

PPI director to speak at SWANA conference in February

Oct. 29 -- Heidi Sanborn, of the Product Policy Institute, will be the keynote speaker at an upcoming conference organized by the Solid Waste Association of North America.

Sanborn, PPI's national outreach director, will open SWANA's 2010 Thinking Outside the Blue Box Conference on Feb. 8 at the Embassy Suites in Charlotte, N.C.,

PPI's mission is to prevent waste and promote sustainable production and consumption practices by advocating states adopt extended producer responsibility policies. Sanborn's duties include raising awareness and implementing producer responsibility policy. She will discuss the lifecycle impacts of products and packaging and their public costs and impacts on public health and the environment.

Information about the conference is available at www.thinkingoutsidethebluebox.org.

Contact Waste & Recycling News senior reporter Bruce Geiselman at 330-865-6172 or bgeiselman@crain.com