



# NORA Member Benefits

*Liquid Recyclers: Saving the Earth One Drop at a Time*

NORA members are an elite group of companies in the liquid recycling industry that have been promoting and defending the industry for over 20 years. Members rely on NORA to provide a competitive edge in the marketplace with critical news, industry advocacy, vital business resources, member promotion, and networking/educational events.

Join today and enhance your business strategy with NORA!

## **NORA Member Benefits:**

- News and Information
- Industry Advocacy
- Industry Promotion
- The Resource Center
- The Business Directory
- Networking and Events
- Benefits for Associate Members

## **NORA: Maintaining Your Expertise**

In many ways, you are in the business of being the environmental expert for your customers. NORA provides tools for you to stay informed throughout the year to maintain your expertise:

- ***liquid Recycling*** - NORA members receive subscriptions to NORA's official publication, *liquid Recycling* with their membership. The magazine is published six times a year and provides executive summaries of industry and association news. It is a full color publication, valued at \$75 per subscription, and every contact in your company may receive their own subscription. Each issue features a buyers guide, articles about threats and opportunities in the liquid recycling industry, and industry announcements. This is your primary tool to keep abreast of initiatives and change in our industry. ***NORA MEMBERS ONLY*** –you may submit articles for publication to help build your company's name recognition in the industry!
- **NORA News Alerts** - This as it happens... As industry news is breaking, NORA sends you an email alert. NORA also exclusively sends you press releases, association news and more so that you stay in the know.

- **NORA Website** Take a look around! This is a member-only resource that is provided online. [www.noranews.org](http://www.noranews.org) is your entrance into the wealth of industry information we store for you to access when you need it, where you need it. The website contains news, press releases, NORA position papers, research reports, business documents, conference presentations, a Business Directory and much more!

## **NORA: Your Watchdog in Washington**

Today, our industry (and your business) faces many legislative and regulatory threats that are critical to your success. The liquid recycling industry is particularly impacted by regulations and you need representation. NORA is here to help with the most affordable insurance you ll'ever buy.

Perhaps the most valuable, yet the least tangible benefit of NORA membership is our professional government affairs program. NORA works to correct or contain flawed public policy and dedicates funds to ensure the continued health of our industry. We educate policymakers, the media and the general public about the importance of our industry. And this NORA benefit is fully funded through membership dues.

In the past, NORA successfully fought the hazardous waste designation of used oil, aided in the development of the EPA s used oil management standard and drove the modifications of the centralized wastewater treatment regulations. Today, we work to keep your business healthy by working on the US Department of Energy report on used oil to Congress, rebuttable presumption, redefinition of solid waste, parts cleaning and filter issues, and many more. We monitor and address issues and legislation at the federal, state and local level and keep you informed through email NORA alerts, the liquid Recycling newsletter and meetings.

### **Our Key Program Assets:**

- **NORA Office** NORA maintains an office right outside of Washington, DC, allowing NORA easy access to EPA and more.
- **NORA General Counsel** NORA retains attorney Chris Harris.
- **NORA Senior Consultant** NORA retains regulatory expert Jack Waggener, PE, URS Corporation.

For NORA's current advocacy issues, visit the Industry Advocacy page on [www.noranews.org](http://www.noranews.org).

***It s good to know that we do have a watch-dog out there! Thanks. ”***  
***Donald Church, Cliff Berry, Inc., Member***



## **NORA: Promoting the Industry, Promoting You**

NORA's public relations strategy is geared towards positively promoting liquid recycling by leveraging members' investments in NORA.

- **NORA Truck Decals** NORA offers each member a high-quality full-color truck decal. This is a great way to show your customers that you are actively involved in our industry and take pride in your business. Belonging to NORA, a professional association, distinguishes you from the competition by reflecting your professionalism.
- **Exclusive Use of the NORA Logo** NORA members are encouraged to use the widely-recognized NORA logo on their packaging, business cards, invoices and other materials. This indicates to your customers and potential customers that your company is a leader in the industry and that you stay current on the latest issues affecting the industry.
- **NORA Poster Promoting DIY Disposal** Promote your company's commitment to proper recycling with businesses, regulators and schools with the NORA DIY Disposal Poster.
- **Strategic Partnerships** NORA is actively developing strategic partnerships with related organizations to help promote and protect the interests of NORA Members. NORA is working with Earth 911, the Automotive Oil Change Association, and the National Asphalt Pavers Association to better serve members.
- **Supporting Schools** Each year, NORA provides information to schools, teachers and students about oil recycling. From grade school to high school, NORA and its members make sure students understand the importance of properly recycling used oil and other liquids.
- **NORA Patches** NORA patches are yet another way to show your customer that you are a professional in our industry. These patches are for use on uniforms and further states your commitment to the environment.

## **NORA: Directly Improving Your Bottom Line**

### **The Online Resource Center**

- **NORA Library** the NORA Library contains valuable information for members including event presentations, business documents, industry research and key industry links.

- **Committee Pages** NORA Committee Pages are for NORA members only. These links contain specific meeting minutes and updates on key initiatives from the working groups.
- **Discussion Forums** - the NORA Discussion Forums are also for members only. Members may start a discussion or reply to a discussion posted by another member. Topics include general business questions and industry information.

### **NORA Products and Services**

- **NORA: Your PR Partner Program** - No one plans to have a disaster. But when a crisis emerges, one of your first calls should be to NORA. Having your industry association as your public relations partner will greatly help you make critical business decisions. Your company's image and reputation are irreplaceable assets. NORA will help disseminate information and handle appropriate media inquiries utilizing the information you provide. This members-only program will help you "get in front of the story."
- **Ideal Recyclers, Inc. Handbook** NORA has developed a sample book for a model fictitious liquid recycling company. It has copies of various compliance documents and policies that you should have on hand to show customer and regulators. Use this tool as a reference source to audit your business and compliance documents or as a starting place to create your own.
- **NORA Network Q&A Service** If you have a question, it is very likely one of the 700 contacts within the NORA membership has the answer. Simply contact the NORA Headquarters Office. If they do not have the answer on hand, an alert will go out to members and within a few days you'll have the information you need. Members have used this service looking for regulatory advice, technical or equipment assistance or to strike a deal on used equipment.

### **NORA Savings Program**

The NORA Save Program offers discounts or added values exclusively to NORA members. The savings will often pay back your membership dues!

- **Dexsil Discount** NORA has teamed up with Dexsil, the leading supplier of test kits to the liquid recycling industry. Members of NORA are eligible for a 10% discount off of certain Dexsil test kits. Limitations apply. Contact Dexsil at (203) 288-3509 to apply.
- **Member Rates** NORA members receive discounts on all NORA products and services. Members save at least \$250 on conference registrations, receive the \$600 Membership Directory for free, and receive substantial discounts on NORA products such as shirts, windbreakers, truck decals and much more.

## **NORA: Business Development Making the Deal**

The *NEW* NORA Business Directory helps your customers and trading partners find **YOU!**

NORA Members can upgrade their membership to participate in the online Business Directory and have a feature-rich listing that is searchable by state and business categories. Directory listings include the company's contact information, a company description, member's logo, hyperlinks and more.

NORA has purchased 24 URL addresses that link back to the NORA website. This key ownership coupled with advanced technology search features is sure to lead your customers directly to you. Let your association dollars work for you!

## **NORA: It's Who You Know**

There is truth in the statement: It's not what you know, it's who you know. As a NORA Member, you have access to the leading companies in the liquid recycling industry. It is very common for a member to contact another member looking for information or to make a business arrangement. Numerous tools are available to members to help you take advantage of NORA's network of over 700 liquid recycling leaders.

- **NORA Membership Directory** NORA provides members a free copy of a printed membership directory each year a \$600 value! This is the "who's who" of the liquid recycling industry. Members are cross-referenced by services provided and geographic areas served.
- **NORA Membership Online Directory** NORA Members have exclusive access to other members through our online directory. When you log in, you have instant access to nearly 700 leaders in the liquid recycling industry with the most current contact information. You can even email that member from the system or you can click through to their home page.
- **Networking Meetings** The relationships formed in face-to-face meetings continue to be the most valuable. Whether you are reconnecting with fellow members or meeting a member for the first time that could be a trading partner, NORA events are where the industry comes together.

## **NORA: The Place to Be**

NORA hosts three events each year. Members may exclusively attend the Winter and Mid-Year meetings. Non-members may only attend one of these meetings every three years at a fee of \$400. In addition, members save at least \$250 on the registration to the premier networking and knowledge event in the liquid recycling industry. The Annual

NORA Conference held in the fall attracts over 300 leaders from the industry. These three events allow you to stay on-top of the issues facing your industry and business as well as networking sessions to help you build your business.

## **NORA: Come Trade with Us**

As a supplier to the industry, one way to grow your business is through networking provided by NORA. The relationships that exist among members spark plenty of business opportunities. Here are some of the ways you can get in front of your customers:

- **NORA Membership Directory (Associates)** The NORA Membership Directory is published each year with a section just for associates. A complete listing, including your contact information and a description of your product or service, is included with your NORA membership. The directory is distributed to approximately 1000 liquid recycling industry leaders. This is the ultimate desktop resource guide for members.
- **Advertising** NORA offers cost effective opportunities to promote your company, starting at just \$40. NORA will even design your ad for free. Advertising is available in the Membership Directory, each issue of liquid Recycling and in books distributed to attendees at meetings.
- **Sponsorships** NORA offers sponsorship opportunities to associates for every NORA event and the NORA website. Your sponsorship allows NORA to hold our meetings. In return, NORA places your logo on our website, conference books, newsletters, and much more.
- **\$ave Program** Have a special value or savings you want to offer exclusively to NORA members? Let us know. We will add you to the \$ave Program and actively promote your business.
- **Access to the NORA Membership Database** Associate members have access to NORA's online database of members. This is a list of nearly 700 liquid recycling professionals with their up-to-date contact information. This is a great resource to help build your leads.
- **Referral Program** NORA receives many calls from members and non-members looking for vendors/suppliers. NORA refers these calls only to members.
- **Buyers Guide** In each issue of liquid Recycling, a Buyers Guide listing all associate members is provided. It includes the contact information for each associate as well a brief description of the product or service provided. NORA's newsletter liquid Recycling is printed six times each year.

- **Speaking Opportunities** NORA Associate Members are encouraged to request presentation time at the annual conference. If you have a topic (non-selling) you think would benefit members (business trends, new technology, advice, etc.), contact the NORA Headquarters. This is a great way to promote your expertise in the liquid recycling industry.
- **Exhibit Space at Annual Trade Show** A booth at the NORA trade show is the ultimate face time event for the liquid recycling industry. Meet and greet over 300 industry leaders and show them the potential of a strategic business relationship. NORA Members save \$975 off a booth at the annual trade show.

# **NORA: Strength in Numbers!**

*A list of current NORA Members as of 05/30/2008.*

A.R.R.O.W. Approved Rem. & Rec of Oil Waste, Inc.  
Aaron Oil Company Inc  
Accurate Energy  
Actaris  
Akron Canton Waste Oil Company Inc  
American Oil Recycling, Inc  
American Petroleum Institute  
AMSPEC  
APAC - Fuelport Division  
Atlantic Industrial Services, Inc.  
BBN Oil Recycling Inc  
Beaver Oil Company Inc  
Bedford Industries, Inc  
Blend Tech, Inc  
Broward County Dept. Planning & Env Protection  
Brown DuPree Oil Co  
Build-All Corporation  
Buzzi Unicem USA  
C Stoddard & Sons Inc  
C&J Recovery  
Castion Corporation  
Centrifuge Services, Inc.  
CES Environmental  
Chem-Ecol Ltd.  
Chemical Engineering Partners  
ChevronTexaco - Fuel & Marine Marketing  
Chico Drain Oil Service  
Clean Burn  
Clean Harbors Environmental Services  
Clean Water of New York, Inc.  
Cleantech Environmental  
Clearwater Environmental Management Inc  
Cliff Berry Inc.  
Coastal Refining Corporation  
Colas NA-Sloan Construction  
Commercial Filter Recycling Inc  
Como Lube and Supplies Inc  
Comprehensive Environmental Solutions. Inc.  
Conjopa Oil  
Conserve Oil Corp.  
Consolidated Recycling Co Inc  
Crystal Flash Energy  
D & L Used Oil Services, Inc.  
Daniel & Henry Co  
DeMenno/Kerdoon  
DesertMicro  
Dexsil Corporation  
DFW Waste Oil Service, Inc.  
Direct Line Environmental  
Dober  
Dragon Products  
DTX Oil LLC  
Eco Klean S.A.  
Eco-Clean Inc  
Eldredge, Inc.  
EMC Oil Co  
Emerald Services Inc  
Emulsions Control Inc  
Energy Logic  
Environmental Resource Associates  
Environmental Specialists Inc  
EnviroSolutions  
ESI Environmental Inc  
Evergreen Oil, Inc  
Excel Environmental Inc  
FCC Environmental  
Federal Oil Service  
FFS Refiners (Pty) Limited  
Filter Manufacturers Council  
Flex Oil Service, LLC  
Florida Department of Environmental Protection  
Fluid Fuels  
Future Environmental Inc  
Gateway Petroleum Co., Inc  
General Combustion Corp  
General Oil Company Inc  
Geocycle  
Georgia Petroleum Inc.  
Halron Lubricants Inc  
Harris Law Office  
Hazleton Oil & Environmental, Inc.  
Heartland Petroleum LLC  
Heritage - Crystal Clean, LLC  
Hill Manufacturing Co.  
Holston Environmental Services, Inc.  
HOWCO  
Hutchison Hayes, L.P  
Hydrocarbon Engineering Processing Inc.  
Illinois Recovery Systems Inc.  
Independent Waste Oil Collections  
Industrial Water Services Inc  
INSERV  
Insurance Office of America Inc  
Intergulf Corp.  
Iowa Waste Reduction Center  
Jebro Inc  
Jeff Pocisk  
Kentucky Petroleum Recycling Inc  
Kevin Kays  
Kleentec Inc  
Kwik Kleen of Ohio  
LABCAL SERVICES INC. dba LCS  
Larry Freepons Inc  
Little Dipper Holdings  
Loe's Oil Company Inc  
LORCO Petroleum Services  
Luby Rec de México  
Lwart Lubrificantes  
M&M Used Oil Services, Inc.  
Maryland Environmental Service  
Mesa Oil Inc  
Midstates Oil Refining Co., LLC  
Midwest Custom Chemicals  
Montana DEQ, Air, Energy, and Pollution Prevention Bureau  
Moore Oil Environmental Services  
Mosner Energy Alternatives  
MyGeneration  
NC State Surplus  
Newalta Corporation  
NJ Department of Environmental Protection  
Noble Oil Services Inc  
NOCO Energy Corp  
NORA An Assn. of Responsible Recyclers  
Oil Distributing Company  
Oil Re-Refining Company  
Oilmen's Truck Tanks Inc.  
Oily Waste Processors Inc  
Oldcastle Materials Group

Oldcastle/ Appalachian Materials Group  
Olein Recovery Corporation  
On-Site Antifreeze Recycling  
Ottawa County Health Dept  
Paratherm Corp.  
Par-Kan Company  
Paul J. Orłowski, Ph.D  
Pennsylvania DEP  
PESCO-BEAM Environmental  
Petroleum Recycling Corp  
Petrotech Southeast, Inc.  
PetroTex Hydrocarbons,LLC  
Polar Environmental Services Corporation  
Poracky and Associates, Inc.  
Process Resource Group, Inc  
Proleum Energy  
Q Environmental, Inc  
Quell Petroleum Service Inc  
Quest Recycling Services, LLC  
R&D/Fountain Industries  
R&H Waste Oil Inc  
Ramos Environmental Services  
Randt Recycling Technologies, Inc.  
RAY Camp Filters-Strainers  
Recycle Oil Co  
Recycle Technologies  
Recycling Fluid Technologies  
Reliable Oil Services, LLC  
Repsol-YPF- Applied Technology Center  
REZNOR  
Rhode Island DEM  
Rice Environmental Services LLC  
Ricky's Oil Service Inc  
Rose Foundation  
RS Used Oil Services Inc  
Safety-Kleen Corp  
Safety-Kleen Oil Division  
Select Environmental, An O'Rourke Co.  
Shell Lubricants  
Solvents and Petroleum Service Inc.  
Solvents Systems International  
Southwest Oil Inc  
Specialty Environmental Services of TX  
Spencer Machine &Tool  
Spirit Services, Inc.

Summit Environmental Technologies  
Synergy Recycling , LLC  
Systech Environmental Corp  
SystemOne Technologies Inc.  
Tennessee Dept of Env Conservation  
TexPar Energy L.L.C.  
The Lube Stop, Inc.  
The McPherson Companies, Inc.  
Thermo Fluids Inc.  
Total Recycling Technologies  
Tri State Oil Reclames, Inc  
Tri State Recycling Services Inc  
Trihydro Corporation  
Tri-State Tank, L.L.C.  
Truck Works Inc.  
U.S Foundry & Manufacturing  
UNI-RAM Corporation  
United Oil Recovery Inc  
United Solutions Inc.  
Unitek Solvent Services Inc  
Universal Environmental Services, LLC  
Universal Form Clamp  
URS Corporation  
US Army Fort Hood  
US Dept of Energy, WAPA  
US EPA  
US Oil Recovery, LP  
Used Oil Management Association  
Usher Oil Company  
Utah Department of Environmental Quality  
Valley Environmental Service LLC  
Vertex Energy, L.P.  
Vertex Recovery, LP  
Vesco Oil Corporation  
Virginia DEQ  
Volunteer Oil Service  
Vortex Recycling  
W.J. Lauer Corp  
Waste Oil Collectors Inc  
Water Recovery, Inc.  
Westfalia Separator  
World Petroleum Corp.  
Xeray Systems Inc  
XL Insurance  
Yakima County Washington Waste Facility