



SECONDARY MATERIALS®
AND RECYCLED TEXTILES

PUTTING IT IN MOTION

SMART 2020 ANNUAL CONVENTION



MARCH
14-17, 2020



ORLANDO
FLORIDA



HYATT REGENCY
GRAND CYPRESS



PUTTING IT IN MOTION

SMART 2020 ANNUAL CONVENTION

At last year's Annual Convention, we "Set the Stage for What's Next." This year's focus is on implementing what we have learned by "Putting it in Motion." The textile reuse and recycling industry is rapidly evolving and it is important for SMART members to understand how to adapt and move their businesses forward or get left behind.

Circular Economy has become part of the vernacular of the reuse and recycling industry and the focus is shifting to our industry. Attendees at the 2020 Annual Convention will hear first hand from experts on Circular Economy and will explore its role in the textile reuse and recycling industry.

We will also learn from each other through panel discussions featuring SMART members from the four generations currently in the workforce and experts on logistics and shipping. There will be great opportunities for networking through our receptions, Young Professionals Networking Event and Speed Networking program that will help you get to know more about all of your fellow attendees and find new opportunities for business.

SPEAKERS/SESSIONS

Monday, March 16

10:00 am - 11:00 am

Loop: Solving for Disposability While Maintaining Its Virtues

Tom Szaky, CEO, Terracycle

TerraCycle CEO Tom Szaky discusses the theory of waste and how through business we eliminate the idea of it. You will also learn how we can find other areas of value, whether in packaging or products, beyond just the material value and hopefully be inspired that our future can be a world where the concept of waste doesn't exist and yet our products can be more exciting, convenient and better than ever.

11:15 am - 12:30 pm

Speed Networking

Speed Networking works a lot like speed dating without the 'dating.' A structured opportunity to meet with other SMART members, face to face, one at a time. In this round robin style networking event, each pair will have two minutes to chat. After the time is

up, a buzzer will sound and the outer circle will move one seat to the right. Make sure to bring your business cards! The speed networking session is followed immediately by lunch so you will have the opportunity to continue your conversations.

2:00 pm - 3:00 pm

Freight Industry Experts Panel

**** Canceled ****

Dan Clark, Founder & President, Kuebix

Dan Clark, founded Kuebix in 2008 with the vision of leveraging the latest cloud technology to build a transportation management system (TMS) with Freight Intelligence that enables companies to capitalize on supply chain opportunities through visibility, control and the use of predictive analytics. Dan has extensive operations and sales experience gained from years of working with leading freight carriers and companies with multi-million-dollar supply chains.

Cory Margand, CEO & Co-Founder, Simpliship

Cory is the Co-Founder & CEO of SimpliShip, an international air and ocean freight platform concentrating on API connectivity and freight procurement innovation. SimpliShip is focused on creating products that amplify machine-scale communications and industry leading expertise required to keep pace in today's rapidly evolving supply chain. Cory has 15 years working in end to end supply chain and logistics in both tech and the BCO side of the business.

Pat Martin, Vice President, Corporate Sales, Estes Express Lines

Pat Martin is the Vice President of Corporate Sales at Estes Express Lines in Richmond, Va. Estes is the largest privately-held trucking company in North America and best known for its LTL product. Pat has been with Estes for over 19 years serving in strategic, sales and operational roles. He is very passionate about the customer and always looking for better ways to connect with them.

REGISTRATION

Convention registration includes all sessions, receptions, breakfasts, lunches and networking breaks. Companies that bring more than one representative will receive the “additional member representative” rate.

Early Bird Registration Rates (before 1/7/20)

Member Representative \$1,200
Additional Member Representative \$1,025

Regular Registration Rates (after 1/17/20)

Member Representative \$1,250
Additional Member Representative \$1,075

Spouse Registration Rate (for those not in the industry)

Includes receptions only \$300
(Welcome & Closing)

FEATURED EVENTS

Sunday, March 15 | 3:00 pm - 5:00 pm

SMART Young Professionals Networking Event

SMART’s newly formed “Young Professionals” group will hold their kick-off event on Sunday. This event gives our younger members a chance to meet and greet prior to the Welcome Reception and build new relationships with industry peers. Join us on the Grand View Terrace for some fun networking activities to jump start the convention.

Tuesday, March 17 | 12:15 pm - 1:30 pm

SMART Fashion Show Presented by SMARTWomen

Lights, Camera, Action! The SMARTWomen Fashion Show is back and better than before! SMART members will have the chance to strut their stuff on the catwalk for an Upcycled Fashion Show during lunch on Tuesday. Each participant will construct a garment with items from their company to model. Garments can be made from any textile material you find in your business. Be sure to document what materials you use as it will be announced by our emcee during the show. **Interested participants should contact heather@kingmgmt.org to sign up.**

2020 SPEAKERS



TOM SZAKY



DAN CLARK



CORY MARGAND



PAT MARTIN



ELIZABETH CLINE

Tuesday, March 17

9:00 am - 10:00 am

Conscious Consumers and the Rise of Resale Shopping

Elizabeth Cline, Author

Based on her new book, *The Conscious Closet*, Elizabeth Cline’s keynote presentation will explore how secondhand is key to satisfying the conflicting demands of conscious consumers who want it all — sustainability, affordability, and lots of choices. She will share her experience researching the global secondhand industry over the past three years, which deeply informed her book. She’s worked as a clothing sorter at a Brooklyn warehouse and interviewed secondhand sorters across the U.S. and dealers in Nairobi’s secondhand trade. What she’s found is that, despite the rise of conscious consumption, consumers are still consuming clothing as a disposable good (indeed that’s what enables the growing resale industry), repair and care

has fallen to an all-time low, and more and more consumers are donating or getting rid of clothes in poor condition. Ultimately, we need younger shoppers to be more mindful of not just what they consume but how they use and donate clothes. Cline educates consumers on the idea of a Conscious Closet Cleanout and explain how to donate clothes in ways that ensure that clothes can continue on at their highest and best use. How do we truly change mindsets? Consumer education is one key part of the process.

Elizabeth L. Cline is a New York-based journalist, author, and expert on consumer culture, fast fashion, textile waste, and the sustainability of the clothing industry. She has written on these subjects for *The Atlantic*, *The New York Times*, *The New Yorker*, and *Slate*, among others, and has appeared on numerous high-profile television and radio shows. Cline is best known for her groundbreaking 2012 exposé

Overdressed: The Shockingly High Cost of Cheap Fashion. Cline’s much-anticipated follow-up, *The Conscious Closet: A Revolutionary Guide to Looking Good While Doing Good*, was released in August of 2019. In addition to her research on fast fashion, Cline has spent five years researching post-consumer textile waste and the global secondhand clothing trade.

1:30 pm - 2:30 pm

Multi-Generational Panel Discussion

For the first time, four generations exist in today’s workplace — prompting discussions about different working styles, characteristics and motivations of the generations that make up today’s workforce. This panel will bring all four generations together on one stage to discuss today’s workplace and the industry from their unique perspectives.

AGENDA

Saturday, March 14

5:00 pm - 7:00 pm

Early Arrival Networking

Reception - Cash Bar

Sunday, March 15

8:30 am - 12:00 pm

Board of Directors Meeting

3:00 pm - 5:00 pm

Registration

3:00 pm - 5:00 pm

Young Professionals

Networking Event

5:30 pm - 6:00 pm

New Member & First Timer

Reception

6:00 pm - 8:30 pm

Welcome Networking Reception

Monday, March 16

7:30 am - 9:00 am

Breakfast

8:00 am - 9:00 am

SMARTWomen Meeting

8:00 am - 12:00 pm

Registration

9:00 am - 10:00 am

Welcome and Member Introductions

10:00 am - 11:00 am

KEYNOTE SPEAKER

Loop: Solving for Disposability

While Maintaining Its Virtues

Tom Szaky, CEO, Terracycle

11:15 am - 12:30 pm

Speed Networking

12:30 pm - 2:00 pm

Lunch, Annual Elections, & Awards

2:00 pm - 3:00 pm

Freight Industry Panel

Dan Clark, Founder & President, Kuebix

Cory Margand, CEO & Co-Founder

Simpliship

Pat Martin, VP, Corporate Sales,

Estes Express Lines

Tuesday, March 17

7:30 am - 9:00 am

Breakfast

9:00 am - 10:00 am

KEYNOTE SPEAKER

Conscious Consumers and
the Rise of Resale Shopping

Elizabeth Cline, Author

10:00 am - 11:00 am

Wiper Chapter Meeting

11:15 am - 12:15 pm

Recycled Clothing Chapter Meeting

12:15 pm - 1:30 pm

Lunch & SMARTWomen Fashion
Show

1:30 pm - 2:30 pm

Multi-Generational Panel Discussion

6:00 pm - 8:00 pm

Closing Networking Reception

HYATT REGENCY GRAND CYPRESS

The award-winning Hyatt Regency Grand Cypress is located one mile from Walt Disney World® and close to Universal Orlando® and SeaWorld® Orlando. The 1,500-acre Grand Cypress resort offers an upscale experience with a host of activities and amenities including complimentary shuttle service to the Magic Kingdom Transportation Center, Universal Studios, SeaWorld, and Disney Springs.

Shuttles must be booked 24 hours in advance to guarantee your seat. SMART attendees may purchase discounted park and other attraction tickets; a link will be sent to registered attendees.

SMART has secured a discounted hotel room rate of \$259 plus taxes/fees and a reduced resort fee of \$15 per room, per day (discounted from \$35) for convention attendees. These rates are available until February 10 or until rooms

are sold out, whichever comes first. If the group rate is no longer available, prevailing rates may be offered for some or all of your dates.

The discounted group rate will be available three days pre and post official convention dates (based on hotel availability). We recommend booking via phone in order to block your room at the group rate if you are booking nights pre and post-convention dates.

To book your room, contact the hotel at 407-239-1234 x2, or book online at www.smartasn.org/annualhotel2020. If you have any trouble booking your room, email heather@kingmgmt.org or call 443-640-1050 x112.

The importance of reserving a hotel room at the SMART convention hotel cannot be stressed enough. SMART staff makes every effort to keep registration fees, hotel room rates and



meeting expenses as low as possible. They work hard to negotiate the best hotel rates and to make the best use of your registration dollars to keep the meetings affordable. When you pay the registration fee and reserve a room at the group hotel, you are helping to support not only the SMART 2020 Annual Convention, but also future conferences.



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