



**Friday, September 23, 2023  
NuCycle Energy Facility  
2067 County Line Road, Plant City, FL 33566**

### **Agenda**

**9:30 am Registration begins**

**10:00 am Welcome by Liz DeWitt – Florida Beverage Association and Chair of the Florida Recycling Partnership Foundation**

**Welcome by Senator Danny Burgess**

**Panel Discussion about recycling**

**Lisa Gilliard, Publix Super Markets**

**Karl Berven, Bealls**

**Donn Githens, Goodwill Manasota**

**Break**

**NuCycle Energy Presentation by Mark Barasch**

**Tour of NuCycle Energy Facility**

**Buffet Lunch**

**CEMEX Presentation by Robert Smouse, Carlos Uruchurtu & Jenna Emerson**

## Speakers:



**Elizabeth DeWitt**  
**President and CEO Florida Beverage Association & Chair**  
**Florida Recycling Partnership Foundation**

Elizabeth is the President & CEO of the Florida Beverage Association where she oversees public policy initiatives and works with local and state governments on issues impacting the Beverage Industry.

Elizabeth previously worked as the Manager of State Government Affairs for the world's 3rd largest petrochemical company, LyondellBasell, overseeing all legislative and regulatory strategy for the company's portfolio in the United States. She ensured that business objectives were met through both direct advocacy and liaising with trade associations. In addition, she managed the Political Action Committee (PAC) and all grassroots activities for LyondellBasell.

Beginning in 2007, Elizabeth worked at BP as the Director of the BP Civic Action Program, where she successfully launched a nationally recognized grassroots program. In 2008, she became the Director of BP Civic Affairs, overseeing both grassroots and PAC efforts. In 2010, she served as the Public Information Officer and Operational Liaison in the Joint Incident Command for MC252 (BP Oil Spill). In this role, she managed relationships and communications with key stakeholders at the local, county and state levels.



**Lisa Gillard**  
**Environmental and Sustainability Programs**  
**Publix Super Markets**

Lisa Gilliard is the Sr. Sustainability Programs Manager for Publix Super Markets, Inc., the largest employee-owned company in the United States. Lisa has more than 31 years' experience with the company where she spent half of her career implementing and managing the company's environmental compliance programs for their retail, distribution and manufacturing facilities.

Since 2007 Lisa has championed their Sustainability program by supporting internal sustainability advocates from across all areas of the company, implementing strategic initiatives, and engaging with their customers through their sustainability website, marketing campaigns and social media outlets. In 2019, Lisa was promoted to her current position as Sr Manager which also includes, recycling efforts, and management of their Get Into a Green Routine program. Her most recent focus is on developing partnerships with NGO's to collaborate on community sustainability projects in their operating footprint. In 2021, Publix announced their donation of 2 million dollars to National Audubon Society and National Park Foundation to support water stewardship efforts in the Everglades.

After graduating from Florida Southern College with a B.S. in Communications, Ms. Gilliard worked for the Ft Myers, FL NBC affiliate for 2 years before joining Publix.



**Karl Berven**  
**Bealls Inc.**

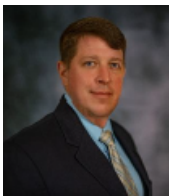
**Karl Berven** is the Director of Corporate Services for Bealls, Inc., a United States retailer of 700 stores founded in 1915 in Bradenton, Florida.

Karl's career began with Oregon-based retailer Fred Meyer Stores and advanced through store management. He continued with this retailer while attending Clark College in Vancouver, Washington. Soon, a business opportunity arose for Karl and his wife to work in Adelaide, South Australia, so they took the challenge to relocate there for three years.

Upon returning to the Pacific Northwest, he gained additional experience in the Industrial Engineering Department with Safeway Stores by participating in ratio-delay time and motion studies to improve labor productivity and identified procurement and expense reduction opportunities.

In 1998, Karl was recruited by Bradenton-based Bealls Inc., as Manager of Corporate Services. When the existing Facilities Manager retired, Karl accepted the position of Director of Facilities & Corporate Services, with expanded areas of responsibility. In this capacity he has managed \$23 million in annual utility expense, overseen administration of waste and recycling services, and has initiated robust sustainability practices. Currently, he serves as a Board Member for the Florida Recycling Partnership. Other areas of oversight included management of Bealls' 130 car fleet program which is currently being transitioned to all electric, Bealls' corporate employee relocation program, and corporate office space management.

Karl became a member of the group "Professional Retail Store Management (PRSM)" and has participated as a guest speaker and moderator during the PRSM National Conferences. Additionally, he wrote an article published in the PRSM Best Practices book regarding Retailer Recycling Best Practices.



**Donn Githens**  
**Goodwill Manasota**

**Donn Githens** is the president and CEO of Goodwill Industries-Manasota, Inc. (GIMI), a nonprofit workforce development provider dedicated to closing the skills gap and eliminating associated challenges created by inequities. He brings an extensive background in the Goodwill Industries International network, with 16 years of Goodwill experience as well as intensive leadership training.

In his former role as vice president of operations, Githens was responsible for the successful execution of GIMI's mission integrated donated goods retail social enterprise. In recent years, he also assumed oversight of marketing and communications, real estate, facility maintenance, property management, and mission development (training) activities in support of other Goodwill organizations across the country.

Before joining GIMI, he held the titles of director of transportation and attended donation centers and regional director of retail operations at Goodwill of North Georgia (Atlanta) for several years. Prior to

that, he was the director of retail operations for the Southern District of Goodwill Industries of the Southern Rivers.

Githens earned his MBA at Ashford University, a Bachelor of Science degree from Florida State University, and is a graduate of Goodwill Industries International's Senior Leadership Program and the University of Georgia-Fanning Institute's Executive Leadership Program for Nonprofit Organizations (ELPNO).

Goodwill Industries-Manasota, Inc. provides a breadth of services that range from job readiness, skills training — including digital skills and various certifications and credentials — and employment placement as well as facilitating connections to holistic wraparound services such as emergency financial assistance, housing, financial literacy, and transportation. The organization works with hundreds of community partners to increase its impact while reducing duplication in service offerings. GIMI serves Sarasota, Manatee, DeSoto and Hardee counties in Florida.



**Mark Barasch**  
**NuCycle**

**Mark Barasch** is the CEO of NuCycle Energy, as well as the Managing Director of Gemini Capital LLC, one of the two lead investors in NuCycle. Prior to his involvement in NuCycle and Gemini, Barasch spent the preceding thirty years as a business owner in New York City, serving and consulting for a list of clients that includes many of the world's largest technology and media and advertising firms (i.e., Lucent Technologies, Apple, SONY, Abbot Labs, Sirius XM, HBO, Turner Broadcasting, and Universal Music Group. among others). Mark also has the honor of sitting on the Advisory Board of the International Council for Caring Communities, a 501 C3 not-for-profit organization that focuses on Sustainability Initiatives and that has Special Consultative Status with the Economic and Social Council (ECOSOC) of the United Nations. In that role, Barasch has had the privilege to manage and oversee several projects promoting global economic and environmental sustainability at United Nations Headquarters in Manhattan.



**Robert Smouse**  
**CEMEX**

**Robert Smouse**, born and raised in Texas and continues to enjoy the greater DFW area with wife, two sons, daughter and “Winter & Shadow” their fur babies. He began his environmental activities before graduating college through Management, Finance & Ethics coursework - helping to design and present an on-campus recycling program at Western Illinois University in 1991.

He's held various environmental leadership positions within the public and private sector, across his 30-year career spanning from solid waste services and landfills, recycling and MRF facilities, composting operations, green building to environmental education and sustainability-based programs. Before joining Cemex as the Senior Alternative Fuels Manager, he's worked for Browning Ferris Industries, Champion Recycling, Abitibi-Bowater and the Texas cities of Plano, Arlington and Fort Worth. His last position was, the Assistant Director - Solid Waste Services, City of Fort Worth, he received his LEED AP in 2006 and was instrumental in advancing the City's future 20-year Comprehensive Solid

Waste Management Plan – Rethinking Waste For a Greener Fort Worth. He left all of that behind to help the company's current Alternative Fuel team with building our North American Program that will rival our successful programs over seas and south of the boarder.

**Carlos G Uruchurtu**



**Plant Director  
CEMEX USA**

I was born in the northwest of Mexico, 150 miles from the Arizona Border in Hermosillo Sonora.

I went to the Monterrey Tec for my chemical engineering degree, several years later I obtained an MBA with a minor in International Business.

My goal in life is to contribute to have a better and sustainable world.

Safety is my passion and contributing to have a successful business.

I have traveled around the world in many of CEMEX operations, and I can proudly say that in every place I have improved safety and have had the opportunity to be a member of successful teams that have turned operations around in the right direction.

I like to spend the time with my family, love playing golf, traveling, reading and following professional sports on TV.

Now that we are empty nesters, we have a little puppy that have stolen our hearts.

**Jenna Emerson**



**CEMEX**

**Jenna Emerson** is the Public Affairs Manager for CEMEX's Florida Region and is coming up on year 14 with the company. She has a Bachelor Degree in Interpersonal Communications from the University of Central FL along with an AA and Minor in Nutrition from Florida State University. She currently lives in Orlando, FL. with her husband Chris of 11 years and two daughters, Vivienne and Everly. Her responsibilities for CEMEX include strategic planning and outreach for all business lines to help establish and grow collaborative relationships with our stakeholders and strengthen CEMEX's Corporate Social Responsibility and Public Affairs Strategies. When Jenna is not working you can find her spending quality time with her husband and two daughters which include many trips to all the local theme parks in Orlando. Her hobbies including cooking, entertaining, exercising, traveling, and crafting.