

LIQUID RECYCLING

used oil | parts cleaning | anti-freeze | filters & absorbents | wastewater | chemicals

ADVANCED PROCESSORS ISSUE

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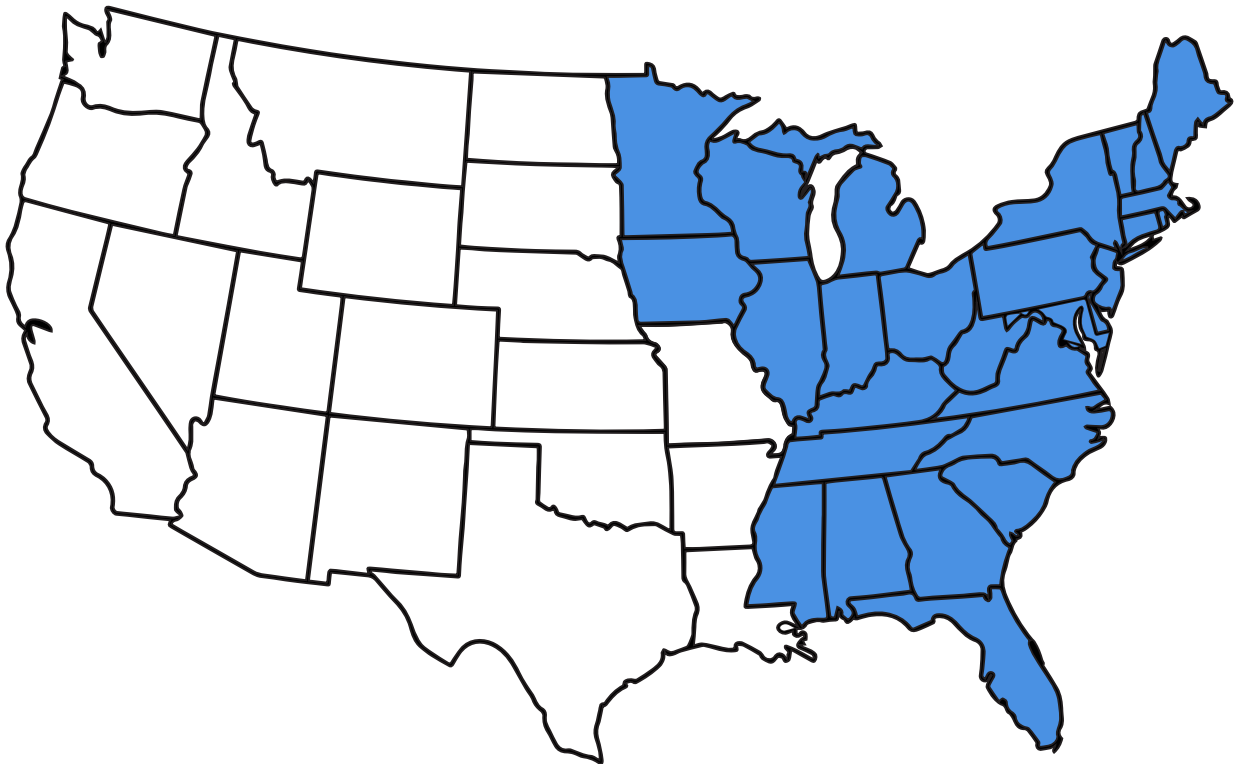


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Rebrand Launching Soon

On November 13, 2024 at 4:45 PM, the association will be announcing its rebrand during the annual Conference & Trade Show in California. We are excited to share this with members.

This is not a rash decision. In fact, the leaders of the association have been working on this for a few years. The Board of Directors held a professionally facilitated strategy meeting in Chicago. This led to hiring a marketing firm to conduct interviews and focus groups with members and develop our new brand.

Like every rebrand, it will create change. We will have a new name, a new logo, a new website and more. Change inherently means uncertainty. This is why many changes, even the best and most exciting ones can lead to anxiety.

In 1984, the National Oil Recyclers Association name was very fitting. Members were primarily used oil collectors and recyclers. As members diversified, the association rebranded in 2001 and changed its legal name to NORA, An Association of Responsible Recyclers.

The purpose of the name change was to communicate to members, potential members, regulators and the general public that we represent not only the used oil industry but many related sectors.

In addition to used oil, a few of the sectors we represent include: wastewater, solvent/parts cleaning, glycol/antifreeze, filters & absorbents, field/environmental services, emergency response, product destruction and specialty liquids (paint, ink, etc.). A scan of our member websites demonstrates that this list is just scratching the surface of the scope our members cover.

At a recent industry conference, I met with the CEO of a major environmental service company. He had recently left an active NORA member to assume that role. His company recycles wastewater and many other materials similar to others in the association. I asked him to consider joining NORA. His response was: "We aren't really an oil recycling company."

That response validated why the association is re-branding. Despite changing our name in 2001, we are unable to escape the perception that our association only has a singular focus.

Certainly, our association will continue to be committed to protecting and growing the used oil industry and defending Part 279. That will not change. At the same time, our new brand will ensure the association identity more accurately reflects all the positive environmental services provided by members.

Everyday, our members are innovators in providing environmental and recycling solutions for what seems like an infinite amount of challenges from various industrial liquids.

I invite you to attend the upcoming conference and trade show in California to share in the exciting new rebrand of your association.

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Midwest Glycol Services

Marion, Ohio
(574) 780-8278

OSCAL.AI

Blainville, Quebec Canada
(514) 222-0021

Know someone who should
be a NORA member? Contact
communications@noranews.org
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INDUSTRY CALENDAR

(meeting dates are tentative and subject to change)

2024

International Day at NORA 2024

November 13, 2024
Loews Coronado Bay
Coronado, CA

Conference & Trade Show

November 13-16, 2024
Loews Coronado Bay
Coronado, CA

2025

NAPA Annual Meeting

February 2-5, 2025
Maui, HI

Winter Meeting and EH&S Forum

February 19-21, 2024
The Westin
Nashville, TN

Mid-Year Meeting

June 18-20, 2024
InterContinental Chicago
Magnificent Mile
Chicago, IL

Winter Meeting and EH&S Forum

On February 19-21 2025, we invite you to attend the Winter Meeting and EH&S Forum. Located in Nashville, the Winter Meeting and EH&S Forum is a special opportunity to stay up to date on the latest tips on Environmental Health and Safety for your company. More information will be released soon.



Mid-Year Meeting 2025

Join us in Chicago for our 2025 Mid-Year Meeting. It will be held on June 18-20, and as an added bonus, Saftey-Kleen will open its doors to 50 attendees wishing to participate in a facility tour.





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Industry News

MORE INFORMATION ABOUT THESE NEWS ITEMS IS AVAILABLE AT WWW.NORANEWS.ORG/NEWS.
SEND ANY INDUSTRY NEWS UPDATES TO SAMANTHA@NORANEWS.ORG.

ReGen III Announces Executive Changes

ReGen III Corp., a leading clean technology company commercializing the patented ReGen™ process to upcycle used motor oil (“UMO”) into high-value Group III base oils, announced that Greg Clarke, CEO and Chairman of the Board, has stepped down from his role as CEO for personal reasons. Mr. Clarke will continue to serve as Chairman of the Board, providing ongoing leadership and guidance to the Company. Effective immediately, Mark Redcliffe, President of ReGen III, will assume the roles of CEO and President.

EPA Delays TSCA PFAS Reporting Rule Until July 2025

In October 2023, the U.S. EPA promulgated the final rule on PFAS reporting and recordkeeping resulting from the Toxic Substances Control Act (TSCA) Section 8(a)(7) amendment by the National Defense Authorization Act for Fiscal Year 2020 (FY 2020 NDAA). The intended reporting period was to commence in November 2024 and continue through November 2025. On September 5, 2024, the agency issued a direct final amendment changing the reporting period to July 2025 through July 2026 due to a lack of sufficient technological capacity and delays in reporting application development to accept data any sooner.

GLF Lab Tech Honored

Lab Technician Kevin Rushton was honored at GFL's Debert, Nova Scotia, facility for his 30-year career in the waste industry. Rushton, who started in 1994 after graduating from Dalhousie University, has worked in the same lab for his entire career. Alongside his lab partner, he tests and treats industrial wastewater and ballast water. Rushton is proud of the lab's environmental contributions and his spotless safety record over three decades.

Exxon Enters French Re-Refining Arena

ExxonMobil's French subsidiary Esso Societe Anonyme Francaise will start re-refining base oil in northern France. ExxonMobil's move is part of a trend of big oil companies making re-refining plays. NORA will host International Day at the upcoming California conference to examine all international developments.

Metalub Launches Central America's First Oil Re-refining and Manufacturing Plant

Metalub has launched Central America's first oil re-refining and manufacturing plant in Costa Rica. The facility reduces carbon emissions and uses best practices in waste management by transforming used lubricating oils, filters, and automotive fluids into premium lubricants. By embracing a circular economy model, Metalub turns what was once waste into high-value products, supporting both environmental and economic sustainability in the region.



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75
MILLION

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100
MILLION

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5
MILLION

Gallons of Antifreeze Recovered Per Year



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THE RISE OF RE-REFINING

BY: SCOTT. D. PARKER

On August 27, 1859, Edwin L. Drake drilled a well in Titusville, Pennsylvania, that produced crude oil. This marked the beginning of the petroleum age. Prior to that date, animal fats and vegetable oils were the main source for lubricants.

With automobiles becoming mainstream in the 1920's, the volume of lubricants being manufactured increased dramatically. And so did the generation of used oil.

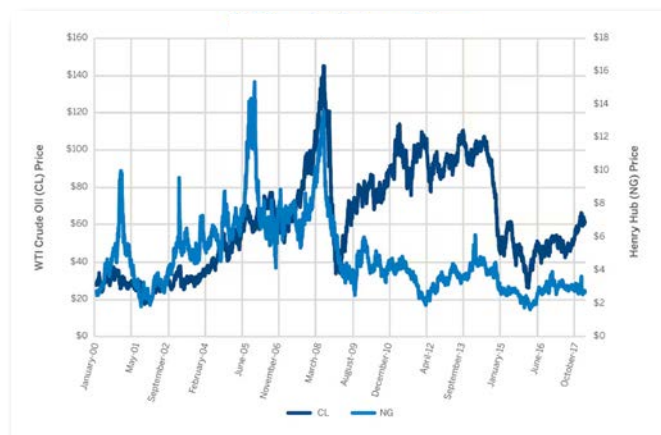
According to Infineum, “the first re-refining activities were carried out in Germany in 1921, and over the years the industry has developed its treatment technology from simple distillation over clay and sulphuric acid, to thin film evaporation with solvent extraction, through to the hydro-treatment process technology of today.”

Prior to 2006, it is estimated that 30-35% of the used oil in the US was re-refined in an advanced processing facility primarily generating base lubricants, vacuum gas oil, marine diesel oil and related products. The other 65-70% at that time was primarily being processed as recycled fuel oil for use in asphalt plants and similar applications.

In 2006, the US imported 60% of its oil. Starting in 2006, the industry started to combine horizontal drilling and hydraulic fracturing.

This led to a massive increase in the production of natural gas. Correspondingly, this disrupted the historical supply and demand relationship. Prior to that, crude oil and natural gas prices generally trended together. By 2009, crude oil and natural gas prices started to diverge significantly (see Figure 1).

**FIGURE 1: WTI CRUDE OIL vs HENRY HUB
NATURAL GAS PRICES**



Asphalt plants that had access to natural gas quickly began shifting from what was a more economical choice in recycled fuel oil.

In 2006, NORA was tracking nine re-refineries in North America. In 2024, that number has grown to 26 (see maps). In addition, NORA is tracking five additional facilities that have the potential to come online in the next two to three years.

The rapid increase in the number of re-refineries had modified the markets for used oil. From 2006 to 2024, the capacity of North American re-refiners has more than doubled (see Figure 2).

FIGURE 2: ADVANCED PROCESSING CAPACITY IN NORTH AMERICA

2006	363,500,000
2024	772,625,000
% Change	112.6%
% Change Annualized	6.3%
2026+ Potential	965,750,000

NUMERICAL VALUE IN GALLONS

In the US, the market share for used oil destined for re-refining has grown from 30-35% in 2006 to 65-70% today.

Several factors led to this transformation. The drop in natural gas prices created improved access to used oil supply. In addition, the increased interest in sustainability and private equity in the space also contributed to the rise in re-refining.

Internationally, re-refining is also on the rise. NORA is now tracking 60 facilities worldwide with many joining the association.

GLOBAL RE-REFINERS

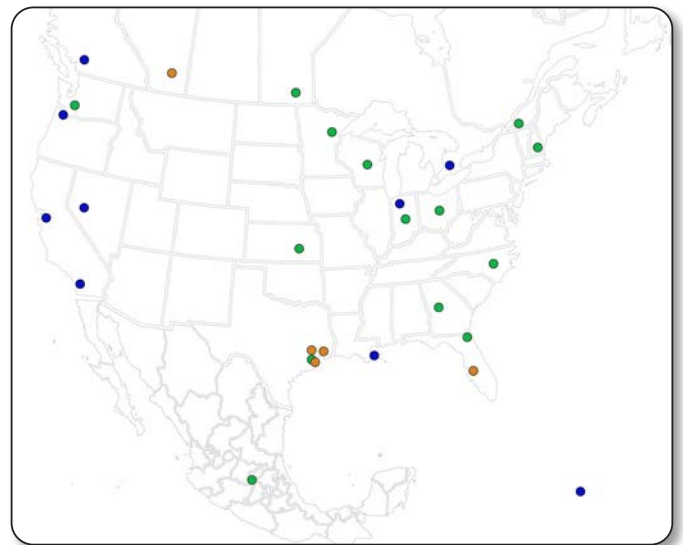
Africa/Middle East	2
Asia	3
Australia	3
Europe	18
North America	26
South America	8

It is important to maintain healthy markets for used oil. It is the economic driver that fuels the used oil collection network. While the markets for used oil continue to change, the members of the association are committed to maintaining healthy markets for used oil and its members are committed to collecting and responsibly recycling every gallon of used oil. ■

RE-REFINERIES IN 2006



ACTIVE RE-REFINERIES



- > 2006 = ●
- 2007-2023 = ●
- 2024+ = ●

VTAE: WHAT'S NEXT IN REVERSING BANS

In the early 2000's, a Canadian professor named Dr. Simon Hesp was conducting research regarding Recycled Engine Oil Bottoms (REOB) use in asphalt binders. REOB is the non-distillable residuum from a vacuum tower in a used oil re-refinery and has been used to modify asphalts since the 1980s.

Following his research, Dr. Hesp issued papers that noted widespread cracking in 5-7 years of service. He stated that using REOB at just "2-3% can be a problem".

Based on that information, several provinces and states began banning or restricting the use of REOB as an asphalt modifier.

This created a significant problem for NORA members operating re-refiners. Collectively, they disagreed with Dr. Hesp premise and began to conduct their own research.

In 2015, the NORA Advance Processors committee issued specifications for two products that are used in the formulation of asphalt paving and asphalt roofing materials. In addition, NORA created a new term for the material to more accurately reflect the product: Vacuum Tower Asphalt Extender (VTAE).

At the time, Scott D. Parker, NORA's Executive Director,

stated the specifications were issued in order to ensure that "basic standards of quality are routinely achieved." Soon after, ASTM adopted the basic language from NORA as a product specification.

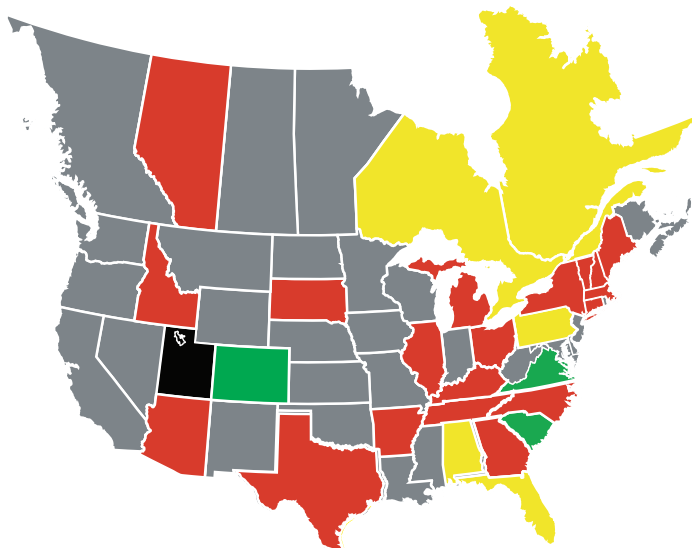
This was useful in slowing the banning process, but not in overturning the province and state bans and restrictions.

Recently, some states have begun requiring asphalt construction companies to provide an Environmental Product Declaration (EPD) to communicate the environmental impact of the materials and processes of their product. This will be used as part of the awarding of state contracts.

Since recycled content products, such as recycled fuel oil and VTAE, do not incur the environmental impacts prior to the material being collected/recycled, this improves their environmental score from an EPD perspective.

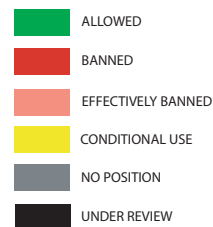
The NORA Advanced Processors committee will be hosting a Zoom meeting to discuss a potential project to promote the environmental benefits of VTAE with one goal to reverse some of the bans.

If you would like to participate in the Zoom, contact sparker@noranews.org for more information. ■

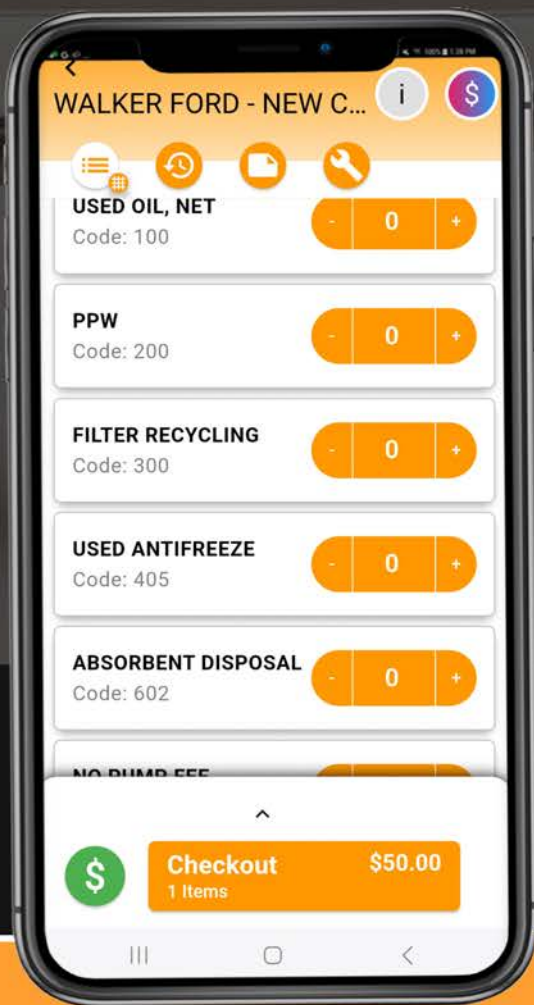


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Recycling the Future: How Safety-Kleen and Castrol's MoreCircular Program is Transforming the Re-Refining Industry

By Samantha Persohn



Until recently, re-refined base oils were not fully accepted, fueled by the perception that they were inferior to their virgin counterparts. However, a transformative partnership between Safety-Kleen and Castrol is beginning to reshape this narrative. Through Castrol's innovative MoreCircular program, traditional views on recycled oils are being redefined. The program showcases the potential for businesses to promote environmentally responsible practices in their fleets without sacrificing performance.

A New Era for Re-Refining

For decades, the skepticism surrounding re-refined base oils (RRBOs) limited their use across various industries.

Outdated information led many businesses to view these oils as substandard in performance when compared to virgin oils. Decades of data, however, demonstrate the opposite: RRBOs now perform as well or better than virgin base oil.

Safety-Kleen, a global leader in re-refining and waste oil collection, and Castrol, a global lubricant powerhouse, know the truth about RRBOs. In fact, their superior performance characteristics were a key factor behind their partnership to create MoreCircular – an innovative lower carbon footprint offering from Castrol that demonstrates to businesses that sustainability and performance can go hand in hand.

Castrol and Safety-Kleen expect MoreCircular to

Members In Action: Do you have a story or experience that you would like to share? Reach out to Samantha at samantha@noranews.org.



change viewpoints on recycled oils and update the narrative on green lubricants. The program involves collecting used oil from customers, reprocessing it to recover the base oil and blending it into Castrol's high-performance lubricants. These lubricants not only meet the same standards as those made with virgin oils but also significantly reduce the carbon footprint by as much as 40%. This shift underscores the environmental and economic benefits of utilizing re-refined oils, proving that recycled products can readily compete with traditional ones.

“Our ability to collect used oil from across the country and reprocess a waste product means that much of it can be used again and again,” said Andreas Osbar, CEO Castrol Americas. “Delivering these lower-carbon-footprint lubricants can help our business customers meet their sustainability goals with the same high-quality and high-performance they expect from Castrol.”

Opportunities for NORA Members

For NORA members, the MoreCircular program offers a model of how the re-refining industry can provide lucrative business opportunities to companies, both large and small.

Many members are already deeply involved in processing re-refined oils, and the program proves that these oils can compete with virgin lubricants. By understanding the true value of re-refined oil, NORA members can expand into other opportunities without radically changing their

current operations.

“At Safety-Kleen, we are in the business of reducing carbon footprints for our customers by providing the highest quality base oil to create lubricants that extend the life of their assets,” said Justin Greco, Vice President of Safety-Kleen, a subsidiary of Clean Harbors. “There isn't a more attractive or sustainable area to be in the lubricants industry. Every day we are doing our part to reduce customers' carbon impact. Whether your business or role is in the oil collection or lubricants part of the value chain, you can educate the market or develop solutions to increase circularity.”

Leading the Charge for Sustainability

This focus on circularity is not only beneficial for the environment, it also establishes a new benchmark for the industry. As more businesses recognize the environmental and economic advantages of using re-refined oils, the program provides a template for other stakeholders in the industry, including NORA members, to utilize. By embracing circular economic practices, companies can meet sustainability goals while driving long-term growth.

With more companies and industries looking for sustainable solutions, the demand for RRBOs is expected to grow, creating new business opportunities for NORA members. By leveraging the advancements made through sustainable programs like MoreCircular, members can take a leading role in shaping the future of the industry. ■

Blue Tide Environmental

By M. Diane McCormick



In re-refining, “you are what you eat,” states Pat Gribbin, Chief Commercial Officer, Blue Tide Environmental.

Blue Tide Environmental (BTE) scours the country to collect superior quality used oils for its new re-refinery, which is already producing vacuum gas oil (VGO) and set to produce the next generation of base oils.

It’s all in the quest to feed North America’s insatiable appetite for truly sustainable, high-performing lubricants capable of meeting ever-changing standards.

“The technology used in re-refined base oil has made significant strides over the years, and it now surpasses the performance of many virgin base oils,” Gribbin explains. “By focusing on high-quality inputs and cutting-edge processes, BTE is pushing the boundaries of what’s

possible in re-refining.”

With its Baytown, Texas facility now online, BTE is an advanced processor positioned to take re-refining to new heights in quality, performance, and sustainability.

Ever Evolving

Blue Tide Environmental was founded by Tailwater Capital in 2021. The current CEO, Dr. Mark Bouldin, played a significant role as the founders recognized “growing environmental concerns and the need for innovative solutions in liquid recycling and oil re-refining,” Gribbin notes. “The aim was to address inefficiencies in traditional re-refining processes and to introduce more sustainable methods.”

When their idea of advanced re-refining started taking



shape, the founders and investors had two questions: Can it be done, and can it make money? With a “yes” to both, they launched a re-refiner that competes on an equal footing with virgin base oil companies.

With Tailwater Capital’s confident backing and under Bouldin’s leadership, the original idea for building a re-refinery was to produce VGO for sale to the fuels market. The most advanced technology and a steadfast commitment to achieving circularity drove BTE’s evolution into today’s state-of-the-art plant.

With 280,000 barrel storage facilities, the site is equipped for front-end distillation and hydrotreating to produce 5,000 barrels of Group II+ base oils a day. The site will co-locate with a two-slip barge dock accessing the

Houston ship channel for efficient, far-reaching transport.

“We don’t see our competition as the re-refining space,” Gribbin states. “We realized the technology has advanced to where we can take a product that is largely discarded and not easily recycled and produce world-class base oils from it.”

In late 2023, Baytown activated its front-end distillate process and began producing VGO. That high-quality, low-sulfur VGO is slated for the hydrotreater, where it serves as the feedstock for Group II+ base oil production, and it is on track to begin by the fourth quarter of 2024.

The high-tech systems deployed at Baytown “set the stage for producing the next generation of base oil quality, which will be essential as market demand grows,”

Gribbin concludes. “The Baytown facility is designed to take re-refining to the next level, particularly in its capacity to produce higher-quality outputs.”

Meticulous process

The superior quality of North American feedstocks is a key factor in elevating base-oil quality, equipping re-refiners to operate competitively without relying on the government subsidies needed to incentivize the collection and recycling of used oils in other regions of the globe. Gribbin concludes, “The North American market works.”

BTE leverages high-quality inputs and its innovative processes “to produce exceptional oils for lubricants and specialty applications that meet stringent standards,” Gribbin explains.

A distinguishing characteristic of advanced processors is the ability to produce VGO while also utilizing it as the feedstock for its base-oil manufacturing. The VGO is not burned and consumed as fuel or applied directly to other uses appropriate for its weight. BTE’s life-cycle assessments show that oil can be recycled up to six or seven times, “providing circularity and sustainability,” unlike many other materials that can only be recycled once, according to Gribbin.

“Not all VGOs are alike,” even with quality inputs, BTE is “very selective about our feedstocks,” explains Steve Lewis, Vice President of Feedstocks & Refinery Sales, Blue Tide Environmental. Customers are prequalified through sample testing in BTE’s on-site laboratory. If approved, the product is tested before and after it arrives at the plant. After being dispatched to guard tanks, it finally streams into the main feed tank.

Such selectivity is “a big deal in re-refining today because used oil quality can be so different,” suggests Lewis. The process efficiently homogenizes feedstock at the front end for assurance of consistency that aligns with BTE’s ISO 9001:2015 quality management system certification. The hydrotreater removes any final contaminants and produces high-quality base oil before a fractionator cuts them into 70, 120, and 220 viscosity grades.

Some of BTE’s pristine base oils supply the traditional lubricants roster, including engine oil, passenger car motor oil, heavy duty engine oil, gear oil, and hydraulic oils. The rest fulfill specialty applications in industrial and consumer products – “our product performs in a lot of different markets and everyday uses,” adds Gribbin.

Like the rest of the industry, BTE is preparing for the next generation of passenger car motor oil. The introduction of ILSAC GF-7 has been accelerated to March 2025 as OEMs seek lubricants that meet strict

fuel economy mandates and sustain engine performance under strenuous conditions. As Gribbin notes, OEMs have set their expectations for lower-viscosity oils that can withstand high temperatures, and “our base oils are designed to meet and exceed these new standards, ensuring we stay competitive and aligned with market demands.”

Recalling the “you are what you eat” maxim, Gribbin notes that synthetic manufacturing and hydrocracking and isomerization technologies are feeding demand for a North American diet of synthetic-type base oils.

“That diet will ultimately find its way to all the re-refiners,” he says, and “it’s been happening already. Those materials are getting better and will allow re-refiners to produce Group III base oils when the timing is right.” Gribbin adds, “BTE has the capability of producing Group III and synthetic oils now, and we can shift into that market when there is sufficient demand to support it.”

Improved lubricants and advanced engines are lengthening the intervals between vehicle oil changes, and overall demand in the North American market remains flat, but Gribbin says that BTE occupies a solid position. Re-refiners can be “the last oil plant[s] standing.”

“If demand were to drop off, the large base oil refiners would feel a bit of a pinch first, simply because their scales are much bigger and they would have to back down,” Gribbin explains.

A future built on trust

Expansion is always on the horizon, as BTE employs 85 people and is still growing. While safety is BTE’s number-one core value, transparency is the key to external and internal relationships that last.

“It’s really about long-term relationships and connectivity,” Lewis says. “Working with our customer base, our vendor base, and our internal team, being transparent is essential.”

The BTE culture, adds Gribbin, “is to do the right thing. It’s a very customer-driven group of individuals. As a company, we are customer-focused, where supplier relationships are critical.”

“A longstanding tradition of not competing with suppliers or customers forges bonds of trust,” Lewis notes.

“Being on the Gulf Coast, we cast a wide net throughout the United States,” Gribbin concludes. “I always say we’re like Switzerland. We don’t compete with our suppliers. Working with these vendors and aggregators allows them to feel good about being a part of the sustainability story by sending used oils to Blue Tide.” ■





The 2024 NORA Annual Conference and Trade Show

The 2024 NORA Annual Conference and Trade Show is the leading event for networking and education within the liquid recycling industry. Now is the time to start preparing to attend. All the details you need to make arrangements can be found in this magazine.

AGENDA

The tentative agenda is on page 20. It outlines the schedule for various networking events, trade show hours, and conference sessions. Most participants are expected to arrive on Wednesday, November 13th. However, exhibitors and those interested in attending International Day, may want to arrive as early as Tuesday. Attendees will likely depart on Saturday, November 16th.

BOOK YOUR ROOM

The event will take place at the Loews Coronado Bay. A limited number of discounted rooms are available for NORA members until October 23, or until the block sells out. Find more details about the resort on page 26.

REGISTER NOW

You can register online to attend the Conference or by using the form on page 27. To save on registration fees, sign up early. Note that Non-Exhibiting Supplier/Vendor Members have a separate registration rate. Exhibiting Supplier/Vendor Members receive one complimentary registration.

TRADE SHOW

More than 40 companies are already set to exhibit the newest products and services for the liquid recycling industry. Check out the NORA Exhibitor Showcase on page 30. Booths are still available. To reserve your spot, contact Casey Parker at 703-753-4277 or casey@noranews.org.

SPONSOR THE EVENT

There are several sponsorship and advertising options available for the 2024 NORA Conference & Trade Show. Starting at just \$175, you can promote your brand and support the industry. See page 28 for more information and how to secure your sponsorship.



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- Fast Oil Change Plants
- Metal Working Plants
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- Soil Remediation Consultants

What We Do:

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- Oily Waste Waters
- Antifreeze pump-outs
- Used Oil Filter Recycling
- Site Dewatering
- Removal of Barrels
- Salvage Fuels
- Used Coolants
- Wash Waters





2024 NORA ANNUAL CONFERENCE & TRADE SHOW AGENDA

NOVEMBER 13-16, 2024 | Coronado, California

WEDNESDAY, NOVEMBER 13

9:00AM	-	4:45 PM	International Day at NORA 2024*
10:00AM	-	4:00 PM	Exhibitor Check- In
10:00 AM	-	2:00 PM	Booth Set Up, Section 1
2:00 PM	-	4:00 PM	Booth Set Up, Section 2
2:00 PM	-	7:00 PM	Attendee Check-In/Registration
3:00 PM	-	4:00 PM	NORA Board of Directors Meeting
4:30 PM	-	5:00 PM	NORA Board of Directors Reception for New Members/First Time Attendees
5:00 PM	-	9:00 PM	Grand Opening Reception in Trade Show All exhibitors, attendees, registered spouse/companions welcome

THURSDAY, NOVEMBER 14

7:30 AM	-	11:45 AM	Conference Check-In/Registration
7:30 AM	-	8:30 AM	Continental Breakfast in Trade Show
8:30 AM	-	10:00 AM	NORA Opening Session & Keynote Speaker
10:00 AM	-	10:40 AM	Refreshment Break in Trade Show
10:30 AM	-	11:30 PM	Spouse/Companion Brunch, Open to Registered Spouses/Companions
10:40 AM	-	12:00 PM	Conference Sessions
12:00 PM	-	7:00 PM	NORA Golf Tournament*
1:45 PM	-	4:00 PM	Thursday Afternoon Trolley Tour*

FRIDAY, NOVEMBER 15

8:00 AM	-	9:00 AM	Continental Breakfast in Trade Show
9:00 AM	-	10:40 AM	Conference Sessions
10:40 AM	-	11:15 AM	Refreshment Break in Trade Show
11:15 AM	-	12:00 PM	Conference Sessions
11:15 AM			Trade Show Tear Down
12:00 PM	-	5:15 PM	Friday Fishing*
6:00 PM	-	10:00 PM	Closing Party All exhibitors, attendees, speakers, and registered spouses/companions are invited to attend this great event! Wristband required

SATURDAY, NOVEMBER 16

All day		Activities on your own (shopping, tours, departures, etc.)
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*Additional registration required.

Items in bold indicate the trade show is open.

Tentative, as of 10/1/24



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International Day at NORA 2024

NORA members are invited to attend International Day, NORA's newest addition to the annual Conference and Trade Show. Join industry leaders from around the globe as they discuss best practices, experiences and lessons about the management of used oil in various parts of the world.

International Day is meant for anyone who is currently operating internationally, or anyone interested in learning more about the global landscape of used oil management. This event will be held on November 13, 2024, immediately preceding the NORA Conference and Trade

Show, November 13-16, 2024. To help you coordinate your travel plans, the Conference tentative agenda is located on page 20. Please be aware of start time if you wish to attend International Day.

Members can attend International Day by adding it to their registration for just **\$150**.

For questions on how to register, see page 27 or contact NORA Headquarters by emailing accounting@noranews.org.

Special Presentations By:

GLOBAL PERSPECTIVE - Ian Moncrieff, Kline and Company

CANADA - Brian Ahearn

SPAIN - Ainhöa Lizarbe Ortín, SIGAUS

ECUADOR - Valeria Naveda, APEL/RECOIL

FRANCE - Brice Fabre, Cyclevia

COSTA RICA - Bill Abraham, METALUB

TURKEY - Christian Hartmann, TAYRAS

MEXICO - Chance Fortier, Bravo Energy

USA & CANADA - David Lawes, Interchange Recycling

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2024 NORA Conference & Trade Show Presentations

Additional speakers will be announced in the coming weeks.

To view event details, visit our website at www.noranews.org/2024ConfInfo.

Keynote Speaker 2024 NORA Conference and Trade Show

HERM EDWARDS

NORA is excited to announce the 2024 Keynote Speaker is Herm Edwards. He will kick off the programming for the 2024 NORA Conference & Trade Show which will be held November 13-16, 2024 at the Loews Coronado Bay, Coronado, California.

Herm Edwards' career includes being an NFL player, Arizona State University head football coach and currently as an ESPN NFL studio analyst. He is perhaps best known for his quote in 2002 as the New York Jets head football coach: "Hello?! You Play to Win the Game".

Your company may sponsor the Keynote Speaker for just \$2500. Your company will be thanked prior to the keynote address and your logo will be prominently displayed. In addition, you will have an exclusive opportunity to meet with the presenter before the event and will receive a signed football.

The 2024 NORA Conference & Trade Show will feature networking with over 250 industry leaders, 8 industry education session, over 40 exhibitors and the first International Day at NORA.

Edwards Biography:

Doing the Little Things and Executing Vision

You play to win the game. It sounds like common knowledge, but Herman Edwards' life has revolved around that simple phrase. The ESPN analyst motivates listeners to discover their passions, follow their goals and never throw in the towel.

Herm's career is defined by his energetic and enthusiastic attitude, first as an NFL player and coach, then as the head football coach at Arizona State University, and now as an NFL studio analyst for ESPN.

At ESPN, Edwards' voice is fully integrated into the network's platforms, from radio and digital to television. Edwards utilizes his diverse background in pro football to be one of the most informed and educated analysts on television. In 2013, Edwards was named the Team ESPN's Commentator of the Year and joined elite company as a recipient of the Walter Camp Man of the Year Award. Edwards was also honored with the Shell Legacy Award, a recognition celebrating individuals with a legacy of charitable giving.

Edwards enjoyed a 10-year professional playing career from



1977-86, spending the first nine of those seasons with the Philadelphia Eagles. He earned second-team All-NFC honors in 1980 and played an instrumental role on a hard-hitting Philadelphia defense that helped boost the Eagles to a berth in Super Bowl XV that season.

Edwards concluded his NFL playing career in 1986 and secured his first job with the Kansas City Chiefs in '89 as the recipient of the club's Minority Coaching Fellowship. Edwards was the first graduate of the fellowship to become the head coach of the franchise for which he served his fellowship.

Beginning his coaching career as defensive backs coach at San Jose State (1987-89), Edwards later returned to Kansas City as the defensive backs coach from 1992-94. After a one-year stint as a pro personnel scout with Kansas City in '95, Edwards moved with Tony Dungy to Tampa Bay in 1996.

In 2001, Edwards departed Tampa Bay to become head coach of the New York Jets. In five seasons as the Jets head coach, Edwards compiled a 39-41 record. He registered 35 victories with the Jets from '01-'04, tying Joe Walton ('83-'86) for the most regular season wins by any coach in his initial four years with the team. Edwards also led the N.Y. Jets to the postseason in his first campaign with the squad.



HARRIS or TRUMP?

The Election's Impact on the Economic Forecast & NORA Members

Presented by Elliot Eisenberg, Ph.D.

The 2024 Presidential Election will occur one week prior to the NORA Conference. A leading economist will provide attendees with an economic forecast for 2025 and beyond based on who wins the election. This session will address the overall economy, how GDP will perform, oil production and prices, the general slowing in the labor market, the behavior of inflation, the thinking of the Fed and the path of interest rates, home prices and much more of interest to NORA members. This will assist members in preparing their budgets and business strategies with the best available information.

Internationally acclaimed economist and public speaker specializing in making the arcana and minutia of economics fun, relevant and educational.



Used Oil Generation, Collection and Disposition in North America: Past, Present and Likely Future Trends

Presented by Ian Moncrieff, VP Kline + Company

Each year, more than a billion gallons of used oil are collected and recycled by NORA members throughout North America. Ian Moncrieff, a Vice President of Kline & Company and a consultant to leading companies in the base oil and lubricants industries, will provide attendees with an overview of the past, present and likely future trends in the market forces that shape the generation, collection and disposition of used oil in North America. The used oil value chain in North America has undergone profound changes in the past ten years, and the future will see further evolution, due to the growing influence of electric vehicles, corporate sustainability actions to mitigate carbon emissions, and the improved quality of re-refined base oils, to name just three contributing forces. Mr. Moncrieff will explore these trends to paint a picture of how the supply, demand and pricing of used oil in North America may evolve in the next decades.

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Hotel Information

MEETING LOCATION

Loews Coronado Bay
4000 Coronado Bay Rd,
Coronado, California, 92118

RESERVATION INFO

Room Rate: \$279/night

By Phone: 800-815-6397 (*mention the NORA Group when booking over the phone, a \$39 daily resort fee has been waived for the NORA room block*)

Book Your Room Online: noranews.org/page/2024ConfHotel

Group rates available through October 23 or until rooms are sold out.

Please Note: *Reservations booked by individual attendees require a credit card deposit of 1 night's room and tax at time of booking. A deposit is refundable if the Hotel receives notice of individual reservation cancellation 3 days prior to scheduled arrival*

A daily mandatory reduced resort charge (normally \$39.00) has been waived for the NORA room block and includes:

- Welcome beverage upon arrival
- Google Chromecast TV streaming
- High speed internet on up to 3 devices
- In-room coffee, tea and bottled water
- 24-hour Fitness Center and Studio Access
- Daily group fitness classes

- Turndown service upon request
- Shoeshine
- Free local and toll-free calls
- Shuttle service to Downtown Coronado Village
- Shuttle service to Silver Strand State Beach
- Use of beach toys, chairs, and umbrellas

AIRPORT / TRAVEL INFO

San Diego International Airport (SAN)

Distance from hotel: 14 miles

Drive time: 25 minutes

Uber from Airport to Hotel:

- Approximately \$35

Parking at Hotel:

- **Valet Parking:** \$50/Night
- **Self Parking:** \$47/Night

IMPORTANT - Companies inaccurately representing themselves as our "housing vendor" have contacted individuals in the NORA community, soliciting business. Specifically, they will offer to make hotel reservations within the NORA block on your behalf, or even offer you a discount from the NORA rate. NORA is not utilizing the services of any housing service for the Annual Conference & Trade Show. Reservations for this event should be made directly with the hotel, either by phone or via our web reservation system. If you provide your credit card information to any of these unauthorized vendors, your card may be charged but you may not have a reservation when you arrive.



Coronado, California • November 13 - 16, 2024

2024 NORA Conference Registration Form

Complete one form for each person. Only one form required to include payment information.

EXHIBITORS: Do Not Use This Form - Use Exhibit Agreement Form or Additional Booth Personnel Form.

Contact Information

Name	Badge Name, If Different		
Company			
Address	City	State	Zip
Phone	Email		

Registration Choices

Full Registration (you may assign/change names to the registration at any time) includes all conference sessions, conference materials, opening reception (members only), two continental breakfasts, breaks and Friday Night Closing Party Dinner. Payment must be faxed or postmarked by the dates to be eligible for the discounted prices.

PRICES

	Regular <i>(paid by November 1)</i>	Late <i>(after November 1)</i>
NORA Recycler Member: First person	<input type="checkbox"/> \$885	<input type="checkbox"/> \$915
NORA Recycler Member: Additional person	<input type="checkbox"/> \$785	<input type="checkbox"/> \$815
NORA Non-Exhibiting Supplier/Vendor Member	<input type="checkbox"/> \$1525	<input type="checkbox"/> \$1555
Non-Member: First person	<input type="checkbox"/> \$2500	<input type="checkbox"/> \$2600
Non-Member: Additional person	<input type="checkbox"/> \$2400	<input type="checkbox"/> \$2500

EXTRAS

- Spouse/Companion: Full Package \$300*
- Spouse/Companion: Friday Only \$250**
- International Day 2024..... \$150
- Golf \$250
- Golf Club Rental \$110
- Thursday Afternoon Tour \$95
- Friday Fishing \$150
- Friday Non - Fishing..... \$125

If you selected spouse/companion package, please enter their name here: _____

If you selected golf, please include your average score: _____

If you selected fishing, please include your shirt size: _____

Is this your first time attending a NORA Meeting? Yes No

**This package includes access to the opening reception on Wednesday including food and drinks, the Thursday spouse brunch, a spouse gift and the Friday night Closing Party. This package is for spouses and companions of registered attendees; this may not be used for employees of an attending company.*

***This package includes food and drinks at the Friday night Closing Party Dinner. This package is for spouses and companions of registered attendees; this may not be used for employees of an attending company. All guests must register in advance for the closing party.*

Payment Options

Total Amount Due \$ _____

All payments are in US Dollars, drawn on US Bank.

Name On Card

Signature

Submit Your Registration

Registration may be scanned and emailed to accounting@noranews.org. Please do not email credit card information.

- Fax to 703-753-2445
- Phone in to Kim Litscher at 703-753-4277
- Mail to 7250 Heritage Village Plaza, #201 Gainesville, VA 20155
- Will pay online: following processing of paperwork, a secure payment link will be emailed to you

Book Your Hotel Room

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4000 CORONADO BAY RD,
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NORA Rate \$279/night

To secure your room, call 800-815-6397 and reference the NORA Group or reserve online by October 23, by visiting www.noranews.org/2024ConfHotel to book at a discount rate.



Coronado, California | November 13-16, 2024

2024 NORA Conference Sponsorship Form

Complete form with sponsorship advertising selections.

Contact Info

_____ Name	_____ Title
_____ Company	_____ Email

Sponsorship Opportunities

General Sponsorships

Price

- Closing Party Naming Rights **SOLD** **\$7500**
- Premier Sponsor* **SOLD** **\$5000**
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- Wi-Fi Sponsor* **SOLD** **\$3000**
- Can Cooler Sponsor (Coozie Style)* **SOLD** **\$1500**
- Lip Balm Sponsor* **SOLD** **\$1000**

- Level 1 Closing Party Sponsor **\$5000**
- Level 2 Closing Party Sponsor **\$2000**
- Keynote Speaker Sponsor **\$1000**
- Gold Sponsor Bundle **\$2200**
- Drink Ticket Sponsor **\$1000**
- Level 3 Closing Party Sponsor **\$1000**
- Meeting Room Sponsor **\$850**
- Event Page Logo **\$600**
- Bag Sponsor **\$550**
- Golf Lunch Sponsor **\$500**
- Level 4 Closing Party Sponsor **\$500**
- Grand Opening Exhibit Reception **\$450**
- Bag Insert Sponsor **\$325**
- Friday Morning Break Sponsor **\$300**
- Spouse Brunch Sponsor **\$300**

- Thursday Morning Break Sponsor **\$300**
- Friday Continental Breakfast **\$250**
- Level 5 Closing Party Sponsor **\$250**
- Thursday Continental Breakfast **\$250**
- Golf Hole Sponsor **\$225**
- Candy Bowl Sponsor **\$175**

Conference Book Advertisements

Price

- Back Cover - *included with premier sponsorship*
- Inside Front Cover Ad* **\$1100**
- Inside Back Cover Ad* **\$950**
- Full Page Color Ad (7-1/2" x 10") **\$625**
- Full Page B&W Ad (7-1/2" x 10") **\$475**
- Half Page Color Horizontal Ad (7-1/2" x 5") **\$475**
- Half Page B&W Horizontal Ad (7-1/2" x 5") **\$260**
- Third Page Color Ad (7-1/2" x 3-1/2") **\$375**
- Third Page B&W Ad (7-1/2" x 3-1/2") **\$200**
- Fourth Page Horizontal Color Ad (3-3/4" x 5") **\$275**
- Fourth Page Horizontal B&W Ad (3-3/4" x 5") **\$200**
- Color Logo by Exhibitor Index (1/2" high) **\$150**
- Color Logo by Company Index (1/2" high) **\$150**

*contact Casey Parker at casey@noranews.org for availability.

For more information about sponsorships, visit noranews.org/2024ConfInfo

Payment Options

All payments are in US Dollars, drawn on US Bank.

Total Amount Due \$ _____ Check (payable to NORA) American Express Visa MasterCard

Name on Card Signature

Card Number Exp. Date Security Code

Billing Street Number & Zip (if different than above) Email to send receipt (if different than above)

Submit Your Sponsorship

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Current Exhibitor List

To reserve a booth at the NORA Conference, contact Casey Parker (casey@noranews.org).



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33rd Annual NORA Dexsil Open Golf Tournament

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Coronado, CA 92118

Tournament Info:

Join your NORA colleagues at the Coronado Golf Course on the afternoon of Thursday, November 14, 2024, for the annual NORA golf tournament. The tournament will take place following the conference sessions on Thursday. Lunch will be waiting for you on your golf cart when you arrive. A hosted awards reception, sponsored by Dexsil, follows the tournament.

Registration is available online and over the phone. Golf is an add-on to an existing Conference Registration. **Cost to participate is \$250** - this includes golf, transportation, lunch, hosted drink cart, and awards reception. **Club rental is available for \$110.**

The course is about 10 minutes from the hotel. Transportation will be provided.

Please note that pairings are done by the event sponsor to promote competitive play between teams. Requests for specific golf pairings are unable to be honored.



2024 NORA Fishing Tour

Sponsored by



New Seaforth Sportfishing

1717 Quivira Road
San Diego, CA 92109
Time: 12:00 PM - 6:00 PM
Friday, November 15

Group departure from the Loews Coronado at 12:00 PM, returning to the hotel at approximately 6:00 PM.

Attendees will be back in time to attend the Friday night closing party.

FISHING TOUR INFO

Join your NORA colleagues for a day on the water - the boat is big enough to accommodate fishers and those who just want to enjoy networking while enjoying beautiful scenery.

The New Seaforth is 85 feet long and 24 feet wide, skippered by Captains Brian Castleton, Julio Ortiz and Sean McQuerry. Along with their experienced and helpful crew, Captains Brian, Julio and Sean excel at setting up and assisting large numbers of inexperienced fishermen while giving the service more seasoned anglers need and expect.

The New Seaforth is a custom-built aluminum vessel with a huge amount of open deck space including an upper deck for observers. Repowered in late 2006 with John Deere 6125AFM-M2 engines, the New Seaforth is the fastest and quietest boat in its class. The New Seaforth is also equipped with five large capacity bait tanks: four in the stern and one in the bow. An adequate amount of live bait is a must for fishing in Southern California.

The vessel is outfitted with the latest electronics, including a Wesmar® Side Scanning Sonar, to help the crew put you on the fish.

REGISTER

*Only available as an add-on to an existing registration

Lunch and transportation to/from the Loews Coronado is included.

Register for Fishing- \$150

Members who want to attend but not fish, non-fishing » \$125

Fishing registration includes a California fishing license, rod/reel and tackle.

Fishing **MUST** be booked in advance; it is not possible to book fishing on board.



THURSDAY AFTERNOON TROLLEY TOUR

Trolley Tour and Happy Hour

Time: 2:00 PM - 5:00 PM

Thursday, November 14

Group will meet in the hotel lobby at 1:45pm for a 2:00pm departure. The tour will stop for a Happy Hour and return to Loews Coronado by 5:00pm.

Trolley Tour Info

Join your NORA colleague for a Trolley Tour of San Diego and Coronado Island.

This fully narrated private tour will allow you to see the surrounding areas while sharing some of its rich history and culture.

As a special treat, the tour will include a happy hour stop, allowing you to relax and network with fellow members while enjoying the scenic views.

Only available as an add-on to an existing registration for **\$95/person**.

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Closing Party - 80's Night

All Conference attendees, exhibitors, speakers and registered spouse/companions are invited to join us for the 2024 Closing Party where we will celebrate the era of NORA's beginnings... the 80's! We will have a live band backing up our talented Members as they sing their favorite 80's hits with **live band karaoke!**

The event will be held on the evening of Friday, November 16 at the Loews Coronado Bay Resort in Coronado, California.

The Closing Party is included with all Conference registrations including attendees, exhibitors and spouse/companion registrations, but wristbands will be required to participate. Wristbands will be available for pick up at the Conference registration desk on Wednesday or Thursday, when you pick up your name badge. You will receive your drink tickets when you receive your wristband.

Details:

Put on your neon, dust off those leg warmers, and tease your hair sky-high because we're going all out for a night of epic fun. A live band will be rockin' all your favorite 80's hits, so get ready to break out your best moonwalk and dance like it's 1985!

When: 6:00pm-10:00pm, Friday November 16

Location: Loews Coronado Resort - location to be announced.

Who: All attendees, exhibitors and registered spouse/guests are invited to join us for this event, which is included in the registration fee.

Dress: Wear your raddest 80's attire - *"Like, totally!"*



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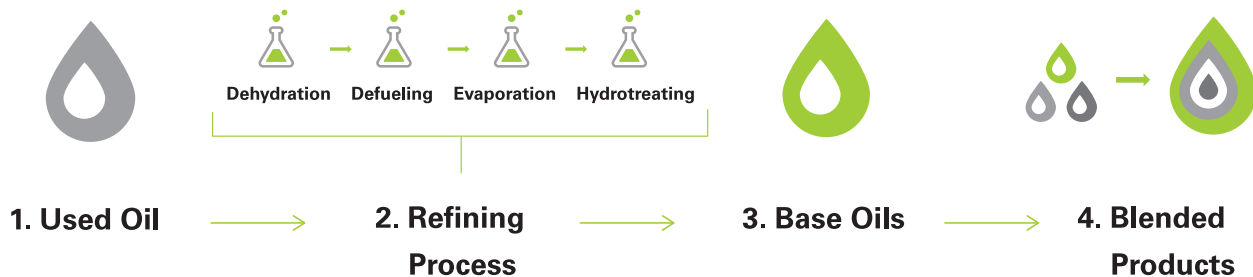
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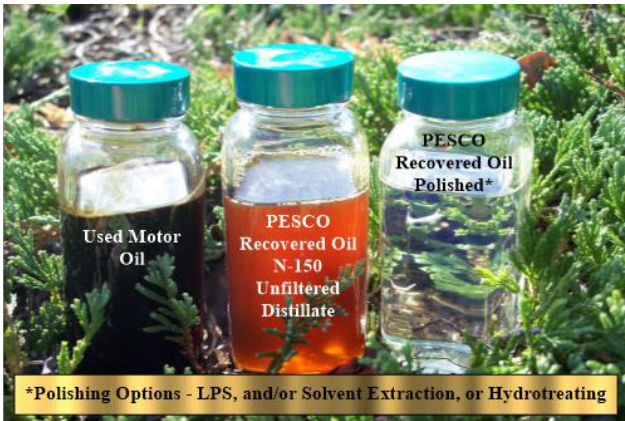


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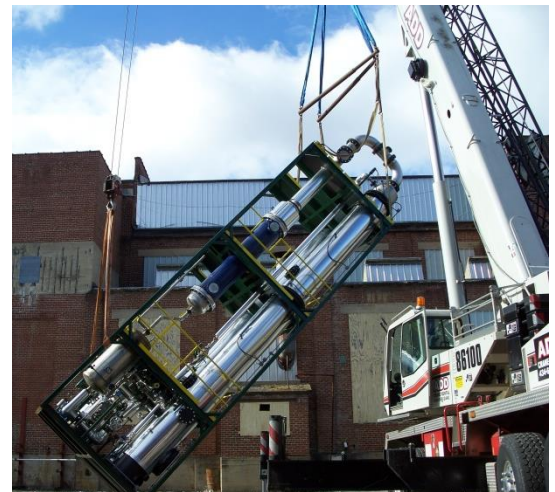
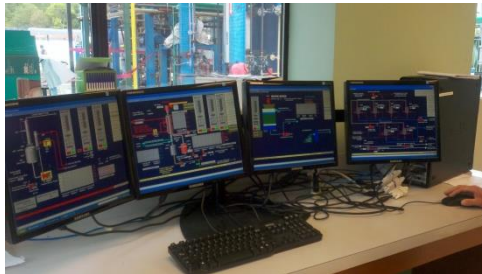
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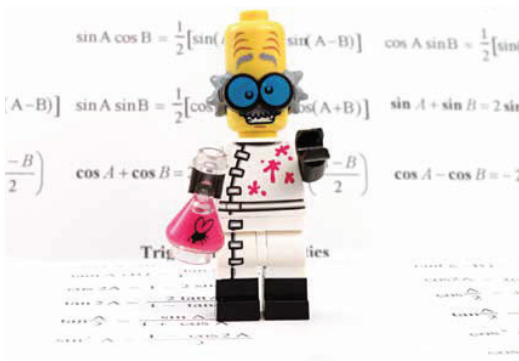
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