



DIVERSE AND INCLUSIVE – THE EFFORTS OF MANY HELP ACAA SUCCEED

By Lisa Cooper, ACAA Chair, PMI Ash Technologies

I am deeply honored to serve as Chair of the American Coal Ash Association for a variety of reasons.

ACAA is an inclusive, diverse, sound and vibrant organization. Beneficially using Coal Combustion Products is a mantra that attracts diverse constituencies beyond the traditional utilities and ash marketers; including but not limited to environmental, design, remediation and legal service professionals, academics, technology companies, cement companies, wallboard companies, international ash associations, universities and municipalities.

During these difficult times, we have grown our membership ranks into a robust and dynamic organization. This breadth of talent within our membership is what enables us to continue to be successful. I would like to share with you a note from one of our newest members after she attended her first ACAA meeting in Norfolk:

“Joining the ACAA was the culmination of the last several years of my professional career. I had worked on analysis of EPA’s proposed regulation of Coal Combustion Products including helping prepare formal comment on the proposed rule, and producing a report for members of Congress working on legislation to prevent a hazardous waste designation. I even had the opportunity to testify before Congress and present the results of my studies. Through this work, I had come to understand the important economic and environmental benefits of recycling coal ash. I am an engineer at heart (and by degree) and believe that any sensible

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coal ash regulation should be based on science and sound economic reasoning. I realized my beliefs aligned with the mission of ACAA. My first ACAA event as the newest individual member was the summer meeting in Norfolk. I was immediately welcomed by member liaison Alyssa Barto and the ebullient Annelly Noble and introduced to other members. I enjoyed a wonderful women’s luncheon where we discussed the paths our careers have taken. During the meetings and reception, I ran into people who I had previously worked with and made many new connections. I was so charmed by the open and friendly attitudes of everyone I met. How extraordinary that I felt part of this group at my first meeting! The second day I enjoyed presentations on coal ash use, benefits, and safety. It is exciting to be part of an association whose mission is recycling and sustainability. I am impressed by the level of commitment and volunteerism that is prevalent throughout the association. Reflecting on what I have experienced and learned at my first meeting, I realized that ACAA is more than an industry group. ACAA is a community that I am privileged to be a part of.” by Dawn Santoianni

Whether new or existing member, and especially as travel budgets continue to dwindle, we must re-double our efforts to make ACAA meetings affordable,

meaningful and enlightening. For instance, in Norfolk, one key issue that was raised to me by the Chair of our Technical Committee, Keith Bargaheiser, is a product labeling concept that would apply to concrete, much like food labels at the grocery store. The concrete product labels would detail “green” attributes. ACAA will be looking at the Product Category Rule (PCR) that would *require* labeling called Environmental Product Declarations (EPD) and possibly Health Product Declarations (HPD). (See the article in INFOCUS CONCRETE, SUMMER 2012 article by Douglas Rublin entitled, “PCRs and EPDs: Are You Ready for the Future?” <http://tinyurl.com/PCRs-EPDs>.)

The first day of the Kansas City Fall meeting was designed to focus on a variety of topics including updates on technical issues. Many of these technical issues warrant further consideration from a marketing and regulatory standpoint. As we consider these issues, our hope is not only to educate ourselves but determine decisive steps, if any, for the Association.

It is through attendance at our meetings that you can most effectively add your voice to our collective dialogue. Mark your calendars for the ACAA Winter Meeting on January 29-30 in Richardson, Texas. There we will focus

the agenda on coal plant retirements and supply issues, as well as updates on key EPA developments in Alaska and Puerto Rico.

Another reason ACAA has made us all proud is by raising the truthful and green profile of CCP beneficial use. ACAA along with other stakeholders was able to engage a fractured federal government in a real dialogue regarding CCPs. ACAA got the point across to many that CCP recycling cannot be associated with hazardous waste designations. The sooner this issue is taken out of play, the sooner our industry will be able to add jobs, increase investment, stop hemorrhaging and get back to the business of recycling. Although the Transportation Bill passed without inclusion of our issue, we will not give up! We will continue to work with stakeholders to pry open every opportunity to ensure that CCP beneficial use

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But be assured, it will take all of our voices to be successful. As Nobel Laureate Aung San Suu Kyi stated in June of this year:

“The French say ..To be forgotten is to die a little.”

We must have your voices heard by neighbors, state and federal governments and elected officials. Please schedule time, even if on your evenings and weekends, to send an e-mail, leave a message, or write a personal note to elected officials about the importance of CCP recycling to our environment,

economy and this election. I am confident we will triumph on this issue, but we can't allow ourselves to be forgotten or die because we rest on past achievements or rely on only a few people. We want the entire industry that safely recycles CCP to succeed.

In closing, thank you for electing me as Chair to work with you and for the Association. I promise to do my best and be approachable. I want to hear good and bad. Please call, e-mail, stop me in the hall, and invite me to coffee or drinks. I want to get to know you, your company's hot button issues and the value you find within ACAA now and in the future. I look forward to working with you! ♦

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