

Join Us Oct. 14 @ 10:15AM Via Microsoft Teams for A Special
Presentation



virtual EVENTS 

Wednesday, October 14 @ 10:15AM

What's that Smell? How to Manage a Next-Level Business Risk.

Free to all staff at CCNJ member companies. Register today.

Registration fee for non-members: \$100 (space is limited).

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REGISTRATION IS FREE TO ALL STAFF AT CCNJ/SRIN MEMBER COMPANIES.

CCNJ is pleased to present a one-hour webinar, entitled "[What's that smell?](#)", featuring **Tina Berceli-Boyle and Denny Lerch, P.E.** from Haley Aldrich, who will discuss how the emerging risk of odors that affect a community in today's well-connected society can threaten facility operations and business reputations.

***What's that smell? How to manage a next-level business risk.
The emerging risk of odors that affect a community in today's well-connected society can threaten facility operations and business reputations.***

Companies today are faced with next-level business risks not defined by black-and-white regulatory compliance. This presentation explores one such risk, off-site odors in the community. Few regulatory agencies have regulations that quantify odor compliance. Rather, they have prohibitions on "nuisance" odor that can be widely interpreted by communities. In today's connected society, community groups can organize very quickly and aggressively to put pressure on politicians, agencies—and ultimately—businesses. Companies must handle these business risks in ways that

keep up with this new world. This requires firms to be fast-paced and thorough to manage potential damage to their brand and reputation. This presentation provides case studies of local manufacturers confronted by community members angered about odors. Through these case studies, we will discuss successful approaches for addressing your next-level business risks related to odor.

Join us for this online presentation with Q&A from 10:15AM until 11:15AM on October 14. **The event is free to all staff at CCNJ member companies.** [Registration is required](#). Audience size is limited, [so register early](#).

You will only be able to access this event via [Microsoft Teams](#) with the link that will be provided to registrants the day before the event. For best results make sure you download and install the Microsoft Teams application.

Feel free to email any questions ahead of time to CCNJ Staff, and we can share them with the presenters so they can address your concerns.

[Click here to register.](#)

AGENDA

10:15AM Welcome Remarks & Introductions

Dennis Hart, Executive Director, Chemistry Council of NJ

10:20AM What's that smell? *How to manage a next-level business risk. The emerging risk of odors that affect a community in today's well-connected society can threaten facility operations and business reputations.*

Presenter: Tina Berceli-Boyle has over 25 years of experience in environmental engineering, permitting, and health and safety. Ms. Berceli-Boyle is an environmental compliance expert with a focus on air quality. Her experience is nationwide, with substantial presence in the Northeast states including New York, New Jersey, Massachusetts, Connecticut, Rhode Island, Maine, and New Hampshire. Her work has encompassed a variety of areas including multi-media compliance assessment, emissions modeling, air permitting, EHS program development, control technology evaluation, air dispersion modeling, regulatory support, litigation support and assessment of environmental and health risk. She has worked with a wide range of clients including aerospace, power generation, chemical processing, commercial, institutions, property management, biotechnology, electronics/semiconductor manufacturing, pulp and paper, steel manufacturing/finishing, and printing and surface coating.

	<p>Presenter: Denny Lerch, P.E. sees his clients as partners, and he takes pride in his ability to help them understand how all the pieces of their environmental health & safety (EHS) programs fit together. His systemic approach looks at all facets of his clients' EHS programs and considers their specific goals, values, and cultures, enabling him to develop solutions that benefit his clients' businesses beyond the task at hand. With this comprehensive strategy, Denny builds trust with his clients and enables them to make informed decisions about their current and future operations. During his more than 25-year career, Denny has helped a wide variety of industrial clients maintain compliance with regulatory requirements, develop sustainable EHS management systems, and evaluate strategies to mitigate operational risks.</p>
11:00AM	Moderated Discussion & Q&A
11:15AM	Closing Remarks
	Dennis Hart, Executive Director, CCNJ