

OH, CANADA!



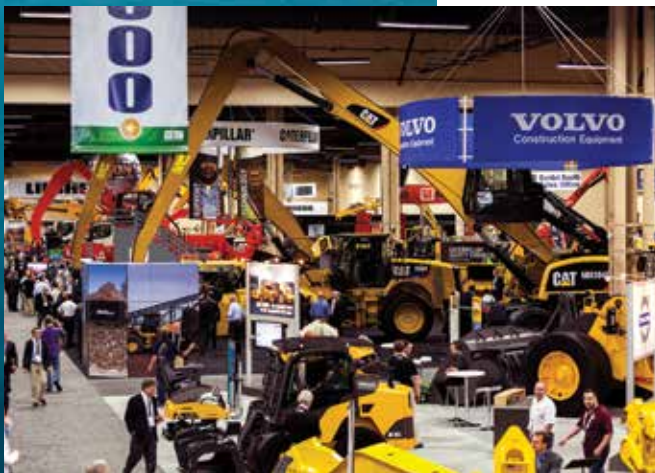
ISRI'S CONVENTIONS ALWAYS MIX ENLIGHTENING PROGRAMMING WITH EXTRAORDINARY ENTERTAINMENT. THIS YEAR, THE EVENT HEADS NORTH FOR A UNIQUE CULTURAL EXPERIENCE SURE TO AWAKEN YOUR INNER ADVENTURER AND CREATE LASTING MEMORIES.

Toto, I have a feeling we're not in the United States anymore! That's right, the ISRI annual convention and exposition is going international this year. For its first foray outside the country, the convention welcomes guests to the cultural melting pot of Vancouver, British Columbia, from April 21 to 25. The coastal city is Canada's eighth largest and blends modern attractions with rich history. There's something for everyone at the ISRI convention and in Vancouver, whether you prefer the cosmopolitan urban scene, the serene mountain views, or the rugged outdoors. (Read "Seeing the Sights" on page 80 for suggestions on what to do during your Vancouver visit.) The Vancouver Convention Centre—home to ISRI's 2015 gathering—sets the scene, literally, for what the ISRI show and Vancouver have to offer. The center sits along the Burrard Inlet shore, offering a stunning convention venue and gorgeous views of the water and the mountains of North Vancouver. The center's west building—a LEED Platinum-certified facility with a 6-acre living roof—hosts all ISRI governance meetings (April 21 and 22), the convention's educational and social programs, and the recycling industry exposition. ISRI couldn't ask for a greener, more beautiful site for this year's historic convention, which promises all the personal and professional rewards you expect from an ISRI convention—and then some.

DOWN TO BUSINESS

As with every ISRI convention, the best reason to attend is the return on investment for your business. The goal is to "provide you with something you can return to your plant or your yard with that will pay for the trip, and do so very quickly," says **Chuck Carr**, ISRI's vice president of member services and meetings. "No matter what your job title is, you can find something at an ISRI convention that will make attending worth the effort and the cost."

The northern side of downtown Vancouver looks out on scenic Burrard Inlet. The Vancouver Convention Centre's east building (foreground) has a distinctive roof that resembles white sails while the west building, with its living roof, will make an appropriately green home for ISRI's convention and exposition.



TOURISM VANCOUVER/ALBERT NORMANDIN

2015 ISRI CONVENTION & EXPOSITION

Much of the payback stems from the convention's invaluable networking opportunities, which include a meet-your-consumer reception, two luncheons in the exhibit hall, the general ISRI hospitality area, the opening and closing gala events, and the launch of ISRI's Young Executives Program (see "Generation Next" on page 91). Those options—and more—will allow you to connect with current customers, find new ones, and catch up with colleagues.

The extensive educational programming at the ISRI convention also delivers take-home value. Per tradition, ISRI will kick off each of the Vancouver convention's three main days with a general session featuring well-known speakers and thought leaders. Writer and entrepreneur **Stan Slap**, CEO of slap Co. (San Francisco), headlines the first session on Thursday, April 23. The *New York Times* best-selling author will deliver a keynote speech titled "Tough Times: Tougher Teams" in which he shoots down common excuses for poor work performance. Slap will offer ideas for eliminating the workplace blame game and creating a solutions-focused attitude in employees. He'll explain how to lead teams through demanding circumstances—such as a faltering economy,



Stan Slap

on Friday, April 24, is the popular **Spotlight on the Economy**, in which economic experts and scrap commodity analysts will discuss industry trends and outlooks for 2015 and beyond.

Former U.S. Secretary of Defense **Robert Gates** headlines the final general session on Saturday, April 25. He spent 26 years working for the National Security Council and in the Central Intelligence Agency—also serving as CIA director—before his tenure as defense secretary from 2006 to 2011. ISRI chose Gates, in part, due to his experience dealing with issues in the Middle East, which indirectly affect the scrap recycling industry by influencing global oil prices. Gates' areas of expertise have a trickle-down effect on the lives of scrap processors. "Keeping a peaceful world, which requires a strong Defense Department in

tough competition, and budget constraints—and create a culture of accountability. "It's a great reminder of how we make it through the tough times and back into the good times," Carr says.

The general session

THE ART OF THE DEAL

It's a core value of the scrap business, one instilled in every buyer, trader, and scale manager out there: Always be on the lookout for a great deal, and look for the best way to get the most value out of every transaction.

You can see this industry's demand for value in nearly everything. It's certainly true of an ISRI convention—and perhaps more true this year than ever. The modern ISRI convention is so much more than an entertaining gathering of recyclers. It has become one of the best business meetings in the business, the most efficient networking opportunity, and the best trade show in the industry. That's true year after year. But ISRI2015 is even more of a bargain. It may well be the least expensive opportunity you'll ever get to attend an ISRI show.

Anyone worth his or her weight in this business is aware of the recent strength of the U.S. dollar. The exchange rate between the U.S. and Canadian dollars is nearing a record, which makes housing and entertainment a real bargain for anyone paying in U.S. dollars. ISRI's hotels in Vancouver are more than 20 percent less expensive than the properties at last year's convention in Las Vegas. From many cities, flights to Vancouver cost the same or less than similarly timed flights to Las Vegas or San Diego. Even where prices are higher, the lower hotel prices more than cover the difference in most cases.



I know the exchange rate is only one factor in your decision to attend an ISRI convention. So think about what you get for attending:

- More of the world's recycling industry participants will be gathered in Vancouver than at any other place in the world this year. Networking is vital in this global industry, so you can't afford to miss this opportunity.

- ISRI's amazingly well-timed general sessions speak to our industry needs today. Consider the two general sessions: One features a former U.S. secretary of defense who can speak directly to world affairs that affect our business; the other features a business expert who focuses on helping companies manage in challenging times.

- ISRI's commodity spotlight sessions bring together the best analysts to provide insight on our markets—valuable information you need going forward.

- ISRI's exhibit hall will be packed with vendors who know our industry and serve you well. They will be at ISRI2015 to meet with you because they know ISRI is the best show in the business.

Timely topics, vital market information, enormous educational opportunities, the best trade show in the business, essential networking, and a 20 percent exchange-rate discount off hotels and entertainment. If you're still looking for a bargain, start reading this column again from the top—you're bound to find it. Then go to www.isriconvention.org and register. See you in Vancouver!

Kendig Kneen, 2015 Convention Chair

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the United States, is vital to making sure we maintain global marketplaces,” Carr says. “A better understanding of what goes on in the world is strategically advantageous to those in our industry, as our markets are set by the global economy.”



Robert Gates

Gates also is the only defense secretary to work under presidents of different political parties. His experiences with President Barack Obama and President George W. Bush proved complementary at some times and contradictory at others, but they all brought the United States—and the U.S. scrap industry—to where it is today.

ALL EYES ON COMMODITIES

Beyond the general sessions, ISRI’s convention provides dozens of compelling workshops on a variety of topics. (See the preliminary schedule of events on pages 92-93 for workshop dates and times.) The commodity-focused sessions always are a huge draw, and this year’s convention offers plenty of choices in that regard, including **spotlights on aluminum, copper, electronics, ferrous, nickel/stainless, paper, plastics, and tires/rubber.** Other commodity-related workshops examine specific topics within the above markets.

Understanding Steelmaking. Better understand your steel customers by learning about steel mill contaminants, scrap specifications, and how electric-arc furnaces work.

The Impact of Alternative Materials on the Steelmaking



The Vancouver Convention Centre’s west building (top left) will host all ISRI 2015 convention workshops and social functions as well as its exposition (above). Outside the center are Vancouver attractions such as the Inukshuk stone monument (top) on the north shore of English Bay.

Process. Steel producers often change their materials, techniques, and processes to improve the quality of their products. You need to keep up with those innovations, too, to stay ahead of the game. This workshop will review innovations in the steel industry and how they could affect ferrous scrap markets.

Global & NAFTA Scrap Market Dynamics. Ferrous recyclers will want to check out this session, which examines the role the North American Free Trade Agreement plays in the industry and how trade among the United States, Canada, and Mexico affects steel production.

Hedging Aluminum With Futures and Options. Speakers from two commodity exchanges—CME Group (Chicago) and the London Metal Exchange (London)—join an aluminum broker to review new futures instruments, such as physical market premium contracts, that can help aluminum recyclers hedge their price risk.

(CLOCKWISE FROM TOP LEFT) VANCOUVER CONVENTION CENTRE, KENT RISER, CRUCK FAZIO, LEADING AUTHORITIES

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SEEING THE SIGHTS

If you can steal some time away from the ISRI convention while in Vancouver, you'll have no trouble finding fun, interesting, cultural, and educational diversions. Near the Vancouver Convention Centre, for instance, several ferry operators provide narrated **tours of the inner harbor**, some of which include a dinner featuring local dishes. The convention center is next to **Canada Place**, which serves as the city's main cruise ship terminal. On the other side of the convention center is the **Olympic cauldron**, a steel and glass structure formerly used during the 2010 Winter Olympic Games and now lit on special occasions—such as ISRI's closing gala.

Vancouver is a diverse metro area with a patchwork of neighborhoods, many of them ethnically focused. The city's **Chinatown** is the third-largest Chinatown in North America. Other neighborhoods are havens for the city's Japanese, Filipino, Indian, Italian, and Greek populations. The city also embraces its Aboriginal roots, with colorfully painted totem poles, jewelry, and other pieces of First Nations artwork visible throughout the metro area.

Granville Street, the city's main drag for evening entertainment, is within walking distance of the convention center. Shoppers can stroll through a mall and more than 100 boutique shops during the day, but the action kicks up a notch at night, when locals and visitors fill the restaurants, bars, and nightclubs.

Robson Street, which intersects with Granville Street, is a fashionista's paradise. It and neighboring streets are home to many of Vancouver's luxury retailers, like Tiffany & Co., Hermes, and Gucci. There also are plenty of mid-range shopping options.

Along those lines, **Eco Fashion Week** (www.ecofashion-week.com) takes place in Vancouver April 19–24, highlighting the fashion industry's sustainable innovations while encouraging designers and brands to adopt more socially and globally responsible practices.

Music lovers might want to trek east of downtown to check out the **Jimi Hendrix shrine**. Visitors can get a free glimpse of old photos and Hendrix memorabilia at the building where his grandmother, Nora, worked as a cook for many years. Hendrix spent much of his childhood in Vancouver and played shows on Granville Street.

Few places offer the stunning glimpses of the harbor, mountains, and metro area like the **Vancouver Lookout** (www.vancouverlookout.com). Visitors take an elevator to the top of the Harbour Centre skyscraper to marvel at the 360-degree view, complete with signs pointing out the sights below. Create an even more memorable experience by taking in the panoramic view while enjoying fine dining at the **Top of Vancouver** revolving restaurant (www.topofvancouver.com).

For family fun, check out **Playland** amusement park, the oldest amusement park in Canada (www.pne.ca/playland). Kids and adults alike will enjoy **Science World's** hands-on displays and activities (www.scienceworld.ca). **Maplewood Farm** in North Vancouver gives kids a behind-the-scenes look at how a farm operates, including encounters with more than 200 farm animals (www.maplewoodfarm.bc.ca). Animal attraction also takes center stage at the **Greater Vancouver Zoo** in the



Vancouver offers activities and attractions to suit all tastes, including the **Dr. Sun Yat-Sen Classical Chinese Garden** (above) and the **Vancouver Lookout** (right).



suburb of Aldergrove. Underwater animals show off at the **Vancouver Aquarium** (www.vanaqua.org), which lies within the national historic site **Stanley Park** (www.vancouver.ca/parks-recreation-culture/stanley-park). The park, which is larger than New York's Central Park, has trails, golf, tennis, flower gardens, pools, playgrounds, a train ride, and First Nations totem poles. If you want to have an indoor day, observe the natural history exhibits at the **Beaty Biodiversity Museum** (www.beatymuseum.ubc.ca) or the art and cultural displays at the **Museum of Anthropology** (www.moa.ubc.ca) on the University of British Columbia campus. Art lovers, meanwhile, will enjoy the masterpieces at the **Vancouver Art Gallery** (www.vanartgallery.bc.ca).

Want to get your heart racing? Head over to North Vancouver and the lofty attractions at **Capilano Suspension Bridge Park** (www.capbridge.com). Discover why this is one of Vancouver's most popular tourist destinations as you walk the 450-foot-long suspension bridge that hangs 230 feet above the Capilano River. If you prefer treetops to river views, navigate among the seven connected suspension bridges at the Treetops Adventure. Or get a thrill on the suspended walkways—some of them with glass underfoot—attached to the side of a granite cliff at the park's newest attraction, Cliffwalk.

The ISRI convention is conveniently timed to take place at the beginning of Vancouver's **whale watching** season. Numerous boat operators can take you on a multi-hour excursion during which you can see the common orca—or killer whale—and possibly grey or humpback whales. The tours also are good for spotting porpoises and harbor seals. Another way to get a close-up look at whales, fish, and other wildlife is by going **sea kayaking**.

Hikers seeking a challenge should take on the **Grouse Mountain** trails (www.grousemountain.com); less experienced hikers can find trails there to suit their activity levels as well. Or hop on the aerial tramway and experience breathtaking city views while riding up the mountainside and over the treetops. Similarly, a 14-minute chairlift ride takes riders above the wilderness, rising to an altitude of 4,100 feet above sea level. For a more adrenaline-filled tour across Grouse Mountain, strap in for a zipline experience.

The **Vancouver Cherry Blossom Festival** (www.vcbf.ca) runs for most of April. Festival events during the ISRI convention include informative cherry blossom walks, bike rides, and picnic lunches.

China and Beyond: The Future of Copper Scrap.

In addition to touching on global copper scrap demand, this workshop will examine how China and other Southeast Asian countries are using copper and what their future demand looks like.

Introduction to Plastics Recycling. This workshop will provide basic information for those interested in recycling this commodity and tips for current plastics recyclers looking to expand their revenue streams.

Reducing Rejections and Increasing Value: Understanding Plastics Identification.

Receiving maximum value for your materials relies on your knowledge of plastics and which ones are or aren't compatible. The session will help you identify polymers such as PET, HDPE, PP, HIPS, and ABS as well as offer tips for reducing bale rejections.

PVC Plastic Recycling: Adding Value to Your Commodity Stream. PVC plastic can't be processed with other plastics, but it still is recyclable. Hear about the PVC plastic markets and which items processors have had success recycling, such as flooring, siding, and pipes.

How to Make Money in Electronics Recycling.

At this two-part workshop, held before the opening gala Wednesday, April 22, those involved in, or interested in, electronics recycling can hear an e-scrap industry overview and learn best practices for responsible recycling. Industry experts will share their knowledge about how to make money from the reuse, refurbishment, and resale of electronics and from providing services such as data security and IT asset management.

Who Owns This Device? This session will examine how evolving ideas about property rights could threaten your scrap business. Industry experts will explain the significance to electronic scrap recyclers of recent mobile device legislation, regulations, and end-user licensing agreements.

Future Trends in Electronics Recycling.

Attend this workshop to hear how trends such as changing mobile device

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technologies, cloud-based data storage, and industry consolidation could affect electronics recycling businesses.

Is Extended Producer Responsibility Needed for the Scrap Tire Industry?

EPR is controversial in the scrap industry due to its potential to distort commercial markets. Hear about EPR for end-of-life tires from the perspectives of tire manufacturers, recyclers, and others.

Using Tire Fiber in New Applications.

Entrepreneurs continually invent new uses for recycled tires and their constituent parts, including fiber. Hear about the latest application trends and what lies ahead in this niche market.

Responding to Myths Regarding Synthetic Turf.

Several states have imposed legislative moratoriums on synthetic turf. Find out how myths about synthetic turf arise and spread and how the tire recycling industry is fighting back, in part with the help of government studies.

The convention's commodity-focused programming also includes three hands-on **metals identification workshops**, covering aluminum, copper, and nickel/stainless, as well as a related session on **using handheld analyzers** to identify metal alloys of various types.

BUYING AND SELLING

In good times and bad, the scrap industry is all about buying and selling at the right price with the right partners. These sessions can help you step up your purchasing and sales game and



(From top left) ISRI's Vancouver convention gives you the unique opportunity to visit urban hotspots such as the Granville Island Public Market (site of an ISRI "Just for Fun" program), appreciate the artistic and cultural contributions of First Nations artists, and fit in some expo shopping and networking.

understand the global factors that affect price, supply, and demand. **International Trade 101: How to Protect the Value of Your Scrap Exports.** A panel of experts will discuss international trade concerns that could limit your commodity shipments' value. This workshop focuses on insuring and contractually protecting your shipments, the top 10 common-sense practices for traders and exporters, and conclusions from the ISRI Suspected Cargo Theft Survey Report.

International Trade 201: How Are Domestic Issues Reducing the Value of Your Scrap

Exports? A complement to the International Trade 101 workshop, this session focuses on important domestic issues affecting exports, such as commercial driver shortages, diesel fuel costs, hours-of-service regulations, and labor costs.

Buying Military Scrap. Purchasing scrap material at U.S. government auctions can be profitable, but the process also can be intimidating. Learn what the auctions involve, how to participate in the process, and why this approach might be a beneficial scrap procurement technique.

Increasing Peddler Traffic to Maximize Your Sales. Peddler traffic keeps some scrapyards alive. Discover proven ideas for boosting this aspect of your scrap business.

The Rules Momma Didn't Teach You: Understanding the Necessity of Contracts. Sometimes verbal agreements work, but at other times you need to get it in writing. Learn important aspects of solid contracts such as defining performance standards and schedules, describing duties and rights, and devising a dispute-resolution process. This session also will touch on avoiding and recovering damages.

Using the Sales Trifecta to Increase Your Customer Base. You have to successfully sell your product or service to turn a profit. At this workshop, learn three techniques for drumming up new business and how they relate to scrap materials purchasing and sales.

Understanding Body Language: What Unspoken Words Are Telling You. Knowing how to read people's facial expressions and posture can give you insight into what the other party is thinking. This program will show how to analyze unspoken cues to gain an advantage during sales negotiations.

The Scrap Whisperer. Learn how quality listening and questioning skills improve business communication and form better relationships between managers and employees. Audience participation is expected at this interactive workshop, which ISRI will offer twice (April 24 and 25).

For Exhibitors Only: Closing the Sale. The ISRI trade show features hundreds of vendors vying for new customers and partnerships. This session—offered the morning of Wednesday, April 22, before the opening gala—gives exhibitors advice for standing out among the crowd and what to say when speaking with your exhibit's visitors.

INDUSTRY ISSUES

Change is a constant for the scrap recycling industry, but the past year has seen the emergence of new

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issues—such as the rise of one-bin collections and a change in the definition of solid waste—while other challenges, such as materials theft, persist. A variety of sessions address such concerns.

Materials Theft: A Law Enforcement Perspective.

ISRI continues its decade-long effort to help members combat materials theft. You know what it's like to be on the victim's side of the equation, but this program will show the problem from the police officer's side. Sgt. **Todd Powell** of the Anne Arundel County, Md., police department metal theft unit will speak about efforts to minimize materials theft and why cooperation among all stakeholders is important.

Give It Back! Understanding the Tort of Conversion and Inadvertent Purchase of Stolen Material.

Your business might take a hit if you inadvertently purchase stolen material and must return it to its rightful owner, but protective insurance coverage is available. Legal experts will explain the tort of conversion in simple language.

Protecting Yourself and Your Inventory From Theft.

ISRI continues its efforts to combat materials theft, which remains a significant scrap industry problem. This workshop will teach you the latest techniques and technologies for minimizing scrap theft.

The Changing Face of Recycling and the Role

BIDDING WAR

In addition to all the fun swag you'll pick up at the trade show, you could leave the ISRI convention with collectibles or a trip you win during the Recycling Research Foundation silent auction. The annual event—now in its seventh year—raises funds for RRF research projects and scholarships through certain ISRI chapters and for U.S. military veterans.



New auction items are still coming in, but here is a sampling of what will be available:

ISRI Mid-America Chapter Consumer's Night package. The package includes a one-night hotel stay at the historic St. Louis Union Station Hotel and a complimentary pass to the February 9, 2016, event.

ISRI safety DVD set. A full set of more than 15 DVDs, covering safety topics such as truck driving, radioactivity in scrap recycling, and lock-out/tag-out procedures.

Magnet chain. A three-leg alloy magnet chain assembly for scrapyards; available in multiple sizes.

Automated tarp system. A Roll-Rite DC203 series tarp system for tandem and multi-axle lugger trucks.

Chess Set. A sturdy, stylish chess set crafted from scrap metal pieces.

Ads in industry magazines. Full-page, four-color ads in three separate trade publications—*Scrap*, *Resource Recycling*, and *Recycling Today*.

The silent auction area will be near the ISRI booth just outside the exhibit hall. Bidding begins at 6:30 p.m. on Wednesday, April 22, and closes at 2 p.m. on Friday, April 24. ISRI plans to announce the winning bidders by 3:30 p.m. on Friday, and it will post signs with the items and winners' names at the ISRI pavilion and the convention registration area.

Winners can claim their prizes at convention registration by noon on Saturday, April 25. Payment must be made at that time, using credit card, cash, or check. Items can be shipped free of charge for those who don't wish to take their winnings with them. The ISRI staff will contact winners not present during the announcement, and those people have until May 22 to claim their prizes and arrange payment. Items not claimed by that time will be awarded to the next-highest bidder, who will have seven days to pay for the item. All sales are final, and winning bids may be tax deductible.

of MRFs in Today's Marketplace. Materials recovery facilities are at the heart of the constantly changing recycling industry. Learn how MRFs have evolved, how they are affecting material recovery, and how they could influence the scrap industry's future.

Definition of Solid Waste, the EPA, and How the Recently Released Rule Can Impact Your Business. Scrap is not waste, so do recyclers need to worry about the U.S. Environmental Protection Agency's new definition of solid waste? Experts will explain ISRI's understanding of what this rule means and provide ideas on how you can prepare yourself for when the rule takes effect in July.

Extended Producer Responsibility: Where Is It Going? Some recyclers question whether EPR is the best approach to maximizing recycling collection and developing end-use markets. ISRI believes it isn't necessary when a market can sustain itself. This session examines EPR in practice and its likely future.

Integrating Design for Recycling Principles Into Product Design. Studies indicate Americans are willing to spend more on fully recyclable products, and they would like to see recycling guides on product labels. Panelists will discuss the challenges and opportunities of incorporating Design for Recycling® principles into new products.

What Is Your Company Worth Today? An investment banker will lead this session to help you determine your company's value. The session will examine current scrap company valuations and compare them with historical trends. It also will touch on real-world transaction structures and the current mergers and acquisitions market.

MANAGEMENT CONCERNS

Is your company achieving all it could be? Fine-tune your quality and performance with the help of the following convention sessions.

Fighting Against Small Piles and Lower Margins—How Certification Can Tip the Scales.

Certification can give scrap businesses an edge in selling services, developing

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business, and competing in the market. During this session, industry experts will describe how certification lowers production costs, increases efficiency, and boosts employee productivity. **Certification Live!** During this two-session workshop, presenters will walking you through the process of certifying a mock scrap company as the company

chooses appropriate standards, works through the ups and downs of implementation, and deals with the intricacies of an audit.

Communication Is Key: Transmitting Your Vision to Your Team. Once you have a vision, it's important to communicate it clearly to make sure everyone understands and can carry out his or her role. But

READY TO TRAVEL, EH?

With the ISRI convention in Vancouver, you have the opportunity to experience a different country and culture without facing major challenges like language barriers. That said, keep in mind a few logistics regarding travel to and within Canada.

Bring a passport. Even though Canada is nearby, it is still a foreign country. You must have a valid passport in your possession to enter the country.

Know your customs lingo. When customs and immigration officers at the airport or border crossing ask why you are visiting Canada—for business or pleasure?—tell them you are attending the ISRI conference. Do *not* say you are there "for work." Just like those in other countries, Canadian officials are concerned about people entering who might take jobs away from the residents. Your definition of work differs from officials' definition of long-term work, so say you are attending the ISRI conference, even if you are working at the event.

Check your cell phone plan. Canadian phone numbers look just like U.S. phone numbers, but U.S. cell phones know the difference. Your phone almost certainly will work, but you may be charged higher international rates for phone calls, texts, and data usage. Some service providers will allow you to add short-term coverage for a reduced fee; be sure to select a plan that covers both voice and data if you have a smartphone. Free Wi-Fi will be available in many parts of the convention center.

Convert to the metric system. When checking the weather and trying to figure out what clothing to bring, remember that Canada uses the metric system. The average April high in Vancouver is 14 degrees, which sounds frigid until you realize that temperature is in Celsius and converts to a pleasant 57 degrees F.

Contact banks and credit card providers. Your credit and debit cards should work in Vancouver, but if you're not a frequent international traveler, let your bank or credit card providers know beforehand that you will be traveling outside the United States. This prevents them from flagging or freezing your account if they notice foreign charges that they believe might be fraudulent activity. Also, ask if there is an additional foreign transaction fee for using your card abroad.

Get loonie. Like U.S. money, Canadian money is denominated in dollars and cents. The dollar coin is often called a loonie because it sports the image of a loon; the two-dollar coin is known as a toonie. Although some Canadian businesses will accept U.S. dollars as a courtesy, do not assume they will do so. Many places offering this courtesy will do so at par—meaning they'll take one U.S. dollar for one Canadian dollar—which negates the benefit of the exchange rate currently favoring the United States. ATMs are widely available and will distribute cash in Canadian currency. If you want to exchange currency, consider using a bank or credit union. Hotel front desks and airports also offer the service, but they do it at a less favorable rate.

Plug in. The 120-volt outlets in Canada are the same as in the United States, so you can plug in electric devices without a converter or plug adapter.



what you say to employees isn't always exactly what they hear. Find out how to communicate so employees understand you the first time.

Learning How to Lead Difficult Employees.

Some employees just can't be led, right? Not necessarily. The person might simply need more responsibility or more challenging work. This session will cover how to motivate workers and help them become model employees.

Using Obamacare to Increase Your Profits and the Value of Your Company. Learn how benefits programs—namely the Affordable Care Act, also known as Obamacare—affect your company's worth and the importance of employee insurance and compensation programs.

Human Resources 101: Understanding Your Role as a Human Resources Professional. Human resources professionals have many responsibilities in the workplace, from solving interpersonal conflicts to ensuring compliance with various local, state, and federal laws. Discover resources that can help HR professionals maintain effective and efficient job performance.

FMLA, ADA, HIPAA, FSLA: Understanding the Alphabet Soup of HR Regulations. It's easy to get lost in all the regulations HR professionals must remember and understand. This session will cover what each regulation means and how it affects scrap company operations.

Building a Better Manager: The Top Five Ways to Improve Your Leadership Skills. Managers have to guide employees, and their mistakes can bring down the entire team. This workshop will highlight the key aspects of effectively leading a team and being a better manager. ISRI will offer this program twice (April 23 and 25).

Lead Your Team to Higher Productivity. Sometimes team members need a motivational boost; success can depend upon knowing when it's the right time. Learn strategies for motivating a team and spotting warning signs that motivation is lagging. Hear tips for increasing both employee productivity and

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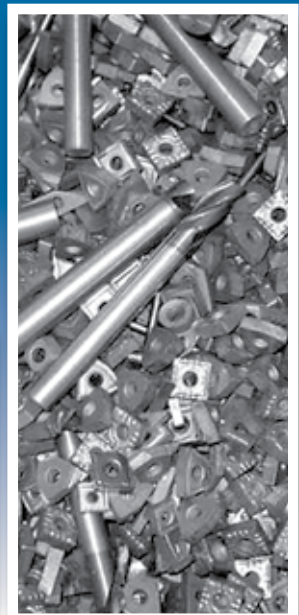
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profits. ISRI will offer this program twice (April 23 and 25).

Build a Better Interview: Understanding the Behavioral Interview Process. The behavioral interviewing technique is gaining popularity as an effective way to determine an interviewee's potential for future success at a company. Learn what to look for, how to pose questions, and how to structure interviews to obtain the desired information from interviewees.

SAFETY AND OPERATIONS

ISRI has long called for scrap processors to operate safely, or not at all. Safety and operations sessions at the convention include the following.

Mobile Equipment Safety in the Scrap Recycling Environment. In this session, **Tony Smith**, ISRI safety outreach director, will address safety issues surrounding

mobile equipment and how it is used in the scrap recycling environment. Covered topics will include safe operation, operator training requirements, hazard recognition, and more.

DOT Regulation Update: Sleep Apnea and the Scrap Industry. This workshop describes how the new U.S. Department of Transportation regulation regarding sleep apnea tests applies to truck drivers and other scrap industry employees.

How to Prepare for a DOT Audit. A U.S. DOT audit of your transportation safety program records and evaluation can be pain-free if your company's management team understands the regulations and which records the agency expects to see. This workshop will review the six inspection categories, or factors, to help prepare you for an audit.

Dust Suppression in Scrap Processing

Applications. Dust can lead to dangerous scrapyards if not kept in check. In this workshop, experts will review several dust control techniques, most notably atomized mist technology and its appropriate uses.

The Benefits of Drying ASR. Drying automotive shredder residue can make it easier to transport, separate, and handle. Learn how to use fluid-bed dryers and mechanical manipulation to dry ASR and how to improve recovery rates.

Equipment Acquisition Options: The 4 C's of Credit. Learn about the process of buying new pieces of large equipment, including how to evaluate the machinery, examine your credit rating, get credit, and make the purchase.

Zorba: Better Grades, Better Recovery, and Richer Reds. Check out a new way to monitor and separate Zorba from the

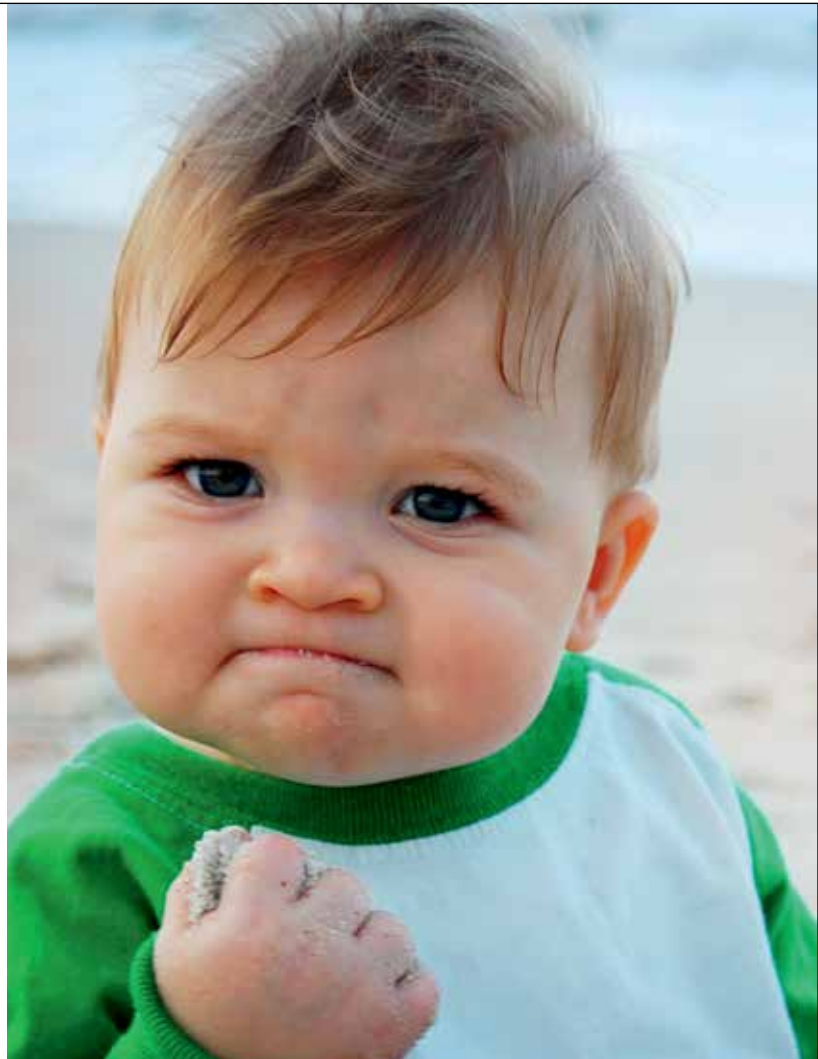


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rest of the materials coming out of a shredder to maximize the value of your shredded nonferrous scrap.

ALL IN GOOD FUN

As always, ISRI complements its slate of business-focused workshops with several "Just for Fun" programs, giving members and their families or guests a break from the action. Thursday, April 23, Food Network star **Alex Guarnaschelli** speaks about her experiences rising through the culinary ranks and becoming a famous chef. Guarnaschelli has worked in some of the world's most esteemed and Michelin-starred restaurants. She recently won season five of the Food Network's *The Next Iron Chef*. Guarnaschelli also is a regular judge on the popular prime-time show *Chopped*. She will speak about the cooking skills and knowledge she has

MIND THE APP

You have questions, the new ISRI app has answers. ISRI is launching a new, easy-to-use **mobile device app**, which will have a special section dedicated to the convention. Although you can always visit www.isriconvention.org to find convention-related information, the app will be an even more convenient option you can take along on your travels.

Users can search the convention section of the app for schedules, convention center and hotel maps, workshop descriptions, speaker bios, and exhibitor information. You can easily sort convention education sessions by date, topic, or commodity and save events to your personal calendar, complete with reminders. You can even choose to receive notifications of program changes or important announcements.

The app's members-only section will have features that ISRI members can access by entering their membership confirmation code. That section showcases the latest issue of *Scrap*, governance documents, member newsletters, a list of convention attendees, and a searchable member directory. Logged-in users will be able to directly e-mail people in the member directory with a simple screen tap.

The comprehensive app is one-stop shopping for all things ISRI and can perform most functions without a data connection. For the few functions that require a connection, remember that free Wi-Fi will be available in many parts of the convention center. The app will be available for download on Android and iOS devices the first week of April.



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acquired throughout her career.

On Friday, April 24, the “Just for Fun” focus is on food once again, but the venue switches to nearby Granville Island. Participants will take part in an ingredient scavenger hunt at the famed Granville Island Market, which some people compare to Seattle’s Pike Place Market. Ingredients participants pick up at the market will get transported to Edible Canada, a restaurant where everything served is grown or produced in Canada. Chefs there will use the collected ingredients to concoct dishes with audience assistance. Visitors interested in this nearly all-day experience should sign up right away because space is limited.

STARTING—AND ENDING—ON A HIGH NOTE

The most well-known and talked-about events at ISRI conventions tend to be

the opening and closing galas. The fantastic food and beverage offerings consistently receive accolades, but “in the 13 years I’ve been dealing with convention centers and catering operations, I think the catering we found in Vancouver is far and away the best,” Carr says. “The food is going to be phenomenal.”

Although some attendees might consider the food at the opening gala the major draw, the exhibitors are the real stars of the show. The nearly sold-out exhibit hall is slightly smaller than in previous years, but that reduces one problem some attendees have had at past ISRI expos—having the time and stamina to see the whole thing. (See “Exponential Exposure” beginning on page 95 for a list of the roughly 260 companies exhibiting at the Vancouver convention.)

The final night bash will include entertainment highlighting Vancouver’s diversity. Food and beverage stations, a band, a lighting of the Olympic cauldron adjacent to the convention center, and many surprises will transform the locale into party central. Keep your fingers crossed for good weather so the gala can spill out onto the convention center’s expansive patio overlooking the harbor. As in years past, recommended attire for the event is casual to business casual, although dressier apparel certainly is welcome.

SIGN ME UP!

After March 16, full registration as an attendee, exhibitor, or spouse/partner is \$975 for ISRI members and \$1,500 for nonmembers. Full registration for children ages 2 to 16 is \$325 for ISRI

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members and \$450 for nonmembers. Full registration includes admission to the opening night reception, workshops, general sessions, exhibit hall, hospitality areas, "Just for Fun" programs, and closing night reception. Full registrants may purchase additional tickets for the final night event for \$225 for each adult and \$150 for each child. Tickets for the trade show only (April 23 and 24) are \$550 for ISRI members and \$800 for nonmembers.

Quick and easy registration is available online at www.isriconvention.org. Alternatively, send printed registration forms with full credit card information by mail to ISRI, P.O. Box 75245, Baltimore, MD 21275-5245, or by fax to 202/624-9257.

ISRI is working with nine hotels near the Vancouver Convention Centre,

GENERATION NEXT

Young scrap recycling workers, get ready to take the spotlight. ISRI is introducing a new program that caters to and brings together the industry's rising stars, the **Young Executives Program**. ISRI has designed the program for scrap industry employees ages 35 and younger to meet, share ideas, and form friendships with those at a similar stage of their career. At the Friday, April 24, kickoff event, participants will go off site for an evening of drinks, snacks, and networking. Plans already are in the works for other Young Executives Program events throughout the year. For more information, contact Darrell Kendall at darrellkendall@isri.org or 202/662-8528.

but many of them already have sold out. Visit www.isriconvention.org to check the remaining availability and rates or to book a room. The prices listed on the site are in Canadian dollars, but the site has a one-click option to convert the prices to U.S. dollars.

A benefit of holding the convention in Canada is that the exchange rate is tilting in favor of the United States. That makes this year's convention one of the least expensive in ISRI history,

Carr says. "It's going to make our hotels cheaper than Las Vegas. It's an automatic 20-percent discount off your check at restaurants." In other words, you'll get more bang for your buck than ever.

All signs point to ISRI's Vancouver convention being its best yet, so be sure you sign up to take part in the experience. Keep up to date with the latest program additions and changes at www.isriconvention.org. ■

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