

WASTE & RECYCLING NEWS

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WRN's Rising Stars



Tom Buechel



Brooke Farrell



S. Goodman



Alberto Guardado



Jeremy Labbe



Joe Liebau Jr.



Russell Mackie



Kevin McLaughlin



Julie Pond



Zachary Poucher



Scott Radeker IV



Tom Szaky

12 people to watch in the waste and recycling industry

From WRN staff reports

The recycling and waste industry, perhaps more than any other, knows all about cycles: recycle, upcycle, downcycle, pre-cycle, freecycle, e-cycle ...

But like all industries, there's another cycle going on, and it never stops.

Every day, the veteran leaders and established professionals in the field are a step closer to retirement. And every day the future leaders and young minds are a step closer to taking their place.

The older folks often look at this generation with dread and worry. They're not sure they can trust the future of their industry to the younger generation.

If Waste & Recycling News' Rising Stars are an indication –

and there's no reason to think they're not – no one needs to worry. The industry will be in good shape. The kids are all right.

About 100 standouts under the age of 45 were nominated for WRN's inaugural Rising Stars awards. Judging these remarkable young people proved difficult because of the stunning quality of their talents, their work and their accomplishments.

The up-and-comers included entrepreneurs, engineers, operations directors, CEOs, recycling directors, landfill managers, inventors, public servants, sales managers, communications specialists, sustainability managers, even politicians and students. They come from small companies and giant, from the public sector and the private, and from all over North America.

Choosing a dozen winners out of the scores of nominees was no easy task. But the judges did it. The process became easier when it became clear that this wouldn't be WRN's first and only celebration of youth, and that the worthy candidates who did not make the cut would be able try again for the 2013 Rising Stars awards.

So please turn to pages 11-14 to meet Waste & Recycling News' Rising Stars for 2012. Learn more about what these 12 talented people have accomplished, their philosophies, their dreams and goals, what they see as the biggest challenges to our future, even what cell phones they carry.

Prepare to be impressed ... and to look upon the future not with uncertainty but with confidence. The future is going to be in good hands. ■

Russell Mackie

Age: 35

Title and company: Regional vice president, Waste Pro of Florida Inc.

Bio: I have worked in the solid waste industry for almost 20 years. At 16 years old, I started with Southeast Reclamation and worked in the maintenance department washing trucks, changing tires, making hydraulic repairs and welding. After six years, I went to work with a startup recycling company called Delta Recycling. While at Delta, I was responsible for sales and revenue development



Russell Mackie

for four C&D processing facilities. When Delta Recycling sold to BFI, I went to work for Waste Pro, starting up the location in Fort Pierce, Fla. I was responsible for growing that location from one truck and \$6,000 in revenue our first month to 75 trucks and \$30 million in revenue by our fifth year. Since then I have opened the other hauling divisions in the region, bringing our annual revenue to about \$85 million.

What's your biggest achievement? Aside from getting my wife to say "yes" to my marriage proposal, I am very proud of my body of work with Waste Pro. Being able to generate \$85 million a year in revenue and do it organically without acquisitions has been a tremendously difficult yet a truly rewarding journey.

What's the most important issue facing the industry over the next 10 years? I believe as new green initiatives present themselves, waste-to-energy alternatives will increasingly become important. I think waste companies face a difficult yet necessary task of transitioning their business models to accommodate these new initiatives without greatly increasing operating costs or making equipment and assets on hand obsolete.

Business buzzword you hate the most? Standalone. I've never understood why people want to look at things on a "standalone" basis. I think if companies look at improving operations as a whole and stop trying to dissect every component and customer and force it to make sense on a "standalone" basis, they would be much more successful at accomplishing improvement.

How do you unwind? I love a good happy hour, any sports on TV or a day at the beach.

Family: Wife, Laura; daughters, Lola, 5; and Zeta, 8 months; and son, Jax, 3.

How do you get to work? I drive every day and I probably spend more hours in my car than anywhere else.

What's the make and model of your car? I have a GMC Sierra Denali pickup truck.

Social media: I do the Facebook and LinkedIn thing but I consider myself old school and prefer face to face or telephone conversations.

What type of cell phone do you use? I use an iPhone. I absolutely love it.

Where do you want to be in 10 years? I really enjoy the path that my life is on now. I definitely want more in all aspects of my life but am confident that I will be exactly where I belong in 10 years: Healthy, wealthy and happy.

What did you want to be growing up? My dream was to be a professional baseball player.

What one thing do you want to do before you die? I would love to take my parents, wife and children on a trip to Italy and Ireland to see where our family heritage began. ■

