



M E E T I N G A G E N D A

COG RECYCLING COMMITTEE

Reaching Out to Non-English Speakers

Place: COG 3rd Floor Board Room

Date: Thursday, July 15, 2004

Time: 10:00 a.m. - 1:30 p.m.

I. Call to Order & Introductions

II. Reaching Out to Non-English Speakers (10:00 – 12:00)

Fairfax County Outreach

Meredith Eisenberg, Public Outreach Manager

Kate Sicola, Management Analyst

Division of Solid Waste Collection & Recycling

Fairfax County Solid Waste Management Program

Ms. Eisenberg and Ms. Sicola will review the county's past efforts and future plans for non-English outreach.

MAYA Advertising & Communication Expertise

Luis Vasquez-Ajmac, President

MAYA Advertising & Communications, Inc.

Mr. Vasquez-Ajmac is the president and founder of MAYA and is widely recognized within the field as a visionary in Hispanic marketing. He will share his thoughts on how to best include non-English speakers in local government outreach efforts.

Montgomery County's Approach to Multi-Lingual Promotions

Eileen Kao, Recycling Coordinator

Montgomery County Division of Solid Waste Services,

Department of Public Works and Transportation

Ms. Kao will discuss the county's outreach efforts in the area of solid waste and recycling.

III. Lunch (12:00 - 12:30)

IV. Old Business (12:30 - 12:40)

V. New Business (12:40 – 12:50)

A. District Request for Contract Monitoring Info

B. Food Waste Composting Report

C. America Recycles Day

D. Go Recycle Campaign

VI. News Exchange and Industry Update (12:50 – 1:30)

VII. Set Next Meeting Date (September 16)

VIII. Adjourn