

Blue Sky, Green Earth

WASTE PRO
"THE WASTE PROFESSIONALS"

A newsletter connecting Waste Pro and the municipal sector we serve

Volume 1 / Issue 4
Summer 2010



President's Corner

We are proud to feature the success of the City of Hollywood, Florida and RecycleBank in this issue of Blue Sky, Green Earth. Our partnership with the City has been successful in more ways than one. Last year, the City made the decision to privatize, and awarded the collection contract to Waste Pro, saving the City over \$3.5 million annually. Since then, Waste Pro and Hollywood have worked closely together to ensure a seamless transition and provide excellent customer satisfaction. Waste Pro took a proactive approach to educating customers about who we are as a company by attending numerous civic outreach events. We also hosted job fairs at the City's Sanitation Department to answer questions and provide information on Waste Pro's employment opportunities. City sanitation workers had the option to either stay with the City or work for us. During the first four months, our staff diligently over-supervised to guarantee a smooth transition. In a letter of recommendation, the City stated that "Waste Pro has been a solid partner of the City of Hollywood, many times going beyond the requirements of their contract, attempting to make the transition as smooth as possible." Hollywood is just one example of Waste Pro's ability to successfully partner with a city in their efforts to control operating costs, limit risk, and provide residents with the highest level of customer service.

John

John Jennings
President & CEO, Waste Pro USA

RecycleBank in Hollywood, FL

Hollywood, FL recently became the second city in the state and the first in Broward County to join RecycleBank's recycling incentives program. RecycleBank rewards residents for participating in recycling by offering points that can be redeemed at local and national retailers.

Residents put curbside recyclables in 95-gallon carts equipped with a radio frequency (RFID) tag linked to the household address. Waste Pro trucks are outfitted with cart tipplers, tipper scales, and on-board computers to record the weight of each cart and address from the RFID tag. At the end of each collection day, weights are downloaded into



a computer at the Waste Pro Hollywood office and transmitted electronically to RecycleBank, who then calculates the weights and deposits reward points into residents' online accounts. Referring to RecycleBank, the City's Assistant Director of Public Works stated that, "Waste Pro has provided excellent

customer service staff and stepped up to the challenge again as we have experienced great successes with this new program."

The program has been a great accomplishment for Hollywood. In the first month, Hollywood increased its recycling rate by 127% over the previous year. Waste Pro is thrilled to be a part of that success.

Waste Pro Completes Two New Acquisitions

Waste Pro recently completed the acquisition of Southern Waste Disposal in Meridian, Mississippi and Wyatt & Bowman Waste Container of Asheville, North Carolina.

Southern Waste Disposal is a 12-year-old waste collection and disposal company that operates two Mississippi Department of Environmental Quality approved Class 1 C&D landfills. Southern Waste Disposal's residential and commercial service area includes eight counties in Central Mississippi and West Central Alabama. The acquisition

includes office and shop facilities, as well as front and rear load trucks, containers, and roll-off vehicles located at 200 Braxton Avenue in Meridian.

Wyatt & Bowman has been in business since 1967 serving a wide variety of commercial customers throughout the Asheville area from 1476 Riverside Drive in Asheville. The acquisition includes compactors, containers, and vehicles that will support the expanding residential and commercial collection, recycling, and disposal operations from Waste Pro's expansive Asheville facility.

Municipal contracts are our specialty, representing over 70% of our business

Going Green



- Waste Pro's 121,750 foot Birmingham Operation Recognized**

The Birmingham News profiled Waste Pro's investment in our major recycling center in Tarrant, Alabama. The newspaper recognized our commitment to diverting municipal and commercial waste from landfills by creating a MRF that may become the nation's largest. Recycling is not new for Waste Pro Alabama. In August 2008, Waste Pro acquired American Recycling located in Bessemer, Alabama.

- Waste Pro Bradenton Sets Guinness World Record**

In other green news, Waste Pro recently teamed with State College of Florida in Sarasota to break the Guinness World Record for the most plastic bottles recycled in eight hours. Partnering with the College's Earth Club on Earth Day, Waste Pro loaded and compacted 41,100 bottles into a rear loader to be weighed at the regional facility. The result was a record 4,980 pounds of plastic that did not go to the landfill.

- Recycling Mascot is Home Run**

There is more than baseball at spring training for the Miracle/Minnesota Twins at Hammond Stadium in Fort Myers. In a partnership with Waste Pro, the team has introduced the Waste Pro Green Man promoting recycling at the park. Outfitted in a green body suit, the Green Man mascot runs up and down the stadium collecting recycling and spreading the green word.

News Briefs

- Community Patrol**

Sanford police recently trained 14 Waste Pro collection drivers to be part of the "Community Patrol" program, a first of its kind in Central Florida. The program trains drivers to watch for anything suspicious while they are on route within the community. They have a direct line to police to report anything they see. Community Patrol was developed to help combat the rash of home burglaries that occur in the middle of the day.

- Waste Pro Truck on the Silver Screen**

When the producers of the next film "Big Momma's House" needed a good looking garbage truck, they came to Waste Pro Georgia. Our truck ended an exciting downtown Atlanta car chase!

Watch for your favorite waste company when the film is released next year.

- Delta Sanitation Opens New Mobile Facility**

Delta Sanitation (a Waste Pro Company) recently opened a new Mobile Division in the suburb of Theodore, Alabama. The new facility is off to a strong start taking advantage of Delta Sanitation's great customer service reputation. Delta Sanitation was acquired by Waste Pro in January 2010 and is based in Gautier, Mississippi.

- Waste Pro Now Serves Town of Melbourne Beach**

The historic town of Melbourne Beach, founded in 1923 on Florida's space coast, is now a Waste Pro customer. Waste Pro is serving approximately 1,550

residential garbage, recycling, and yard waste customers.

- Waste Pro Now Serves More Than 1,000,000 Customers**

The City of Cape Coral's selection of Waste Pro has helped to push our customer totals to more than 1,000,000 throughout the Southeast. Waste Pro replaces Waste Management as the City's collection provider.

Upcoming Events

- Florida League of Cities Annual Conference, August 19-21, 2010, Hollywood, FL
- North Carolina League of Municipalities Annual Conference, October 24-26, 2010, Winston-Salem, NC
- North Carolina Association of Counties, August 26-29, 2010, Greenville, NC

Good Samaritans come to the rescue

To the Editor:

My 96-year-old father recently fell in front of his home and was unable to get to his feet. He waved his arm hoping for someone to come to his aid. Two wonderful, caring, and thoughtful men came to his rescue. Waste Pro employees Sylvester Kelly and Willy Howard were making their rounds and saw my father. They called for EMT's and then proceeded to comfort and remain with my father until medical help arrived. Bless these men for their sense of responsibility and caring attitude. My father is recovering well today thanks to these kind gentlemen. They are heroes!

*Kathy Carpenter
Riverdale, Utah*

Letter to the Editor -
Lake City Reporter (Florida)

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