

SAN LUIS OBISPO COUNTY
INTEGRATED WASTE MANAGEMENT AUTHORITY
Connecting the Community to Waste Solutions

4TH ANNUAL

SOLID WASTE SUMMIT

Exploring Innovative Waste Management Strategies and Collaborative Solutions

OCTOBER 29, 2026

SAN LUIS OBISPO COUNTY
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Welcome!

OPENING ADDRESS

Welcome to the 4th Annual Solid Waste Summit hosted by the San Luis Obispo County Integrated Waste Management Authority! This summit is designed to foster connection between our member agency partners and facilitate conversations around waste in our county. We hope that you find today insightful and come away feeling empowered to make positive impacts in the communities that you work in.

A huge thank you goes out to our event organizers, speakers, vendors, and staff that have made this event possible.

Please help us in making this event as sustainable and waste free as possible by sorting your waste, utilizing our reusuable items, and utilizing our carpooling system for tours and Yappy Hour.

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October 29th 2026
8:00 AM - 3:00 PM

Morro Bay Veterans
Memorial Building

8:00 AM	Light breakfast, time to network with attendees.
8:30 AM	Welcome - **Cyndee Edwards**
8:40 AM	Presentation 1: Goodwill- Christine Westbrook
9:10 AM	Presentation 2: Circular Action Alliance- Esther Santacruz
10:10 AM	**Break**
10:25 AM	Keynote: Jennifer Tabanico
11:25 AM	Breakout Session- Behaviour Change Strategies
12:00 PM	**Lunch & Garbage Truck Showcase by Waste Connections**
1:00 PM	Panel Discussion: Zach Zimmerman, Jessica McGinnis, Thomas Gratz
1:45 PM	**Break**
2:00 PM	Presentation 3: ECOSLO- Kendra Paulding
2:40 PM	IWMA Updates
3:00 PM	**End of Summit**
3:00-5:00 PM	Tours!
5:00-7:30 PM	Yappy Hour at The Siren

Speaker Bios:

Jennifer Tabanico



Jennifer Tabanico is the President and owner of Action Research, where she and her team leverage behavioral science research to develop behavior change programs that contribute to safe, healthy, and sustainable communities. Jennifer is recognized internationally as anexpert in applying behavioral science and community-based social marketing to foster a wide range of environmental behavior changes, including those impacting waste water, air quality, biodiversity and energy.

For over twenty years, she has worked with federal, state, and local government agencies, private companies, and community organizations across the globe. Jennifer is skilled at translating insights from the behavioral sciences so that they are accessible to practitioners who are working to create effective behavior change initiatives. Her work has been published in peer-reviewed journals, including the Journal of Environmental Psychology, Social Influence, and Social Marketing Quarterly. She has also contributed chapters to books on hazardous waste management, social marketing, and producer responsibility and is coauthor of the 4th edition of Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing (published in December 2024).

Since 2016, Jennifer has served as an instructor for the Behavior Change and Sustainability and the Sustainable Business̄ Practices Certificate Programs at the University of California San Diego (UCSD) Extended Studies. She is an Editorial Board member for Social Marketing Quarterly and a committee member for the National Academy of Sciences Environmental Health Matters Initiative. Jennifer has an MA in Experimental Psychology from California State University, San Marcos.

Scan the QR code for a discounted link to Jennifer Tabanico's book, *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing* (Fourth Edition).

Kendra Paulding



Kendra grew up in Sacramento before relocating to San Luis Obispo to attend Cal Poly, where she earned a degree in Business Finance. After graduating, she launched her career at Morgan Stanley and later partnered with her husband to manage their own boutique law practice.

A dedicated community member, Kendra has enjoyed serving on several local nonprofit boards and organizing volunteer cleanup events throughout SLO County. Her deep roots in the area and commitment to environmental protection make her an excellent fit for ECOSLO, where she seeks to leverage her experience and passion to enhance the organization's impact on the community. In her free time, Kendra loves gardening, cooking, and taking daily walks with her husband and their dog, Remy.

Esther Santacruz



Esther Santacruz is the Recycling Programs Manager for Circular Action Alliance (CAA) in California, supporting implementation of California's SB 54 through stakeholder engagement, technical assistance, and program development. She brings more than a decade of experience in the recycling and waste management industry, having previously served as a Waste Management Program Supervisor with Sacramento County, where she led commercial SB 1383 implementation efforts. Esther has also worked with Republic Services and StopWaste, giving her experience across both the public and private sectors. She earned a B.S. in Environmental Sciences from UC Berkeley.

Christine Westbrook



Christine Westbrook is President and CEO of Goodwill Central Coast, a nonprofit social enterprise serving Monterey, Santa Cruz, and San Luis Obispo counties.

Christine is also engaged in California Goodwill's statewide work around textile circularity and the Responsible Textile Recovery Act of 2024 (SB 707). The Association of California Goodwills, a nonprofit organization that represents 13 regional Goodwill member organizations, is committed to working collaboratively to help advance the textile circularity goals of the Responsible Textile Recovery Act of 2024 (SB 707) and to serve as a practical and experienced statewide partner. Through a unified, transparent, and data-informed approach, California Goodwills are assessing existing collection and reuse infrastructure, identifying opportunities and challenges, and engaging constructively with policymakers, industry leaders, and other stakeholders on responsible textile management. Drawing on decades of experience in textile collection, reuse, recycling, workforce development, and community impact, California Goodwills are working to develop solutions that maximize reuse while strengthening environmental outcomes and community benefit.

Zach Zimmerman



Zach currently works for Waste Connections as the Municipal Outreach Coordinator in the San Luis Obispo area, where he strives to educate the public regarding solid waste service and diversion, while interfacing with local municipalities regarding franchise agreements, and collaborating with regional educational groups and nonprofits. He has also participated in myriad statewide working groups and technical councils reviewing impending legislation relevant to the solid waste industry.

Zach has decades of organizational leadership experience all over the west, from up and down the Central Coast of California to the mountains of Jackson, Wyoming. Recent professional pursuits have included the Santa Barbara Land Trust, Cal Poly San Luis Obispo, Jackson Hole Community Radio, and a term as a City Councilmember in his current home of Grover Beach.

Jessica McGinnis



Jessica McGinnis is a Senior Account Executive on the Public Sector team at WM, where she partners with municipalities and public agencies to develop strategic solutions that address complex operational challenges. With a strong commitment to customer service, community engagement, and long-term value creation, she collaborates closely with governing entities to align innovative services with their organizational priorities and community objectives.

Jessica is recognized for her collaborative approach, ability to cultivate trusted partnerships, and dedication to delivering sustainable outcomes that enhance the communities WM serves.

Thomas Gratz



Mr. Gratz joined Kanadevia Inova USA (formerly Hitachi Zosen Inova) in January of 2016 as Sales Manager responsible for all sales activities of the companies anaerobic digestion and renewable gas technologies. He has been involved in the renewable gas/ biogas industries for over 16 years and brings over 35 years of experience in sales management, development, marketing and public relations. His experience is providing technical solutions for sustainable organic waste diversion to end users, in both public and private sectors. He successfully managed the start-up of several European Sales Organizations in the US and has a proven track record of implementing advanced new technologies in the US.

Mr. Gratz is responsible for the Sales and Project Development activities for Anaerobic Digestion and Biogas Upgrading Systems in North America and was involved in the development and commissioning of the company's first US facility in San Luis Obispo, CA, as well as all other subsequent high solids anaerobic digestion projects in the US to date.

Tours

Kanadevia Inova

Have you ever wondered what happens to your organics after placing them in your green cart? Wonder no more after this field trip to Kanadevia Inova, SLO's anaerobic digester facility! From intake to final compost product, learn about how SLO County's organics are processed into two crucial resources for our community.

Since 2018 Kanadevia Inova has processed on average 42,000 tons of waste and produced nearly 3 million cubic meters of biogas every year – enough to power over 600 homes in SLO County.

SLO Food Bank

The SLO Food Bank works with local agency partners and edible food generators across San Luis Obispo County to recover edible food and deliver that food to residents experiencing food insecurity.

Hunger is a significant issue in San Luis Obispo County, exacerbated by the high costs of living, with nearly a third of all households in San Luis Obispo County not making the income required to meet their basic needs. The SLO Food Bank also fills in gaps not filled by federal nutrition programs for residents that do not meet eligibility requirements.

This tour will take a look at the SLO Food Bank's headquarters in San Luis Obispo and show participants how SLO Food Bank handles intake, sorting, and distribution of edible food. This tour will also go over how SLO Food Bank sources the food it provides from local gleaning programs, to donations, to food recovery.

Closed Los Osos Landfill

Come see the closed Los Osos Landfill, located on Turri Road. This 25-acre landfill was active from 1958 until its closure in 1988, while the waste that was buried during its lifetime remains in place today.

The landfill was unlined, and as such presents significant environmental risks without proper maintenance. The County of San Luis Obispo manages the closed landfill site, with infrastructure in place to mitigate its impact to local ecosystems and public health. Learn about the lifecycle of a landfill and all that the County is doing to manage the site nearly 40 years after its closure, as a stark reminder that the waste we produce never really goes away.


KITCHEN
Storage
35.5'
14'
3 tables for food
MEETING ROOM
Food
Food
Food
Storage
Storage
STORAGE
MENS RESTROOM
Tabling
Tabling
Tabling
4 ft walkway
5 ft walkway
Storage
LADIES RESTROOM
Storage
AGP
AGP
16 ft open space
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
STAGE
8 ft table
6 ft table
SD provided
LOBBY
Check in
3ft walkway
3ft walkway
4 ft walkway
39'
COVER PATIO AREA / BBQ AREA
Tabling
16 ft open space
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
8 ft table
11'
Storage
Tabling
Tabling
Storage

Science Discovery

Connecting People With Their Environment

Join us for

YAP-PY HOUR!

Science Discovery will be hosting their second Yap-py Hour following the closing of the Solid Waste Summit. Join us for an evening of conversation, connection, and community. Talk all things trash, network with Summit attendees, and unwind over drinks at The Siren in Morro Bay.





Will be Held on

Thursday October 29th, 5:00pm-7:30pm

Organized by

Science Discovery

Location

The Siren 900 Main St, Morro Bay, CA 93442

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Schedulemyprogram@gmail.com

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