RECEPTION

4:30 PM
Michigan Room

AWARD CEREMONY

5:15 PM
Superior Room

CLOSING REMARKS

5:50 pm
Superior Room



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SPEAKER BIOGRAPHIES

Alessandra R. Carreon, Michigan Public Service Commissioner



Alessandra Carreon was appointed to the Michigan Public Service Commission by Governor Gretchen Whitmer on July 23, 2023. Her term ends July 2, 2025. Carreon is the first Asian-American commissioner in state history. Prior to her appointment, Ms. Carreon was a manager for Carbon-Free Transportation at RMI. She launched an initiative for electric vehicle (EV) battery circularity and led projects that focused on equitable fleet electrification and accessible EV charging infrastructure. Ms. Carreon also served as manager of the Responsible Material Sourcing for Ford Motor Company, working with Ford's Global Sustainability team on corporate sustainability programs, and has a background in regulatory compliance, environmental consulting, social enterprise, and entrepreneurship. As a resident of Detroit, her past experience also includes serving as board vice-chair for Ecoworks, as board president of The Villages Community Development Corporation, as a steering committee member for the Detroit Climate Action Collaborative, and as a board member for the US Green Building Council – Detroit.

Matt Flechter, Market Development Recycling Specialist, Michigan EGLE



Matt Flechter assists recycling programs by growing the Michigan supply chain so the valuable commodities that businesses need make their way from the curb to new products. He is a former member of the Michigan Recycling Coalition board of directors and the former chair of the Mid-America Council of Recycling Officials. Flechter completed the Great Lakes Leadership Academy Advanced Leader program in 2017. Flechter is a graduate of Michigan State University's College of Lyman Briggs and is always surprised by the number of other Peace Corps volunteers in the recycling world. For 22 years, he has worked to transform materials once thought of as waste into jobs, energy savings, and improved quality of life. He has always viewed recycling as a gateway to environmental, economic, and social sustainability where individuals can see the positive impact of their daily decisions.

Julie Staveland, Assistant Division Director, Materials Management Division, Michigan EGLE



Julie Staveland is the Assistant Division Director for the Materials Management Division (MMD) within the Michigan Department of Environment, Great Lakes and Energy (EGLE), and Director of the State Energy Program. She is responsible for administering energy, pollution prevention, and recycling grant and technical assistance programs. Programs range from energy efficiency and renewable energy, food waste reduction, recycling infrastructure, the electrification of medium and heavy-duty vehicles, to installing electric vehicle charging infrastructure throughout the state and includes establishing program objectives, goals, and priorities, and determining operating policies and implementing methods within the context of federal, EGLE, and MMD policies, procedures, and guidelines. Julie also coordinates the Catalyst Communities Initiative. Born and raised in Michigan, Julie lived in Alaska for 18 years where she received a master's in public administration from the University of Alaska Southeast. Julie is passionate about working with communities and businesses to



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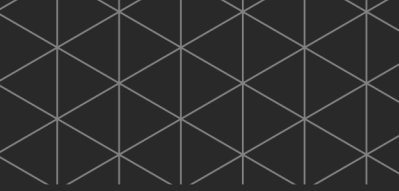
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meet them where they are on their decarbonization journey and to help them prepare for a sustainable future.

Elisa Seltzer, Senior Consultant, RRS



Elisa Seltzer joined RRS in 2019 as a senior consultant after a long and successful career as a public works director for Emmet County, MI. She is a visionary and strategic leader experienced in recycling, composting, and materials management policy and program development. Her 30 years of experience in the public sector includes funding, implementing, and overseeing comprehensive and cost-effective resource recovery programs including best practice policy development, recycling collection, processing, and marketing, food scrap collection and compost operations. Elisa utilizes her skills in collaborative team management, contract negotiation, RFP development, procurement, community outreach, and market development to further recovery initiatives for public and private sector organizations. Elisa has served as NextCycle Michigan's project manager since its inception in early 2020. She's always looking for ways to connect people and programs to grow the circular economy! Elisa lives on a farm in northern Michigan with regular forays to Chicago and RRS headquarters in Ann Arbor.

TEAM BIOGRAPHIES

12P3 TEAMS



With the support of NextCycle Michigan, the City of Eaton Rapids will develop plans for a new recycling center. This project is being led by the City in collaboration with Hamlin Township, Eaton Rapids Township, and the Tri-County Regional Planning Commission. The group envisions a staffed drive-through structure for drop-off of residential recyclables coupled with a comprehensive center for bulky and hard-to-recycle materials. The center will also improve drop-off recycling access for multi-family and rural households. See cityofeatonrapids.com/recycling.



With the support of NextCycle Michigan, Calhoun County seeks to improve the cost-effectiveness of their existing residential-only recycling system system by moving operations to a location that can accommodate baling and storage facilities . At the same time, the County envisions an expanded comprehensive recycling center that would accept recyclables from small businesses that were affected by the closure of a materials recovery facility in Battle Creek. For more information on recycling in Calhoun County see calhouncountymi.gov/departments/recycling_and_solid_waste.



Crawford County aims to implement a county-wide recycling program in three phases: 1. Accept paper, plastic, cardboard, glass, and metals, 2. Add hard-to-recycle materials, and 3. Develop a comprehensive recycling center that can collect mattresses and electronics. NextCycle Michigan will support the County in strategizing to achieve passage of PA 138 and in development of systems and communications. For more information on recycling programs currently offered by some Crawford County communities, visit crawfordco.org/community-resources/recycle-information.



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The Dickinson Conservation District (DCD) conducts a Conservation Needs Assessment survey every five years and the number one concern raised by constituents is an improved recycling program. The DCD will use the NextCycle Michigan I2P3 accelerator to develop plans for curbside recycling service in the County's most densely populated areas and drop-off locations in more rural areas. This project will be conducted in partnership with GFL and Marquette County's Recycle 906 facility. Connect with the Dickinson Conservation District at dickinsoncd.org.



Isabella County's "Creating a Regional Hub and Spoke" project team plans to overhaul and upgrade the existing county materials recovery facility (MRF). The project will position Isabella County to fill a regional gap in MRF services identified by the NextCycle Michigan Gap Analysis. In addition to materials collected within the County, Isabella's MRF has the potential to provide processing of recyclables—including aluminum and steel cans, cardboard, paper, and plastic bottles—for eight additional counties. For more information visit isabellacounty.org/departments/recycling-center.



In Muskegon County, a group of elected officials, community organizations, businesses, and educators have been working to improve residential recycling services for several years. Led by the West Michigan Environmental Action Council Education Foundation, the group is midway through a feasibility study and seeks to develop a leadership team and collaborative implementation framework for recycling services with the support of NextCycle Michigan. Building on the momentum generated by the feasibility study process, the group will look at supporting new program development, promoting consistent educational messaging, and establishing sustainable partnerships and funding mechanisms. For more information, visit wmeac.org.



The Western Upper Peninsula Planning and Development Region (WUPPDR) will pilot a community composting project with support from NextCycle Michigan. The project aims to establish a composting site in Houghton County which will accept food and other organic waste from the residential and commercial sectors. WUPPDR is particularly interested in marketing their finished compost to local farmers because many farmers in the area currently purchase and transport compost across state lines. WUPPDR's pilot project also proposes to support farmers markets and farm-to-school programs. Learn more about WUPPDR at wuppdr.org.

RSC TEAMS



With support from NextCycle Michigan, the Hero Project aims to build an e-waste recycling system for cannabis vape pens including the design of a more efficiently recyclable device, rebate incentives for recycling, branding and communications, and a sorting operation to be located in the village of Kalkaska, Michigan. The primary mission of the project is the diversion and recycling of lithium batteries. Learn more [here](#).



Kadeya's patent-pending bottled-water kiosks combine a water testing and filtration system, a bottle sterilization mechanism, and collection of data regarding local water quality and use of the kiosk. Customers receive a reusable glass or steel bottle of chilled, purified, local water with a small fraction of the carbon footprint of single-use-bottled water transported over long



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distances. NextCycle Michigan will be supporting the Kadeya team in connecting with new local partners and with technical assistance around regulations and permits in Michigan. Learn more at kadeya.com.

Based in Grand Rapids, Michigan, Perfect Circle Recycling provides a revolutionary alternative to traditional waste management and helps businesses divert waste from landfills, focus on sustainability, and create the perfect circle from waste - allowing it to be converted into useable forms, such as renewable energy, compost, and fertilizer. The company will be pursuing two projects with assistance from NextCycle Michigan on market influence and equipment expansion. First, enhancements to their transparency software will improve data logging and analytics, allowing their customers to explore their data and ensuring transparency in the repurposing of materials. Second, with their Trash Transformer project, they seek to expand their recycling capacity with equipment to collect, sort and process a wider variety of materials such as aseptic cartons, polypropylene, polyethylene, and valuable metals. Learn more at perfectcirclerecycling.com.



ReUser provides software that tracks use of reusable takeout containers and incentivizes their use by customers on university, hospital, and corporate campuses. The reUser team is looking to NextCycle Michigan's RSC accelerator for support around logistical systems and connecting with corporate and institutional partners committed to sustainable solutions. Making reusable containers convenient across the value chain allows dining services to reduce costs and environmental impact. Learn more at reUser.app.



SCRAP Creative Reuse (SCRAP) is a nonprofit organization which has been diverting scrap materials from businesses for use in art and crafts for nearly 40 years. Through expansion of their Fill Minds Not Landfills program, with support from NextCycle Michigan, they aim to grow their network of business partners, capture an additional 16,000 pounds of materials per year, increase revenue, increase staffing, and provide family-oriented community crafting events that educate about reuse for low-income and historically underserved neighborhoods in Washtenaw County. Learn more about SCRAP at scrapcreativereuse.org.



SoNeeded Journee.

SoNeeded Journee is refining a business plan, identifying supply chains, and building a market entry strategy to produce tote-style purses with a compartment to carry special occasion shoes. The totes will be made from recycled materials, for example, scrap car leather and airbag materials, tapping into the major upcycling trend in fashion today. SoNeeded Journee is an all-in-one multi-function bag that is designed to carry fancy shoes to switch into flats, allowing for flexibility and sustainability with style. Learn more about founder Amika Adams I: <https://www.amikaadamsthe1st.com/my-invention-process>

SHOWCASE SPONSORS

Thank you to our generous sponsors! The following organizations are supporting the NextCycle Michigan Showcase and helping to accelerate projects that will improve Michigan's circular economy.



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Working side-by-side with partners at local, regional, state and federal levels, the Michigan Department of Environment, Great Lakes, and Energy (EGLE) safeguards our state's environment while supporting the economic growth and development crucial for Michigan's future. michigan.gov/egle



At BlueTrition Brands, we're always trying to find a better, more sustainable way to bring hydration to people. From stewarding natural springs, to increasing our use of recycled materials and reusable packaging, to investing millions to improve America's recycling infrastructure, we're embracing our role to help promote healthy living for the future. bluetritonbrands.com



The Centrepolis Accelerator accelerates the growth of Michigan's advanced manufacturing, innovative hardware entrepreneurs and small manufacturers by providing access to funding, experts and key business and product development resources. One current and relevant source of funding for program participants is the [EDA Build 2 Scale Technical Assistance Program](https://www.eda.gov/build2scale). centrepolisaccelerator.com



Special thanks to Emmet County Recycling for providing the zero-waste collection and processing for today's event. emmetrecycling.org



ISRI is the *Voice of the Recycling Industry*®, promoting safe, economically sustainable and environmentally responsible recycling through networking, advocacy, and education. isri.org



The Michigan Recycling Coalition fosters sustainability by leading, educating, and mobilizing business, government, nonprofit, and individuals to advance their own and collective resource use and recovery initiatives in Michigan. michiganrecycles.org



Petoskey Plastics is a leading polyethylene plastic film and bag supplier headquartered in Petoskey, MI. We have been in business for over 50 years and are committed to providing our customers with high-quality, innovative products made with recycled materials. Our services include custom plastic bag manufacturing, film extrusion, and resin production. petoskeyplastics.com/sustainability



RRS is a sustainability and recycling consulting firm dedicated to helping its clients create real, lasting change. NextCycle is RRS' customizable accelerator program that the states of [Colorado](https://www.colorado.gov), [Michigan](https://www.michigan.gov), and [Washington](https://www.washington.gov) use to nurture ideas, facilitate connections, and develop pipelines of investable projects seeking to advance local and regional circularity. recycle.com

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