



Innovative Reuse Committee 2021 Workshop Series  
Waste Material to Valuable Resource Marketing Strategies  
(IRC Marketing and Branding: The Workshop)

Tuesday, August 24

5:30 pm – 7:00 pm

<https://maryland-dmmp.com/committees/irc/>

Workshop Call-In Number: 410.801.9756; Conference ID: 523.220.373#

**Workshop Objectives:** to listen and learn from programs that have successfully marketed materials that historically have been perceived as waste products by the public.

5:30 **Welcome and Updates-** Kristen Keene, MDOT MPA

5:45 **Learning from Others-** Jim Eisenhardt and Sari Rothrock, RK&K  
We'll hear from representatives of Bloom, Leafgro, and the Baltimore Wood Project about their programs and marketing strategies for their products.

**Bloom-** James Fotouhi, DC Water

**Leafgro-** Angie Webb and Melissa Filiaggi, Maryland Environmental Service

**The Baltimore Wood Project-** Morgan Grove, USDA Forest Service

6:30 **Product Deep Dive: Break-out Groups**

Facilitated break-out groups will focus on challenges associated with marketing and branding a product that the public has historically considered to be waste.

6:45 **Returning to the Surface: Report-out**

The full group convenes for group report-outs and discussion.

6:55 **Next Steps**

7:00 **Adjourn**

2021 IRC Workshop Series

- Tuesday, November 23