

## **SUSTAINABILITY AND THE SEMINAR SERIES**

### **When Waste is No Longer Waste**

**Date:** Tuesday, Nov 10th, 2009  
**Time:** 5:30 p.m. - 7:00 p.m.  
**Location:** Lambton College - 1457 London Road, Sarnia, ON  
**Room:** N105 (south entrance of the college)  
**Cost:** **Free**

#### **Introduction**

**Maike Luiken**, Ph.D., Dean, Sustainability,  
Business Development & Applied Research,  
Chair, IEEE London Section

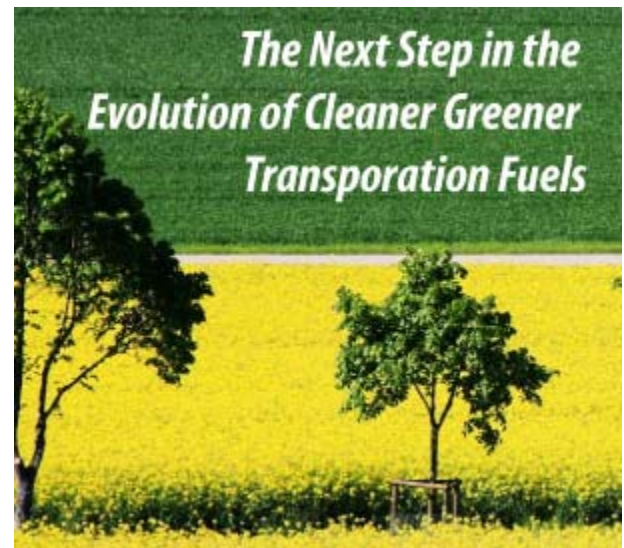
#### **Keynote**

**When Waste is No Longer Waste**

#### **Keynote Speaker**

**Michael Hepworth**, Founder and VP Business Development for Alterna-  
tive Fuels Corporation

#### **Q & A—General Discussion**



**Beverages will be provided**

[www.bluewatersustainabilityinitiative.com](http://www.bluewatersustainabilityinitiative.com)  
[www.alternativefuelscorp.com](http://www.alternativefuelscorp.com)  
[london.ieee.ca](http://london.ieee.ca)

# SUSTAINABILITY AND THE SEMINAR SERIES

## When Waste is No Longer Waste

### Abstract

Waste is rapidly becoming recognised as a valuable distributed energy resource, but the challenges of turning what we throw out into usable energy can be daunting. This presentation will examine the options for turning waste into energy and the pro's and cons of each. The presentation will also cover a proposed project for the Sarnia area where waste will be transformed into sustainable chemical feedstock and ultra-clean fuels. This project will be a world first and will use an integrated suite of proven technologies to convert waste destined for landfill to chemicals and fuels, with no plant emissions and no waste going to landfill.

### Bio

**Michael Hepworth**, Founder and VP Business Development for Alternative Fuels Corporation is a serial entrepreneur with 5 successful start-ups behind him since arriving in Canada from South Africa in 1988. Prior to starting Alternative Fuels Corp his time was devoted to helping entrepreneurs get their businesses growing through more effective marketing. As a management consultant he has worked with some of Canada's largest businesses as well as many Fortune 500 businesses in the United States, including Kellogg Brown and Root, Enron, and Stone and Webster.

