



Summit Media Group, Inc.
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FOR IMMEDIATE RELEASE

**Waste-to-Energy Exchange Debuts in November at
New York Institute of Technology Auditorium**

Greener Package and AIChE's Institute for Sustainability will produce one of the first programs for packaging professionals focused solely on Waste-to-Energy issues.

August 29, 2011 - Summit Media Group's [Greener Package](#) and the American Institute of Chemical Engineers' (AIChE's) [Institute for Sustainability](#)—producers of Sustainable Packaging Symposium 2011 and 2012—are again combining forces to produce a new, one-day event focused on cutting-edge issues in waste-to-energy (WTE). [The Waste-to-Energy Exchange](#), scheduled for Wednesday, November 9, 2011 at the New York Institute of Technology's Auditorium on Broadway in New York City, will include presentations from industry and academic experts on the potential impact of WTE processes.

WTE is one of the most controversial topics in the sustainable packaging environment, yet it is beginning to be recognized as an alternative approach to renewable energy. During the event, which will run from 8:30 a.m. to 3:30 p.m., presenters will discuss:

- The sources of waste for WTE and opportunities for packagers
- Obstacles and hurdles to WTE implementation and infrastructure
- Measuring impacts—Life-cycle assessment and total cost assessment
- Emerging technologies and horizon issues

- more -

Scheduled speakers include John Williams of HDR Engineering, who will offer an introduction on solid waste as a replacement opportunity in a resource-limited global future; Marco Castaldi, assistant professor of earth and environmental engineering at Columbia University, who will compare recycling versus landfill versus WTE technologies; and Paul Gilman, senior vice president and chief sustainability officer of Covanta, who will describe the infrastructure needed to effectively manage solid waste. A representative from Earth911.com will provide statistics on recycling in the U.S. and where opportunities for WTE may exist.

Other notable speakers will be Ted Michaels, partner/president, AJW, Inc./Energy Recovery Council; Lise Laurin, director, EarthShift; Robert Brickner, executive vice president, Gershman, Brickner and Bratton, Inc.; Joseph McCarthy, senior project engineer, Energy Answers; Greg Wilkinson, president, Third Oak Associates, Inc.; and Darlene Schuster, executive director, Institute for Sustainability.

Attendees will enjoy opportunities to network and interact with speakers in panel discussions.

More information and event registration is available at <http://www.sustainablepackagingsymposium.com/WTE>. Early bird discounts apply through October 1.

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About Summit Media Group, Inc.

Chicago-based Summit Media Group, Inc. (<http://www.summitmediagroupinc.com>) is an integrated media publisher offering business information for professionals in packaging and manufacturing automation. Print magazines include flagship monthly *Packaging World*, *Automation World*, *Packaging World's PACK EXPO Showcase*, *Healthcare Packaging*, and *Contract Packaging*. In addition to publishing a variety of newsletters, Summit also produces webinars and conferences and owns Web resource GreenerPackage.com.

About Greener Package™

Greener Package (<http://www.greenerpackage.com>) is a knowledge exchange for sustainable packaging, owned by Summit Media Group, Inc. Greener Package initiatives are guided by an Advisory Board and Expert Network consisting of retailers, packaged goods companies, converters, raw material suppliers, academics, and trade groups. Greener Package offerings include an awards program, a supplier database, online discussions and virtual and face-to-face educational events, such as the Sustainable Packaging Symposium.

About the Institute for Sustainability

Established by AIChE in 2004, the Institute for Sustainability's mission is to serve the needs—and influence the efforts—of professionals, academics, companies and government agencies that contribute to the advancement of sustainability and sustainable development. Participants in the Institute come from a broad spectrum of industries and disciplines. To learn more, visit

<http://www.aiche.org/IFS/About/Index.aspx>.

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